

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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Base : All respondents	
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Base : All respondents	

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QZ12 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?337

Base : All respondents in Northern Ireland

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Table 1

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

NATION

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	FEMALE			UNDER															
Total	MALE			16-24	25-34	35-54	55+	£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	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
England	1886	905	981	276	340	654	616	297	169	240	428	490	566	339	490	1886	-	-	-
	84%	84%	84%	84%	83%	84%	83%	78%	78%	86%	91%	87%	85%	82%	81%	100%	-%	-%	-%
										gh	gh	n				pqr			
Scotland	197	94	102	25	36	67	69	40	23	18	20	41	55	39	61	-	197	-	-
	9%	9%	9%	8%	9%	9%	9%	10%	10%	6%	4%	7%	8%	10%	10%	-%	100%	-%	-%
								j	j								oqr		
Wales	111	52	59	16	19	39	37	25	16	12	16	23	30	20	38	-	-	111	-
	5%	5%	5%	5%	5%	5%	5%	7%	7%	4%	3%	4%	4%	5%	6%	-%	-%	100%	-%
								j	j									opr	
Northern Ireland	62	30	32	10	13	21	18	16	10	10	9	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	4%	5%	3%	2%	2%	3%	3%	3%	-%	-%	-%	100%
								j										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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 1

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

NATION

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
England	1886	280	307	186	163	197	210	187	354	1673	213	1067	806	1204	682
	84%	100%	100%	100%	100%	100%	100%	100%	100%	85%	73%	85%	82%	87%	84%
										j				n	
Scotland	197	-	-	-	-	-	-	-	-	164	33	100	96	100	96
	9%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	8%	10%	7%	12%
														m	
Wales	111	-	-	-	-	-	-	-	-	88	23	61	50	78	33
	5%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8%	5%	5%	6%	4%
											i				
Northern Ireland	62	-	-	-	-	-	-	-	-	39	23	32	30	-	-
	3%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	-%	-%
											i				

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 2

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REGION

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
North East	96 4%	47 4%	48 4%	16 5%	21 5%	32 4%	27 4%	14 4%	9 4%	7 3%	14 3%	24 4%	22 3%	20 5%	30 5%	96 5% pqr	- -%	- -%	- -%
North West	259 11%	126 12%	133 11%	39 12%	46 11%	89 11%	84 11%	36 9%	28 13% j	43 15% gj	36 8%	54 9%	83 12%	45 11%	77 13%	259 14% pqr	- -%	- -%	- -%
Yorkshire	187 8%	86 8%	101 9%	29 9%	31 8%	69 9%	58 8%	26 7%	20 9% j	26 9% j	20 4%	30 5%	58 9% k	40 10% k	58 10% k	187 10% pqr	- -%	- -%	- -%
East Midlands	163 7%	77 7%	86 7%	23 7%	26 6%	60 8%	54 7%	26 7%	13 6%	25 9%	35 7%	34 6%	48 7%	37 9%	44 7%	163 9% pqr	- -%	- -%	- -%
West Midlands	197 9%	96 9%	102 9%	30 9%	33 8%	67 9%	68 9%	36 9%	23 10%	22 8%	38 8%	51 9%	53 8%	35 9%	58 10%	197 10% pqr	- -%	- -%	- -%
East of England	210 9%	105 10%	106 9%	30 9%	44 11%	69 9%	68 9%	38 10%	15 7%	24 9%	65 14% hi	61 11%	55 8%	40 10%	55 9%	210 11% pqr	- -%	- -%	- -%
London	280 12%	137 13%	143 12%	46 14%	57 14%	103 13% f	75 10%	33 9%	25 12%	39 14% g	106 22% ghi	86 15% mn	93 14% m	35 8%	66 11%	280 15% pqr	- -%	- -%	- -%
South East	307 14%	146 14%	161 14%	42 13%	48 12%	106 14%	112 15%	52 14%	19 9%	29 10%	68 14% h	96 17% n	97 14% n	54 13%	61 10%	307 16% pqr	- -%	- -%	- -%
South West	186 8%	86 8%	101 9%	20 6%	34 8%	60 8%	72 10%	35 9%	16 8%	23 8%	45 10%	55 10%	57 8%	33 8%	42 7%	186 10% pqr	- -%	- -%	- -%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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REGION

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	MALE		FEMALE	16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	a	b						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
Significance Level: 95%				c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Wales	111	52	59	16	19	39	37	25	16	12	16	23	30	20	38	-	-	111	-
	5%	5%	5%	5%	5%	5%	5%	7%	7%	4%	3%	4%	4%	5%	6%	-%	-%	100%	-%
								j	j									opr	
Scotland	197	94	102	25	36	67	69	40	23	18	20	41	55	39	61	-	197	-	-
	9%	9%	9%	8%	9%	9%	9%	10%	10%	6%	4%	7%	8%	10%	10%	-%	100%	-%	-%
								j	j								oqr		
Northern Ireland	62	30	32	10	13	21	18	16	10	10	9	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	4%	5%	3%	2%	2%	3%	3%	3%	-%	-%	-%	100%
								j										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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
North East	96	-	-	-	-	-	-	-	96	89	7	48	47	58	37
	4%	-%	-%	-%	-%	-%	-%	-%	27% abcdefg	5% j	2%	4%	5%	4%	5%
North West	259	-	-	-	-	-	-	-	259	245	14	147	106	159	100
	11%	-%	-%	-%	-%	-%	-%	-%	73% abcdefg	12% j	5%	12%	11%	11%	12%
Yorkshire	187	-	-	-	-	-	-	187	-	167	21	99	88	118	69
	8%	-%	-%	-%	-%	-%	-%	100% abcdefgh	-%	8%	7%	8%	9%	9%	9%
East Midlands	163	-	-	-	163	-	-	-	-	138	25	102	61	123	40
	7%	-%	-%	-%	100% abceefgh	-%	-%	-%	-%	7%	9%	8%	6%	9% n	5%
West Midlands	197	-	-	-	-	197	-	-	-	176	21	102	93	125	72
	9%	-%	-%	-%	-%	100% abcdcfgh	-%	-%	-%	9%	7%	8%	9%	9%	9%
East of England	210	-	-	-	-	-	210	-	-	169	42	127	82	149	61
	9%	-%	-%	-%	-%	-%	100% abcdegh	-%	-%	9%	14% i	10%	8%	11% n	8%
London	280	280	-	-	-	-	-	-	-	280	-	163	114	94	186
	12%	100% bcdefgh	-%	-%	-%	-%	-%	-%	-%	14% j	-%	13%	12%	7%	23% m
South East	307	-	307	-	-	-	-	-	-	267	40	184	123	226	81
	14%	-%	100% acdefgh	-%	-%	-%	-%	-%	-%	14%	14%	15%	13%	16% n	10%
South West	186	-	-	186	-	-	-	-	-	143	44	95	91	151	36
	8%	-%	-%	100% abdefgh	-%	-%	-%	-%	-%	7%	15% i	8%	9%	11% n	4%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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REGION

Base : All respondents

		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Wales	111	-	-	-	-	-	-	-	-	88	23	61	50	78	33
	5%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8% i	5%	5%	6%	4%
Scotland	197	-	-	-	-	-	-	-	-	164	33	100	96	100	96
	9%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	8%	10%	7%	12% m
Northern Ireland	62	-	-	-	-	-	-	-	-	39	23	32	30	-	-
	3%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8% i	3%	3%	-%	-%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Urban	1964	946	1018	299	371	681	613	338	193	248	413	485	581	349	549	1673	164	88	39
	87%	87%	87%	91%	91%	87%	83%	89%	89%	89%	88%	86%	87%	84%	90%	89%	83%	79%	63%
				ef	f	f									km	pqr	r	r	
Rural	292	136	156	28	37	100	127	40	24	32	59	81	88	64	59	213	33	23	23
	13%	13%	13%	9%	9%	13%	17%	11%	11%	11%	12%	14%	13%	16%	10%	11%	17%	21%	37%
						c	cde					n		n			o	o	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Urban	1964	280	267	143	138	176	169	167	334	1964	-	1106	848	1123	802
	87%	100%	87%	77%	85%	89%	80%	89%	94%	100%	-%	88%	86%	81%	99%
		bcdefgh	c		c	cf		cf	bcdfg	j					m
Rural	292	-	40	44	25	21	42	21	21	-	292	155	136	259	10
	13%	-%	13%	23%	15%	11%	20%	11%	6%	-%	100%	12%	14%	19%	1%
			ah	abdegh	ah	a	aegh	ah	a		i			n	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 4

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

CABLE AREA

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
TELEWEST	463	224	239	76	97	151	139	75	47	51	94	132	140	73	117	406	57	-	-
	21%	21%	20%	23%	24%	19%	19%	20%	22%	18%	20%	23% m	21%	18%	19%	22% qr	29% oqr	-%	-%
NTL	741	357	384	121	144	234	242	143	57	100	176	181	216	137	207	699	18	13	12
	33%	33%	33%	37% e	35%	30%	33%	38% h	26%	36% h	37% h	32%	32%	33%	34%	37% pqr	9%	12%	19% pq
NEITHER	1052	501	551	130	167	396	359	160	112	129	202	253	313	203	283	782	122	98	51
	47%	46%	47%	40%	41%	51% cd	49% cd	42%	52% gj	46%	43%	45%	47%	49%	47%	41%	62% o	88% opr	81% op

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 4

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CABLE AREA

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
TELEWEST	463	96	47	38	-	112	16	32	64	461	1	249	207	237	225
	21%	34%	15%	21%	-%	57%	8%	17%	18%	23%	*%	20%	21%	17%	28%
		bcd fgh	df	df		abcd fgh	d	df	df	j					m
NTL	741	110	159	16	71	24	102	61	154	706	35	410	329	441	288
	33%	39%	52%	9%	43%	12%	49%	33%	44%	36%	12%	33%	33%	32%	36%
		ce	aceg		ceg		aceg	ce	ceg	j					
NEITHER	1052	74	101	131	92	61	92	94	136	797	255	601	447	703	298
	47%	26%	33%	71%	57%	31%	44%	50%	38%	41%	87%	48%	46%	51%	37%
				abdefgh	abefh		abe	abeh	a		i				n

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 5

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

DEPRIVATION LEVEL

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	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	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Low	1382	665	717	170	219	506	487	175	125	169	335	416	437	246	282	1204	100	78	-
	61%	62%	61%	52%	54%	65%	66%	46%	58%	61%	71%	74%	65%	60%	46%	64%	51%	70%	-%
						cd	cd		g	g	ghi	lmn	mn	n		pr	r	opr	
Medium	782	372	410	140	170	248	224	179	78	97	122	134	203	149	296	660	88	33	-
	35%	34%	35%	43%	42%	32%	30%	47%	36%	35%	26%	24%	30%	36%	49%	35%	45%	30%	-%
				ef	ef			hij	j	j			k	kl	klm	r	oqr	r	
High	30	14	16	7	7	6	11	8	4	4	7	4	11	4	11	22	8	-	-
	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	4%	-%	-%
																qr	oqr		
Undefined	62	30	32	10	13	21	18	16	10	10	9	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	4%	5%	3%	2%	2%	3%	3%	3%	-%	-%	-%	100%
								j											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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 5

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

DEPRIVATION LEVEL

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Low	1382	94	226	151	123	125	149	118	217	1123	259	796	578	1382	-
	61%	34%	74%	81%	76%	63%	71%	63%	61%	57%	89%	63%	59%	100%	-%
			aegh	aefgh	aegh	a	ah	a	a		i	l		n	
Medium	782	164	81	36	40	72	61	69	137	772	10	419	359	-	782
	35%	59%	26%	19%	24%	37%	29%	37%	39%	39%	3%	33%	36%	-%	96%
		bcd	efgh			bcd	c	bcd	bcd	j				m	
High	30	22	-	-	-	-	-	-	-	30	-	14	16	-	30
	1%	8%	-%	-%	-%	-%	-%	-%	-%	2%	-%	1%	2%	-%	4%
		bcd	efgh							j				m	
Undefined	62	-	-	-	-	-	-	-	-	39	23	32	30	-	-
	3%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	-%	-%
											i				

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 6

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SE. GENDER

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER	£11.5K-	£17.5K-						ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Male	1082	1082	-	161	171	365	384	163	107	149	221	278	306	225	273	905	94	52	30
	48%	100%	-%	49%	42%	47%	52%	43%	49%	53%	47%	49%	46%	54%	45%	48%	48%	47%	48%
		b					de			g				ln					
Female	1174	-	1174	167	237	415	355	215	110	131	251	288	363	188	335	981	102	59	32
	52%	-%	100%	51%	58%	53%	48%	57%	51%	47%	53%	51%	54%	46%	55%	52%	52%	53%	52%
			a		f	f		i					m		m				

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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SE. GENDER

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Male	1082	137	146	86	77	96	105	86	173	946	136	629	447	665	387
	48%	49%	48%	46%	47%	48%	50%	46%	49%	48%	47%	50% l	45%	48%	48%
Female	1174	143	161	101	86	102	106	101	182	1018	156	631	536	717	425
	52%	51%	52%	54%	53%	52%	50%	54%	51%	52%	53%	50%	55% k	52%	52%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 7

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

SF. AGE OF RESPONDENT

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
16 - 17	47 2%	30 3% b	18 1%	47 14% def	- -%	- -%	- -%	2 1%	- -%	7 3% gh	5 1%	8 1%	17 2%	10 2%	13 2%	40 2%	4 2%	3 2%	2 2%
18 - 24	280 12%	131 12%	149 13%	280 86% def	- -%	- -%	- -%	51 14% ij	20 9%	17 6%	44 9%	43 8%	103 15% k	53 13% k	82 14% k	236 13%	22 11%	14 12%	9 14%
25 - 34	408 18%	171 16%	237 20% a	- -%	408 100% cef	- -%	- -%	64 17%	41 19%	72 26% g	99 21%	99 18%	122 18%	78 19%	108 18%	340 18%	36 18%	19 17%	13 20%
35 - 44	439 19%	191 18%	248 21% a	- -%	- -%	439 56% cdf	- -%	56 15%	41 19%	64 23% g	136 29% gh	126 22% n	133 20%	83 20%	96 16%	367 19%	36 18%	22 20%	13 20%
45 - 54	342 15%	175 16%	168 14%	- -%	- -%	342 44% cdf	- -%	32 9%	28 13%	42 15% g	105 22% ghi	95 17%	96 14%	64 15%	87 14%	286 15%	31 16%	17 15%	8 14%
55 - 64	334 15%	170 16%	164 14%	- -%	- -%	- -%	334 45% cde	60 16%	28 13%	37 13%	65 14%	105 19% lmn	92 14%	57 14%	80 13%	285 15%	24 12%	16 14%	8 13%
65 - 74	225 10%	128 12% b	97 8%	- -%	- -%	- -%	225 30% cde	44 12% j	35 16% ij	23 8% j	13 3%	51 9%	67 10%	39 9%	68 11%	182 10%	25 13%	12 11%	6 9%
75+	181 8%	87 8%	95 8%	- -%	- -%	- -%	181 25% cde	69 18% hij	25 12% ij	18 6% j	5 1%	39 7%	39 6%	30 7%	73 12% klm	149 8%	20 10%	9 8%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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SF. AGE OF RESPONDENT

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
16 - 17	47 2%	4 1%	7 2%	2 1%	1 1%	7 4% d	5 2%	6 3%	8 2%	44 2%	3 1%	13 1%	34 3% k	27 2%	19 2%
18 - 24	280 12%	42 15%	35 12%	18 10%	22 13%	23 12%	25 12%	22 12%	48 13%	255 13% j	25 9%	154 12%	126 13%	143 10%	128 16% m
25 - 34	408 18%	57 20%	48 16%	34 18%	26 16%	33 17%	44 21%	31 17%	68 19%	371 19% j	37 13%	296 23% l	110 11%	219 16%	177 22% m
35 - 44	439 19%	63 23%	65 21%	35 19%	33 20%	37 19%	40 19%	38 20%	57 16%	390 20%	48 17%	338 27% l	97 10%	269 19%	157 19%
45 - 54	342 15%	39 14%	41 13%	25 14%	27 16%	30 15%	29 14%	31 16%	64 18%	290 15%	52 18%	276 22% l	66 7%	238 17% n	96 12%
55 - 64	334 15%	35 13%	59 19%	26 14%	27 17%	29 15%	35 17%	25 13%	48 14%	273 14%	60 21% i	143 11%	188 19% k	221 16% n	104 13%
65 - 74	225 10%	22 8%	32 10%	25 13% f	15 9%	18 9%	15 7%	18 10%	37 11%	184 9%	41 14% i	31 2%	193 20% k	150 11%	69 8%
75+	181 8%	18 6%	21 7%	21 11%	12 7%	20 10%	18 8%	15 8%	25 7%	156 8%	25 9%	10 1%	167 17% k	115 8%	62 8%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 8

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

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
A	33 1%	20 2%	13 1%	1 *%	2 *%	13 2%	18 2% cd	3 1%	1 *%	2 1%	16 3% ghi	33 6% lmn	- -%	- -%	- -%	28 2%	2 1%	3 2% r	* *%
B	533 24%	259 24%	275 23%	50 15%	98 24% c	209 27% c	177 24% c	22 6%	21 9%	46 16% gh	225 48% ghi	533 94% lmn	- -%	- -%	- -%	462 24% qr	40 20%	21 19%	11 18%
C1	669 30%	306 28%	363 31%	119 36% ef	122 30%	230 29%	198 27%	65 17%	64 30%	98 35% g	147 31% g	- -%	669 100% kmn	- -%	- -%	566 30%	55 28%	30 27%	18 29%
C2	413 18%	225 21% b	188 16%	63 19%	78 19%	146 19%	126 17%	48 13%	48 22% gj	66 24% gj	71 15%	- -%	- -%	413 100% kln	- -%	339 18%	39 20%	20 18%	14 23% o
D	323 14%	145 13%	178 15%	66 20% def	57 14%	113 14%	87 12%	68 18% j	50 23% j	61 22% j	13 3%	- -%	- -%	- -%	323 53% klm	275 15% pr	19 9%	23 21% opr	6 10%
E	285 13%	128 12%	157 13%	29 9%	51 13%	71 9%	134 18% cde	172 45% hij	34 16% ij	6 2% j	1 *%	- -%	- -%	- -%	285 47% klm	215 11%	42 22% oq	15 13%	12 20% oq

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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SG (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
A	33	5	7	8	2	-	2	-	5	22	10	20	13	30	3
	1%	2%	2%	4%	1%	-%	1%	-%	1%	1%	4%	2%	1%	2%	*%
		eg	eg	efg							i			n	
B	533	82	89	47	32	51	58	30	73	462	71	361	169	387	136
	24%	29%	29%	25%	20%	26%	28%	16%	20%	24%	24%	29%	17%	28%	17%
		dgh	dgh	g		g	dg					l		n	
C1	669	93	97	57	48	53	55	58	105	581	88	417	251	437	213
	30%	33%	32%	30%	29%	27%	26%	31%	30%	30%	30%	33%	25%	32%	26%
												l		n	
C2	413	35	54	33	37	35	40	40	65	349	64	258	151	246	153
	18%	12%	18%	18%	23%	18%	19%	22%	18%	18%	22%	21%	15%	18%	19%
					a		a	a			i	l			
D	323	42	39	23	32	28	32	28	50	286	37	199	121	152	165
	14%	15%	13%	12%	19%	14%	15%	15%	14%	15%	13%	16%	12%	11%	20%
					c							l		m	
E	285	24	21	19	12	30	22	29	57	263	22	4	278	131	142
	13%	9%	7%	10%	8%	15%	11%	16%	16%	13%	8%	*%	28%	9%	17%
						abd		abd	abd	j			k		m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 9

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QZ5 (SG). WORKING STATUS

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Base for %	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Working full time (30hrs/wk+)	886	554	333	105	222	457	102	33	62	138	303	281	299	186	121	746	73	44	23
	39%	51%	28%	32%	54%	59%	14%	9%	29%	49%	64%	50%	45%	45%	20%	40%	37%	40%	37%
		b		f	cf	cf			g	gh	ghi	n	n	n					
Not working (i.e. under 8hrs/wk) - retired	482	250	231	*	*	7	474	127	73	48	25	121	125	81	155	391	54	25	12
	21%	23%	20%	*%	*%	1%	64%	34%	34%	17%	5%	21%	19%	20%	25%	21%	27%	23%	20%
		b					cde	ij	ij	j					lm		or		
Working part time (8-29 hrs/wk)	374	75	299	63	74	157	81	36	37	56	88	101	117	73	83	321	27	17	9
	17%	7%	25%	19%	18%	20%	11%	10%	17%	20%	19%	18%	18%	18%	14%	17%	14%	15%	14%
			a	f	f	f			g	g	g	n	n						
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	247	49	197	33	60	101	52	76	34	22	35	30	42	43	132	208	21	9	8
	11%	5%	17%	10%	15%	13%	7%	20%	16%	8%	7%	5%	6%	10%	22%	11%	11%	8%	13%
			a		f	f		ij	ij					kl	klm				q
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	137	88	49	31	34	51	21	74	7	8	5	10	18	11	98	109	13	8	7
	6%	8%	4%	9%	8%	6%	3%	20%	3%	3%	1%	2%	3%	3%	16%	6%	7%	7%	11%
		b		f	f	f		hij	j						klm				o
Not working (i.e. under 8hrs/wk) - student	118	59	59	96	16	4	1	28	3	8	15	22	66	16	14	99	8	7	4
	5%	5%	5%	29%	4%	1%	*%	7%	2%	3%	3%	4%	10%	4%	2%	5%	4%	7%	6%
				def	ef			hij					kmn						

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 (SG). WORKING STATUS

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Don't know	13	6	6	-	2	3	8	3	-	*	1	3	1	3	5	12	-	*	*
	1%	1%	1%	-%	*%	*%	1%	1%	-%	*%	*%	*%	*%	1%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 9

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

QZ5 (SG). WORKING STATUS

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Base for %	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Working full time (30hrs/wk+)	886	119	129	66	62	69	91	66	145	792	94	886	-	540	323
	39%	42%	42%	35%	38%	35%	43%	35%	41%	40%	32%	70%	-%	39%	40%
										j		l			
Not working (i.e. under 8hrs/wk) - retired	482	40	62	56	34	41	39	45	74	396	86	-	482	327	142
	21%	14%	20%	30%	21%	21%	18%	24%	21%	20%	29%	-%	49%	24%	18%
				abdefh				a			i		k	n	
Working part time (8-29 hrs/wk)	374	45	55	29	40	34	36	33	51	313	61	374	-	255	110
	17%	16%	18%	16%	25%	17%	17%	18%	14%	16%	21%	30%	-%	18%	14%
					acefh						i	l		n	
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	247	38	33	21	13	20	23	23	36	220	26	-	247	124	115
	11%	14%	11%	11%	8%	10%	11%	13%	10%	11%	9%	-%	25%	9%	14%
													k		m
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	137	12	13	6	9	18	10	12	30	122	15	-	137	64	67
	6%	4%	4%	3%	6%	9%	5%	6%	8%	6%	5%	-%	14%	5%	8%
						abc			c				k		m
Not working (i.e. under 8hrs/wk) - student	118	24	15	9	4	14	11	8	14	110	8	-	118	63	51
	5%	9%	5%	5%	3%	7%	5%	4%	4%	6%	3%	-%	12%	5%	6%
		dh				d				j			k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 9

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

QZ5 (SG). WORKING STATUS

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Don't know	13	2	-	-	1	2	2	-	5	11	2	-	-	8	4
	1%	1%	-%	-%	*%	1%	1%	-%	1%	1%	1%	-%	-%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 10

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QZ6 (SH). HOUSEHOLD STATUS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K- £17.5K	£17.5K- £29.9K	£30K+									
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Base for %	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Being bought on mortgage	792	376	416	112	174	427	78	32	29	105	303	282	261	161	89	674	63	32	23
	35%	35%	35%	34% f	43% cf	55% cdf	11%	9%	13%	38% gh	64% ghi	50% lmn	39% n	39% n	15%	36% q	32%	29%	37% q
Owned outright by household	614	323	291	19	15	115	466	86	74	69	94	200	180	96	139	505	55	36	18
	27%	30% b	25%	6%	4%	15% cd	63% cde	23%	34% gij	25%	20%	35% lmn	27%	23%	23%	27%	28%	32% o	29%
Rented from Local Authority/ Housing Association/ Trust	461	201	259	70	92	148	152	178	66	45	19	20	91	91	259	369	61	21	10
	20%	19%	22% a	21%	22%	19%	20%	47% hij	30% ij	16% j	4%	4%	14% k	22% kl	43% klm	20%	31% oqr	19%	16%
Rented from Private Landlord	316	138	179	95	116	82	24	73	40	55	49	47	113	50	106	271	15	21	10
	14%	13%	15%	29% ef	28% ef	10% f	3%	19% j	18% j	19% j	10%	8%	17% km	12% k	17% km	14% p	8%	18% p	15% p
Other	30	16	14	14	10	4	2	1	4	5	4	6	11	5	8	29	-	*	*
	1%	1%	1%	4% ef	2% ef	1%	1%	1% g	2% g	2% g	1%	1%	2%	1%	1%	2% pq	0%	1%	1%
Don't know	43	27	16	18	2	5	17	7	4	2	4	11	14	10	8	37	3	2	1
	2%	3% b	1%	6% def	1%	1%	2% de	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 10

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QZ6 (SH). HOUSEHOLD STATUS

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Base for %	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Being bought on mortgage	792	76	117	65	59	62	82	64	149	696	96	653	134	533	237
	35%	27%	38%	35%	36%	31%	39%	34%	42%	35%	33%	52%	14%	39%	29%
			a		a		a		ae			l		n	
Owned outright by household	614	59	86	59	49	53	56	57	86	495	119	202	409	447	149
	27%	21%	28%	32%	30%	27%	27%	31%	24%	25%	41%	16%	42%	32%	18%
				a	a			a			i		k	n	
Rented from Local Authority/ Housing Association/ Trust	461	66	52	34	32	35	43	39	69	419	42	168	292	204	247
	20%	24%	17%	18%	20%	18%	20%	21%	19%	21%	14%	13%	30%	15%	30%
										j			k		m
Rented from Private Landlord	316	76	43	23	13	37	20	20	39	293	23	196	120	160	147
	14%	27%	14%	12%	8%	19%	9%	11%	11%	15%	8%	16%	12%	12%	18%
		bcd efgh	d			cd fgh				j		l			m
Other	30	1	2	3	2	2	2	5	11	26	4	24	6	11	18
	1%	1%	1%	2%	1%	1%	1%	3%	3%	1%	1%	2%	1%	1%	2%
								a	a			l			m
Don't know	43	1	7	3	9	7	7	2	1	35	8	17	22	28	14
	2%	1%	2%	1%	5%	4%	3%	1%	1%	2%	3%	1%	2%	2%	2%
					acgh	agh	ah								

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 11

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

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
1	362	183	178	14	34	84	230	151	49	37	18	60	104	47	151	280	48	23	11
	16%	17%	15%	4%	8%	11%	31%	40%	23%	13%	4%	11%	16%	11%	25%	15%	24%	21%	17%
					c	c	cde	hij	ij	j			km		klm		or	o	
2	769	380	389	74	100	176	418	117	83	97	141	209	231	128	200	642	65	42	20
	34%	35%	33%	23%	25%	23%	56%	31%	38%	35%	30%	37%	35%	31%	33%	34%	33%	38%	32%
							cde		j			m							
3	450	200	250	106	122	165	56	51	38	50	132	130	135	91	93	381	36	22	11
	20%	18%	21%	32%	30%	21%	8%	13%	17%	18%	28%	23%	20%	22%	15%	20%	18%	20%	17%
				ef	ef	f					ghi	n	n	n					
4	450	211	239	84	93	246	28	36	27	58	137	134	134	97	85	390	35	14	11
	20%	20%	20%	26%	23%	31%	4%	9%	12%	21%	29%	24%	20%	24%	14%	21%	18%	13%	18%
				f	f	df				gh	ghi	n	n	n		q			
5+	226	107	119	50	59	109	8	24	20	38	44	34	64	50	78	193	13	10	10
	10%	10%	10%	15%	14%	14%	1%	6%	9%	14%	9%	6%	10%	12%	13%	10%	6%	9%	16%
				f	f	f				g			k	k	k	p			opq
Mean number of people	2.8	2.7	2.8	3.3	3.2	3.2	1.9	2.2	2.5	2.9	3.1	2.8	2.8	3.0	2.6	2.8	2.5	2.5	2.9
				f	f	f			g	gh	ghi	n	n	klm		pq			pq
Standard deviation	1.36	1.34	1.37	1.26	1.45	1.33	.81	1.32	1.37	1.39	1.15	1.21	1.32	1.32	1.52	1.35	1.39	1.29	1.55
Standard error	.02	.03	.03	.06	.06	.04	.02	.05	.07	.07	.05	.04	.04	.05	.05	.03	.06	.06	.07
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 11

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
1	362 16%	36 13%	39 13%	29 16%	19 12%	29 15%	29 14%	31 16%	68 19% d	323 16%	39 13%	103 8%	258 26% k	209 15%	142 17%
2	769 34%	86 31%	116 38%	66 35%	63 38%	64 32%	67 32%	69 37%	112 32%	650 33%	119 41% i	383 30%	380 39% k	511 37% n	237 29%
3	450 20%	62 22%	60 20%	29 16%	40 25% c	36 18%	45 21%	35 19%	73 21%	405 21% j	45 16%	313 25% l	132 13%	269 19%	170 21%
4	450 20%	68 24%	53 17%	51 28% bdeh	30 19%	36 18%	47 22%	37 20%	66 19%	393 20%	57 20%	324 26% l	126 13%	282 20%	157 19%
5+	226 10%	28 10%	39 13% cd	11 6%	11 7%	32 16% acdgh	22 11%	15 8%	35 10%	194 10%	32 11%	138 11%	88 9%	110 8%	106 13% m
Mean number of people	2.8	2.9	2.9	2.7	2.7	3.0 cdgh	2.9	2.7	2.7	2.8	2.8	3.1 l	2.4	2.7	2.9 m
Standard deviation	1.36	1.33	1.46	1.24	1.18	1.51	1.26	1.29	1.36	1.36	1.34	1.26	1.40	1.25	1.50
Standard error	.02	.08	.09	.08	.08	.09	.08	.08	.09	.03	.04	.03	.03	.03	.05
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n															

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 12

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
None	1352	713	639	172	163	310	707	276	138	153	226	331	418	227	377	1114	133	69	36
	60%	66%	54%	52%	40%	40%	96%	73%	64%	55%	48%	58%	62%	55%	62%	59%	68%	62%	58%
		b		de			cde	hij	ij				m		m		or		
1	401	166	235	98	109	168	26	44	33	50	110	110	116	83	93	341	28	23	10
	18%	15%	20%	30%	27%	22%	4%	12%	15%	18%	23%	19%	17%	20%	15%	18%	14%	20%	16%
		a		ef	f	f			g	gh			n					p	
2	339	139	199	34	85	215	5	31	30	49	109	98	92	66	83	293	25	12	9
	15%	13%	17%	10%	21%	28%	1%	8%	14%	18%	23%	17%	14%	16%	14%	16%	13%	10%	15%
		a		f	cf	cdf			g	g	gh					q			
3	118	51	67	16	32	68	1	16	10	19	23	21	37	26	33	101	7	6	4
	5%	5%	6%	5%	8%	9%	1%	4%	5%	7%	5%	4%	6%	6%	5%	5%	3%	5%	7%
				f	f	cf													p
4	32	8	24	5	15	12	*	9	4	6	1	3	4	9	15	25	3	2	2
	1%	1%	2%	1%	4%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	3%
		a		f	ef	f		j		j				kl	kl				o
5+	14	4	10	2	5	6	-	2	3	2	3	3	2	2	7	13	1	*	*
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				f	f	f													
Mean number of children	.7	.6	.8	.8	1.1	1.1	.1	.5	.7	.9	.9	.7	.7	.8	.7	.7	.6	.6	.8
			a	f	cf	cf			g	gh	gh			kl		p			pq
Standard deviation	1.06	.98	1.13	1.01	1.22	1.14	.28	1.04	1.14	1.16	1.01	.98	1.00	1.11	1.16	1.07	1.00	1.00	1.19
Standard error	.02	.02	.03	.05	.05	.03	.01	.04	.06	.06	.04	.04	.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																			

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
None	1352	179	180	106	104	110	122	114	198	1172	180	628	716	837	479
	60%	64%	59%	57%	64%	56%	58%	61%	56%	60%	62%	50%	73% k	61%	59%
1	401	44	54	30	25	34	40	33	81	359	42	289	112	244	147
	18%	16%	18%	16%	16%	17%	19%	17%	23%	18%	15%	23% l	11%	18%	18%
2	339	43	43	37	24	31	32	27	56	295	44	246	90	217	113
	15%	15%	14%	20%	15%	16%	15%	14%	16%	15%	15%	19% l	9%	16%	14%
3	118	10	21	10	7	16	13	11	13	100	18	76	42	68	45
	5%	4%	7%	6%	4%	8% ah	6%	6%	4%	5%	6%	6% l	4%	5%	6%
4	32	1	5	1	1	4	4	2	6	27	5	18	14	10	20
	1%	*%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2% m
5+	14	2	4	1	1	2	-	1	2	12	2	5	10	7	7
	1%	1%	1%	1%	*%	1%	-%	1%	*%	1%	1%	*%	1%	*%	1%
Mean number of children	.7	.6	.8	.8	.6	.9 ad	.8	.7	.7	.7	.7	.9 l	.5	.7	.8 m
Standard deviation	1.06	1.02	1.14	1.06	1.03	1.18	1.05	1.06	1.01	1.06	1.11	1.06	1.05	1.01	1.14
Standard error	.02	.06	.07	.07	.07	.07	.07	.07	.07	.02	.03	.03	.02	.02	.04
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n															

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 13

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

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-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	£11.5K g	£17.5K ~h	£29.9K ~i	£30K+ ~j	~k	l	m	n	~o	~p	q	~r
Unweighted total	493	244	249	66	69	166	192	121	66	49	67	98	148	108	139	-	-	493	-
Effective Weighted Sample	329	166	164	47	47	113	126	83	43	34	46	66	103	72	95	-	-	329	-
Total	111	52	59	16	19	39	37	25	16	12	16	23	30	20	38	-	-	111	-
Yes, and fluent	17	8	9	**	**	5	7	3	**	**	**	**	5	3	5	-	-	17	-
	15%	15%	15%	**	**	14%	19%	14%	**	**	**	**	17%	16%	13%	-%	-%	15%	-%
Yes, but not fluent	15	9	6	**	**	5	5	2	**	**	**	**	4	3	3	-	-	15	-
	13%	18%	10%	**	**	13%	13%	8%	**	**	**	**	14%	17%	9%	-%	-%	13%	-%
		b																	
No	80	35	44	**	**	29	25	20	**	**	**	**	21	13	30	-	-	80	-
	72%	67%	75%	**	**	74%	68%	79%	**	**	**	**	69%	67%	78%	-%	-%	72%	-%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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

Base : All respondents in Wales

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	493	-	-	-	-	-	-	-	-	241	252	218	272	372	121
Effective Weighted Sample	329	-	-	-	-	-	-	-	-	218	234	149	196	236	93
Total	111	-	-	-	-	-	-	-	-	88	23	61	50	78	33
Yes, and fluent	17	-	-	-	-	-	-	-	-	7	10	9	8	14	2
	15%	-%	-%	-%	-%	-%	-%	-%	-%	8%	41% i	15%	15%	18% n	7%
Yes, but not fluent	15	-	-	-	-	-	-	-	-	11	4	8	7	13	2
	13%	-%	-%	-%	-%	-%	-%	-%	-%	13%	16%	14%	13%	16% n	7%
No	80	-	-	-	-	-	-	-	-	69	10	43	36	51	29
	72%	-%	-%	-%	-%	-%	-%	-%	-%	79% j	43%	71%	72%	65%	86% m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
Table 14

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

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K-£17.5K	£17.5K-£29.9K	£30K+									
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
A DVD player	1639	783	856	246	299	595	500	259	166	221	326	404	480	321	434	1363	149	80	47
	73%	72%	73%	75% f	73%	76% f	68%	69%	77% gj	79% gj	69%	71%	72%	78% kln	71%	72%	76%	72%	75%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1106	525	581	228	275	493	110	129	95	135	281	278	326	228	274	930	88	54	34
	49%	49%	49%	70% ef	67% f	63% f	15%	34%	44% g	48% g	59% ghi	49%	49%	55% ln	45%	49%	45%	49%	54% p
An MP3 player/iPod	887	422	464	178	212	396	101	74	65	120	276	279	293	173	142	761	65	33	28
	39%	39%	40%	54% f	52% f	51% f	14%	19%	30% g	43% gh	59% ghi	49% mn	44% n	42% n	23%	40% pq	33%	30%	45% pq
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	680	314	366	116	154	358	52	60	57	90	194	193	208	142	137	559	62	37	22
	30%	29%	31%	36% f	38% f	46% cdf	7%	16%	26% g	32% g	41% ghi	34% n	31% n	34% n	23%	30%	32%	34%	36% o
A recordable DVD player	594	295	299	72	101	221	200	53	54	75	183	208	210	94	82	527	28	25	14
	26%	27%	25%	22%	25%	28% c	27%	14%	25% g	27% g	39% ghi	37% mn	31% mn	23% n	14%	28% pqr	14%	23% p	22% p
A Blu Ray or HD (High Definition) DVD player	280	140	140	48	68	120	44	19	23	28	94	96	87	56	40	246	17	10	8
	12%	13%	12%	15% f	17% f	15% f	6%	5%	11% g	10% g	20% ghi	17% n	13% n	14% n	7%	13% pq	9%	9%	13%
E-reader - digital book reader (e.g. Kindle, Sony Reader, iRiver Reader)	96	48	47	13	20	46	17	4	6	12	29	37	31	15	13	81	8	4	3
	4%	4%	4%	4%	5% f	6% f	2%	1%	3% g	4% gh	6% gh	7% mn	5% n	4%	2%	4%	4%	4%	5%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
None of these	222	103	119	19	23	42	139	76	18	17	21	29	62	34	97	177	25	14	6
	10%	9%	10%	6%	6%	5%	19%	20%	8%	6%	4%	5%	9%	8%	16%	9%	13%	13%	10%
							cde	hij	j				k		klm				
Don't know	4	1	3	-	1	1	1	2	-	-	-	*	*	1	3	3	*	1	*
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%

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

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

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
A DVD player	1639	149	238	149	105	170	149	128	277	1405	234	964	667	1016	576
	73%	53%	77%	80%	64%	86%	71%	68%	78%	72%	80%	77%	68%	74%	71%
			adg	adfg	a	abdfgh	a	a	adg		i	l			
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1106	103	144	96	96	106	113	91	182	971	135	751	348	683	389
	49%	37%	47%	52%	59%	54%	54%	49%	51%	49%	46%	60%	35%	49%	48%
			a	a	abg	a	a	a	a			l			
An MP3 player/iPod	887	103	145	79	55	77	103	66	132	766	120	633	252	554	305
	39%	37%	47%	42%	33%	39%	49%	36%	37%	39%	41%	50%	26%	40%	38%
			adgh	d			adeh					l			
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	680	73	100	58	47	71	54	56	99	596	84	482	196	434	224
	30%	26%	32%	31%	29%	36%	26%	30%	28%	30%	29%	38%	20%	31%	28%
						af						l			
A recordable DVD player	594	91	106	51	35	40	75	45	84	505	89	364	228	415	166
	26%	33%	35%	28%	22%	20%	35%	24%	24%	26%	30%	29%	23%	30%	20%
		degh	degh				degh				i	l		n	
A Blu Ray or HD (High Definition) DVD player	280	22	52	22	19	25	29	20	56	247	33	202	78	194	78
	12%	8%	17%	12%	12%	13%	14%	11%	16%	13%	11%	16%	8%	14%	10%
			ag				a		a			l		n	
E-reader - digital book reader (e.g. Kindle, Sony Reader, iRiver Reader)	96	8	17	8	5	8	8	7	20	82	14	73	23	62	31
	4%	3%	5%	4%	3%	4%	4%	4%	6%	4%	5%	6%	2%	4%	4%
												l			

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

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

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
None of these	222	46	27	16	19	16	14	21	19	204	18	59	160	117	99
	10%	16%	9%	9%	11%	8%	6%	11%	5%	10%	6%	5%	16%	8%	12%
		bcefh			h			h		j			k		m
Don't know	4	-	1	2	-	-	-	-	-	3	1	1	3	1	3
	*%	-%	*%	1%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
Table 15

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QB2. SHOWCARD And do you personally use...? (MULTICODE)

Base : Those who have access to any of listed devices at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3074	1494	1580	435	506	1137	996	536	348	376	574	734	918	626	796	1767	429	423	455
Effective Weighted Sample	2019	992	1027	278	319	764	686	338	213	253	419	493	603	420	511	1533	289	281	419
Total	2030	978	1052	309	384	738	600	300	199	262	452	537	607	379	508	1706	172	96	56
A DVD player	1467	717	750	226	273	517	452	228	151	202	288	368	429	277	393	1219	136	72	41
	72%	73%	71%	73%	71%	70%	75%	76%	76%	77%	64%	69%	71%	73%	77%	71%	79%	74%	72%
							e	j	j	j					kl		or		
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	699	394	305	194	222	244	40	83	58	83	169	174	214	135	177	590	53	37	19
	34%	40%	29%	63%	58%	33%	7%	28%	29%	32%	37%	32%	35%	36%	35%	35%	31%	38%	34%
		b		ef	ef	f					gh							p	
An MP3 player/iPod	580	297	283	155	175	197	52	48	35	71	174	177	203	117	84	503	36	22	20
	29%	30%	27%	50%	46%	27%	9%	16%	18%	27%	38%	33%	33%	31%	17%	29%	21%	23%	35%
				ef	ef	f				gh	ghi	n	n	n		pq			opq
A recordable DVD player	451	230	221	45	76	164	167	44	47	61	122	154	172	64	60	403	19	19	10
	22%	23%	21%	15%	20%	22%	28%	15%	24%	23%	27%	29%	28%	17%	12%	24%	11%	20%	18%
						c	cde		g	g	g	mn	mn	n		pr		p	p
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	328	170	158	84	98	126	19	28	31	32	95	93	105	70	60	271	27	20	10
	16%	17%	15%	27%	26%	17%	3%	9%	15%	12%	21%	17%	17%	18%	12%	16%	16%	21%	17%
				ef	ef	f			g		gi	n	n	n				o	
A Blu Ray or HD (High Definition) DVD player	233	125	108	38	62	98	35	17	14	21	81	84	76	47	26	208	12	7	5
	11%	13%	10%	12%	16%	13%	6%	6%	7%	8%	18%	16%	12%	12%	5%	12%	7%	7%	10%
				f	f	f					ghi	n	n	n		pq			
E-reader - digital book reader (e.g. Kindle, Sony Reader, iRiver Reader)	60	34	26	7	14	25	14	3	5	8	18	19	21	13	7	52	3	3	2
	3%	3%	2%	2%	4%	3%	2%	1%	2%	3%	4%	4%	3%	3%	1%	3%	2%	3%	3%
											g	n	n	n					

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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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.

QB2. SHOWCARD And do you personally use...? (MULTICODE)

Base : Those who have access to any of listed devices at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3074	1494	1580	435	506	1137	996	536	348	376	574	734	918	626	796	1767	429	423	455
Effective Weighted Sample	2019	992	1027	278	319	764	686	338	213	253	419	493	603	420	511	1533	289	281	419
Total	2030	978	1052	309	384	738	600	300	199	262	452	537	607	379	508	1706	172	96	56
None of these	131	46	85	10	11	60	50	29	11	9	35	28	31	31	41	113	10	4	5
	6%	5%	8%	3%	3%	8%	8%	10%	5%	3%	8%	5%	5%	8%	8%	7%	6%	4%	8%
			a			cd	cd	i			i			l	l				q
Don't know	10	1	9	1	1	4	3	1	2	1	1	2	3	4	1	9	*	1	-
	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	1%	*%	1%	*%	1%	-%
			a																

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 15

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QB2. SHOWCARD And do you personally use...? (MULTICODE)

Base : Those who have access to any of listed devices at home

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3074	202	224	225	208	241	222	220	225	2163	911	1583	1479	1780	839
Effective Weighted Sample	2019	193	207	213	198	229	210	209	209	1662	404	1041	1041	1271	649
Total	2030	235	279	168	144	182	197	166	336	1757	273	1200	821	1264	710
A DVD player	1467	134	220	132	101	150	129	112	241	1261	207	862	600	913	514
	72%	57%	79%	78%	70%	83%	66%	68%	72%	72%	76%	72%	73%	72%	72%
			adfg	adfg	a	adefgh		a	a						
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	699	67	95	58	67	58	71	60	114	628	71	485	212	425	255
	34%	29%	34%	35%	47%	32%	36%	36%	34%	36%	26%	40%	26%	34%	36%
					abceefgh					j		l			
An MP3 player/iPod	580	72	99	58	41	47	61	43	82	506	75	414	164	367	193
	29%	31%	35%	35%	28%	26%	31%	26%	25%	29%	27%	35%	20%	29%	27%
			egh	egh								l			
A recordable DVD player	451	61	93	45	34	27	51	37	57	381	70	276	172	335	106
	22%	26%	33%	27%	23%	15%	26%	22%	17%	22%	26%	23%	21%	27%	15%
		eh	degh	eh	e		eh							n	
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	328	41	46	34	28	30	23	27	43	292	35	232	94	212	106
	16%	17%	17%	20%	19%	16%	12%	16%	13%	17%	13%	19%	11%	17%	15%
				fh	f							l			
A Blu Ray or HD (High Definition) DVD player	233	21	45	18	18	22	25	17	42	206	27	175	58	163	65
	11%	9%	16%	11%	12%	12%	13%	10%	13%	12%	10%	15%	7%	13%	9%
			a									l		n	
E-reader - digital book reader (e.g. Kindle, Sony Reader, iRiver Reader)	60	6	13	5	4	6	5	7	6	51	9	46	14	38	20
	3%	3%	5%	3%	3%	3%	2%	4%	2%	3%	3%	4%	2%	3%	3%
												l			

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 15

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QB2. SHOWCARD And do you personally use...? (MULTICODE)

Base : Those who have access to any of listed devices at home

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3074	202	224	225	208	241	222	220	225	2163	911	1583	1479	1780	839
Effective Weighted Sample	2019	193	207	213	198	229	210	209	209	1662	404	1041	1041	1271	649
Total	2030	235	279	168	144	182	197	166	336	1757	273	1200	821	1264	710
None of these	131	22	10	9	6	11	16	15	24	118	13	64	66	75	52
	6%	9%	3%	5%	4%	6%	8%	9%	7%	7%	5%	5%	8%	6%	7%
		bd					b	bd					k		
Don't know	10	1	3	1	2	1	-	-	1	8	2	6	4	6	4
	*%	*%	1%	1%	1%	1%	-%	-%	*%	*%	1%	1%	*%	1%	*%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
Table 16

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

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

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1793	857	936	360	405	839	189	246	172	224	411	424	527	390	452	1020	253	230	290
Effective Weighted Sample	1181	562	619	230	258	571	130	152	102	150	300	282	345	263	294	898	168	156	268
Total	1208	577	631	242	298	545	124	140	102	152	314	308	358	244	299	1019	96	57	37
Nintendo Wii	618	269	348	93	160	311	53	62	46	77	184	172	203	125	117	510	52	39	18
	51%	47%	55%	39%	54%	57%	42%	44%	46%	50%	59%	56%	57%	51%	39%	50%	54%	68%	48%
			a		cf	cf					gh	n	n	n				opr	
Nintendo DS/ DSi/ DS Lite	510	219	291	77	116	272	45	42	44	72	142	132	161	107	111	415	48	30	17
	42%	38%	46%	32%	39%	50%	36%	30%	44%	47%	45%	43%	45%	44%	37%	41%	50%	52%	47%
			a			cdf			g	g	g		n				o	o	
X Box 360	456	242	215	113	113	200	30	52	35	66	110	104	126	107	119	379	44	20	13
	38%	42%	34%	47%	38%	37%	24%	37%	35%	43%	35%	34%	35%	44%	40%	37%	46%	36%	34%
			b	ef	f	f								kl			or		
PlayStation 3	291	139	153	69	73	129	20	25	24	33	73	80	83	62	66	248	18	14	12
	24%	24%	24%	29%	25%	24%	16%	18%	23%	22%	23%	26%	23%	25%	22%	24%	19%	24%	32%
				f															op
PlayStation 2	270	129	140	57	54	135	23	33	23	35	72	64	86	51	69	216	29	17	8
	22%	22%	22%	24%	18%	25%	19%	24%	22%	23%	23%	21%	24%	21%	23%	21%	30%	29%	23%
						d											o	o	
PlayStation Portable (PSP)	139	75	64	29	26	79	5	13	10	19	45	42	43	25	28	112	10	12	4
	11%	13%	10%	12%	9%	14%	4%	9%	10%	12%	14%	14%	12%	10%	9%	11%	10%	22%	12%
				f		df												opr	
Other	19	11	8	6	5	8	-	4	2	2	2	2	5	4	7	16	2	1	*
	2%	2%	1%	2%	2%	1%	-%	3%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	***
							j												
Don't know	30	8	21	2	3	19	6	7	2	3	7	6	9	5	9	26	2	1	1
	2%	1%	3%	1%	1%	3%	5%	5%	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	2%
			a			cd	cd												

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
Table 16

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1793	109	129	124	136	141	131	125	125	1276	517	1117	670	1001	502
Effective Weighted Sample	1181	104	119	118	131	135	124	120	116	989	222	737	466	722	394
Total	1208	129	165	101	101	113	121	101	190	1061	148	824	378	745	426
Nintendo Wii	618	37	90	58	54	58	64	52	97	532	86	445	169	426	174
	51%	28%	55%	57%	54%	52%	53%	51%	51%	50%	58%	54%	45%	57%	41%
			a	a	a	a	a	a	a		i	l		n	
Nintendo DS/ DSi/ DS Lite	510	40	77	46	36	61	50	34	71	448	62	358	150	339	154
	42%	31%	47%	45%	35%	54%	41%	34%	38%	42%	42%	43%	40%	45%	36%
			ag	a		ad fgh								n	
X Box 360	456	48	65	41	32	47	34	41	71	410	47	304	149	266	177
	38%	37%	40%	41%	32%	41%	28%	41%	37%	39%	32%	37%	39%	36%	42%
				f		f		f							
PlayStation 3	291	34	46	17	21	24	27	29	50	261	30	205	85	178	102
	24%	26%	28%	17%	20%	21%	23%	29%	26%	25%	21%	25%	22%	24%	24%
			c					c							
PlayStation 2	270	26	38	25	12	31	31	11	41	236	33	178	90	165	97
	22%	20%	23%	25%	12%	27%	26%	11%	22%	22%	22%	22%	24%	22%	23%
		g	dg	dg		dg	dg		dg						
PlayStation Portable (PSP)	139	29	24	7	7	10	2	7	26	123	15	93	45	88	46
	11%	23%	14%	7%	7%	9%	2%	7%	14%	12%	10%	11%	12%	12%	11%
		cdefg	f	f	f	f		f	f						
Other	19	-	3	2	2	1	4	2	1	15	4	11	8	8	10
	2%	-%	2%	2%	2%	1%	3%	2%	1%	1%	2%	1%	2%	1%	2%
Don't know	30	5	4	1	2	1	4	1	7	25	5	19	10	20	8
	2%	4%	2%	1%	2%	1%	3%	1%	4%	2%	3%	2%	3%	3%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 17

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

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

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1793	857	936	360	405	839	189	246	172	224	411	424	527	390	452	1020	253	230	290
Effective Weighted Sample	1181	562	619	230	258	571	130	152	102	150	300	282	345	263	294	898	168	156	268
Total	1208	577	631	242	298	545	124	140	102	152	314	308	358	244	299	1019	96	57	37
Online gaming	262	151	111	77	71	101	13	28	21	36	67	65	79	52	67	226	10	15	11
	22%	26%	18%	32%	24%	19%	10%	20%	20%	24%	21%	21%	22%	21%	22%	22%	11%	26%	30%
		b		def	f	f										p		p	op
Watching DVDs/ Blu Ray DVDs	227	111	115	64	62	89	12	33	22	34	56	57	66	51	53	182	25	10	10
	19%	19%	18%	26%	21%	16%	10%	23%	22%	22%	18%	19%	18%	21%	18%	18%	26%	18%	27%
				ef	f											o			oq
Browsing the web/ internet	135	64	71	39	33	57	6	14	14	16	37	33	48	34	20	117	4	7	6
	11%	11%	11%	16%	11%	10%	5%	10%	14%	10%	12%	11%	13%	14%	7%	11%	4%	13%	17%
				ef	f								n	n		p		p	op
Watching programmes on BBC iPlayer	106	54	52	25	27	48	6	11	10	9	31	28	38	24	16	94	2	7	3
	9%	9%	8%	10%	9%	9%	5%	8%	10%	6%	10%	9%	11%	10%	5%	9%	2%	12%	9%
													n	n		p		p	p
Watching 'live' TV programmes/ content	52	29	23	16	13	21	2	6	3	5	18	16	19	11	7	47	1	2	2
	4%	5%	4%	7%	4%	4%	2%	4%	3%	3%	6%	5%	5%	4%	2%	5%	1%	4%	6%
																p			p
None of these	685	312	373	112	160	335	77	76	58	83	190	172	202	131	180	578	60	32	15
	57%	54%	59%	47%	54%	62%	62%	54%	57%	54%	60%	56%	56%	54%	60%	57%	62%	56%	42%
						cd	c									r	r	r	
Don't know	45	14	31	3	7	23	12	5	2	3	7	12	13	11	8	40	2	2	1
	4%	2%	5%	1%	2%	4%	10%	3%	2%	2%	2%	4%	4%	5%	3%	4%	2%	3%	2%
			a			c	cde												

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1793	109	129	124	136	141	131	125	125	1276	517	1117	670	1001	502
Effective Weighted Sample	1181	104	119	118	131	135	124	120	116	989	222	737	466	722	394
Total	1208	129	165	101	101	113	121	101	190	1061	148	824	378	745	426
Online gaming	262	18	46	24	23	19	28	28	40	234	28	177	84	160	92
	22%	14%	28% ae	24%	23%	17%	23%	28% ae	21%	22%	19%	22%	22%	21%	21%
Watching DVDs/ Blu Ray DVDs	227	19	38	25	16	19	17	23	26	201	26	153	72	136	81
	19%	15%	23%	24% fh	16%	17%	14%	23%	13%	19%	18%	19%	19%	18%	19%
Browsing the web/ internet	135	10	33	14	12	8	10	11	19	118	16	99	35	77	51
	11%	8%	20% aefh	13%	12%	7%	9%	11%	10%	11%	11%	12%	9%	10%	12%
Watching programmes on BBC iPlayer	106	6	26	14	10	6	5	7	20	94	12	76	30	76	26
	9%	4%	16% aefg	14% aef	10%	5%	4%	7%	10%	9%	8%	9%	8%	10% n	6%
Watching 'live' TV programmes/ content	52	5	15	6	5	3	2	4	7	45	7	36	16	35	14
	4%	4%	9% ef	6%	5%	3%	2%	4%	3%	4%	5%	4%	4%	5%	3%
None of these	685	86	81	50	52	73	57	57	122	605	80	471	210	431	238
	57%	67% bcd	49%	50%	52%	64% bcd	47%	57%	64% bcd	57%	54%	57%	56%	58%	56%
Don't know	45	5	4	2	8	6	9	4	2	39	6	29	16	29	15
	4%	4%	3%	2%	8% ch	5%	8% h	4%	1%	4%	4%	3%	4%	4%	4%

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

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Table 18

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

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Can use to make and receive calls	1887	902	985	220	308	670	688	250	169	233	441	534	565	352	437	1593	155	87	51
	84%	83%	84%	67%	76%	86%	93%	66%	78%	83%	93%	94%	84%	85%	72%	84%	79%	78%	82%
					c	cd	cde		g	g	ghi	lmn	n	n		pq			
Can receive but not make calls/ incoming only	15	6	9	*	5	7	3	3	3	1	2	6	1	3	6	13	*	1	1
	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	2%
															l				op
Line not working properly/ needs to be repaired	6	5	1	*	1	2	2	3	*	-	2	*	1	3	1	4	1	*	*
	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	*%	1%	*%	*%
														k					
No, do not have landline phone	348	169	179	107	94	101	47	122	45	46	27	27	102	56	164	276	40	23	10
	15%	16%	15%	33%	23%	13%	6%	32%	21%	16%	6%	5%	15%	13%	27%	15%	20%	20%	15%
				def	ef	f		hij	j	j			k	k	klm		o	o	
Don't know	*	*	-	-	-	*	-	-	-	-	*	*	-	-	-	-	-	-	*
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%
																			o

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 18

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Can use to make and receive calls	1887	231	278	157	139	164	187	155	282	1628	259	1078	798	1196	639
	84%	82%	90% acegh	84%	85%	83%	89% ah	83%	80%	83%	89% i	86% l	81%	87% n	79%
Can receive but not make calls/ incoming only	15	-	1	2	3	-	-	1	6	12	3	8	7	10	4
	1%	-%	*%	1%	2% aef	-%	-%	1%	2% e	1%	1%	1%	1%	1%	1%
Line not working properly/ needs to be repaired	6	-	1	1	-	-	1	-	1	4	2	3	2	4	1
	*%	-%	*%	1%	-%	-%	*%	-%	*%	*%	1%	*%	*%	*%	*%
No, do not have landline phone	348	49	27	27	21	33	22	30	66	320	29	171	175	172	167
	15%	18% bf	9%	15%	13%	17% b	11%	16% b	19% bf	16% j	10%	14%	18% k	12%	21% m
Don't know	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 19

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

Base : Those with a landline phone at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2943	1406	1537	305	399	1047	1192	486	318	349	564	742	875	598	728	1707	400	402	434
Effective Weighted Sample	1934	933	1002	198	252	706	814	307	198	232	414	498	580	399	465	1479	265	266	399
Total	1908	913	995	221	314	679	693	256	172	234	445	539	567	358	444	1610	156	89	53
Yes to make calls	1833	880	953	201	294	659	679	247	163	222	434	525	542	341	427	1549	147	87	50
	96%	96%	96%	91%	94%	97%	98%	96%	95%	95%	97%	97%	96%	95%	96%	96%	94%	98%	96%
						cd	cd											p	
Yes to receive calls	1799	857	942	196	294	648	661	242	161	220	431	510	534	333	421	1517	146	85	51
	94%	94%	95%	89%	94%	95%	95%	94%	93%	94%	97%	95%	94%	93%	95%	94%	93%	96%	96%
						c	c												
Yes for internet access	1022	495	528	140	195	424	263	83	71	129	314	355	324	172	171	902	68	29	22
	54%	54%	53%	64%	62%	62%	38%	32%	41%	55%	70%	66%	57%	48%	38%	56%	44%	33%	42%
				f	f	f			g	gh	ghi	lmn	mn	n		pqr	q		q
No do not use landline at home	33	18	15	11	8	7	7	7	3	6	3	3	9	8	12	32	1	*	*
	2%	2%	1%	5%	3%	1%	1%	3%	2%	3%	1%	1%	2%	2%	3%	2%	1%	%	1%
				ef				j						k	k	q			
Don't know	3	2	1	*	1	2	1	*	1	-	-	1	1	1	*	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 19

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

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

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2943	204	228	217	212	223	215	211	197	2055	888	1438	1491	1751	758
Effective Weighted Sample	1934	194	210	206	201	212	203	200	182	1585	395	950	1055	1247	594
Total	1908	231	280	159	142	164	188	157	289	1644	263	1089	808	1210	645
Yes to make calls	1833	224	270	156	136	157	185	151	270	1578	255	1045	778	1163	620
	96%	97%	96%	98% h	96%	95%	99% h	96%	93%	96%	97%	96%	96%	96%	96%
Yes to receive calls	1799	222	262	154	137	156	175	151	261	1550	249	1027	764	1141	607
	94%	96% h	93%	97% h	96% h	95%	93%	96% h	90%	94%	95%	94%	94%	94%	94%
Yes for internet access	1022	167	165	99	57	77	121	101	115	879	143	670	347	656	344
	54%	72% bcdeh	59% deh	62% deh	40%	47%	64% deh	64% deh	40%	53%	54%	61% l	43%	54%	53%
No do not use landline at home	33	1	2	1	1	6	1	2	17	29	4	15	18	20	12
	2%	1%	1%	*% ab	1%	4% cd	1%	1% f	6% g	2%	2%	1%	2%	2%	2%
Don't know	3	-	-	-	1	1	2	-	-	2	1	1	2	2	1
	*%	-%	-%	-%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 20

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

QC3 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Landline phone at home	1147	524	622	57	119	375	596	186	127	131	255	313	329	204	301	955	104	63	26
	51%	48%	53%	18%	29%	48%	81%	49%	59%	47%	54%	55%	49%	49%	50%	51%	53%	56%	42%
			a		c	cd	cde		gi			l				r	r	r	
Mobile phone	1032	521	511	260	282	381	109	167	87	144	202	227	323	201	281	872	83	43	34
	46%	48%	44%	79%	69%	49%	15%	44%	40%	52%	43%	40%	48%	49%	46%	46%	42%	39%	55%
		b		def	ef	f			hj				k	k	k	q			opq
Landline phone at work	44	19	25	3	3	17	22	8	2	2	12	20	11	6	8	39	2	2	1
	2%	2%	2%	1%	1%	2%	3%	2%	1%	1%	3%	3%	2%	2%	1%	2%	1%	2%	2%
							cd				i	ln							
Other	17	11	6	1	2	5	9	10	-	2	*	3	3	*	11	10	6	1	1
	1%	1%	1%	*%	*%	1%	1%	3%	-%	1%	*%	1%	*%	*%	2%	1%	3%	1%	1%
								hj							lm		oqr		
Don't know	15	6	10	7	2	3	4	6	1	-	3	4	4	1	6	11	2	3	-
	1%	1%	1%	2%	*%	*%	1%	2%	*%	-%	1%	1%	1%	*%	1%	1%	1%	2%	-%
				def				i										or	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 20

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QC3 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Landline phone at home	1147	131	162	96	99	103	131	85	148	963	184	532	608	761	359
	51%	47%	53%	51%	61%	52%	62%	46%	42%	49%	63%	42%	62%	55%	44%
			h	h	acgh	h	abcegh				i		k	n	
Mobile phone	1032	135	130	88	60	89	74	97	198	935	97	692	335	579	419
	46%	48%	42%	47%	37%	45%	35%	52%	56%	48%	33%	55%	34%	42%	52%
		df		df		f		bdf	bdef	j		l			m
Landline phone at work	44	3	16	2	3	3	3	3	6	35	10	24	20	31	13
	2%	1%	5%	1%	2%	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%
			acefgh								i				
Other	17	4	-	1	1	1	1	-	2	16	1	4	13	5	12
	1%	1%	-%	*%	*%	1%	1%	-%	1%	1%	*%	*%	1%	*%	1%
													k		m
Don't know	15	7	-	-	-	1	1	2	-	14	1	9	6	7	8
	1%	3%	-%	-%	-%	*%	1%	1%	-%	1%	*%	1%	1%	1%	1%
		bcdeh													

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 21

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QC4 (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			
		FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Landline phone at home	1313	603	710	81	142	458	632	198	134	153	304	368	379	239	328	1094	123	65	31
	58%	56%	60%	25%	35%	59%	85%	52%	62%	55%	64%	65%	57%	58%	54%	58%	63%	58%	50%
		a	b	c	d	e	f	g	h	i	j	l	m	n	o	p	q	r	
Mobile phone	897	457	440	238	261	312	86	161	82	126	159	187	278	171	261	760	66	41	30
	40%	42%	37%	73%	64%	40%	12%	42%	38%	45%	34%	33%	42%	41%	43%	40%	33%	37%	49%
		b	c	def	ef	f	g	j	j	j	k	k	k	k	k	p	r	r	opq
Internet voice service (VoIP)	12	5	7	*	2	2	8	3	*	1	6	4	5	2	1	10	*	1	*
	1%	*%	1%	*%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	*%	1%	1%
							e												
Other	13	7	6	1	1	5	7	7	-	*	*	2	3	*	8	8	4	1	1
	1%	1%	*%	*%	*%	1%	1%	2%	-	*%	*%	*%	*%	*%	1%	*%	2%	1%	1%
								hij							m		o		
Don't know	20	9	11	7	2	4	7	9	1	-	3	5	4	1	9	13	3	4	-
	1%	1%	1%	2%	1%	1%	1%	2%	*%	-	1%	1%	1%	*%	1%	1%	2%	3%	-
				e				hij									r	or	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 21

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QC4 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Landline phone at home	1313	158	190	114	108	116	139	96	173	1108	205	658	647	853	430
	58%	56%	62%	61%	66%	59%	66%	51%	49%	56%	70%	52%	66%	62%	53%
			gh	gh	agh	h	agh				i		k	n	
Mobile phone	897	111	108	71	54	80	69	89	179	816	82	583	309	506	361
	40%	40%	35%	38%	33%	40%	33%	47%	50%	42%	28%	46%	31%	37%	44%
								bcd	ef	j		l			m
Internet voice service (VoIP)	12	1	6	1	1	-	-	1	1	9	3	5	6	8	3
	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%
			ef												
Other	13	1	2	1	1	1	1	-	1	12	1	5	9	6	6
	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Don't know	20	8	2	-	-	1	1	2	-	19	1	9	11	9	11
	1%	3%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%

bcd

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	2943	1406	1537	305	399	1047	1192	486	318	349	564	742	875	598	728	1707	400	402	434
Effective Weighted Sample	1934	933	1002	198	252	706	814	307	198	232	414	498	580	399	465	1479	265	266	399
Total	1908	913	995	221	314	679	693	256	172	234	445	539	567	358	444	1610	156	89	53
BT	982 51%	479 52%	503 51%	104 47%	141 45%	327 48%	409 59% cde	142 55%	95 55%	117 50%	240 54%	305 57% lm	284 50%	159 44%	234 53% m	812 50%	87 56%	52 59% o	31 58% o
Virgin Media (including NTL and Telewest)	359 19%	168 18%	191 19%	47 21% f	82 26% ef	135 20% f	95 14%	49 19%	27 16%	47 20%	86 19%	96 18%	100 18%	78 22%	85 19%	322 20% pqr	23 15% q	6 7%	7 14% q
Talk Talk/Carphone Warehouse	213 11%	113 12%	100 10%	16 7%	20 6%	90 13% cd	87 13% cd	23 9%	26 15% gj	24 10%	42 9%	42 8%	74 13% k	48 13% k	49 11%	177 11%	17 11%	13 15% r	5 10%
SkyTalk	201 11%	88 10%	112 11%	24 11% f	52 17% f	84 12% f	40 6%	20 8%	15 9%	30 13% g	56 12% g	57 11%	59 10%	45 13%	39 9%	170 11%	13 9%	11 12%	6 12%
Post Office	18 1%	8 1%	10 1%	* *%	- -%	6 1%	12 2% d	3 1%	2 1%	2 1%	2 *%	1 *%	4 1%	8 2% kl	5 1%	14 1%	1 1%	2 2% o	1 1%
Kingston Communications	14 1%	6 1%	8 1%	2 1%	2 1%	5 1%	5 1%	2 1%	2 1%	3 1%	1 *%	1 *%	4 1%	2 1%	7 2% k	14 1%	- -%	* *%	* *%
Other	79 4%	35 4%	43 4%	5 2%	12 4%	26 4%	36 5%	12 5%	5 3%	9 4%	16 4%	24 4%	31 5% m	10 3%	14 3%	64 4%	9 6%	4 4%	2 3%
Don't know	44 2%	15 2%	28 3%	22 10% def	6 2%	6 1%	10 1%	6 2% h	* *%	2 1%	3 1%	14 3%	11 2%	8 2%	11 3%	36 2%	6 4% q	1 1%	1 2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 22

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QC5 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2943	204	228	217	212	223	215	211	197	2055	888	1438	1491	1751	758
Effective Weighted Sample	1934	194	210	206	201	212	203	200	182	1585	395	950	1055	1247	594
Total	1908	231	280	159	142	164	188	157	289	1644	263	1089	808	1210	645
BT	982	156	137	91	74	79	95	65	116	818	164	529	450	628	323
	51%	68%	49%	57%	52%	48%	50%	41%	40%	50%	62%	49%	56%	52%	50%
		bcd efgh		gh	gh		h				i		k		
Virgin Media (including NTL and Telewest)	359	25	52	23	29	45	40	28	81	342	17	219	136	206	146
	19%	11%	19%	14%	20%	28%	21%	18%	28%	21%	6%	20%	17%	17%	23%
		a			a	abcg	a		abcg	j					m
Talk Talk/Carphone Warehouse	213	24	27	17	21	15	21	18	34	181	32	124	89	144	64
	11%	10%	10%	10%	15%	9%	11%	12%	12%	11%	12%	11%	11%	12%	10%
SkyTalk	201	19	34	12	11	12	18	23	41	183	18	135	63	135	60
	11%	8%	12%	8%	8%	7%	10%	14%	14%	11%	7%	12%	8%	11%	9%
								acde	cde	j		l			
Post Office	18	1	1	1	2	3	-	1	6	16	2	5	12	10	7
	1%	*%	*%	*%	1%	2%	-%	*%	2%	1%	1%	*%	2%	1%	1%
									f				k		
Kingston Communications	14	-	-	-	1	-	-	13	-	14	*	6	8	1	13
	1%	-%	-%	-%	*%	-%	-%	8%	-%	1%	*%	1%	1%	*%	2%
								abcde f h							m
Other	79	3	21	9	3	6	9	8	5	57	22	49	30	56	21
	4%	1%	7%	6%	2%	4%	5%	5%	2%	3%	8%	4%	4%	5%	3%
			adh	ah			a	a			i				
Don't know	44	4	8	6	2	5	5	2	5	34	9	22	21	31	12
	2%	2%	3%	4%	1%	3%	3%	1%	2%	2%	4%	2%	3%	3%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 23

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QC6A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)

Base : Those with a landline phone at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2943	1406	1537	305	399	1047	1192	486	318	349	564	742	875	598	728	1707	400	402	434
Effective Weighted Sample	1934	933	1002	198	252	706	814	307	198	232	414	498	580	399	465	1479	265	266	399
Total	1908	913	995	221	314	679	693	256	172	234	445	539	567	358	444	1610	156	89	53
Very satisfied	1078 56%	498 55%	579 58%	112 51%	160 51%	360 53%	446 64% cde	168 66% ij	101 59%	120 51%	236 53%	280 52%	316 56%	199 56%	283 64% klm	902 56% r	95 61% r	56 63% or	25 47%
Fairly satisfied	607 32%	294 32%	313 31%	70 32%	110 35% f	233 34% f	194 28%	59 23%	51 30%	93 40% gh	149 34% g	193 36% n	184 32%	108 30%	123 28%	516 32%	44 28%	26 29%	21 39% opq
Neither	110 6%	58 6%	52 5%	22 10% f	16 5%	47 7% f	26 4%	7 3%	9 5%	11 5%	35 8% g	41 8% n	32 6%	21 6%	16 4%	95 6% q	9 6%	3 3%	4 7% q
Fairly dissatisfied	52 3%	23 3%	28 3%	4 2%	15 5% f	18 3%	15 2%	9 4%	8 4%	8 3%	9 2%	10 2%	15 3%	17 5% kn	10 2%	45 3%	3 2%	2 2%	2 4%
Very dissatisfied	43 2%	29 3% b	15 1%	6 3%	6 2%	20 3%	11 2%	10 4% i	3 2%	1 *%	12 3% i	13 2%	11 2%	9 2%	10 2%	38 2%	3 2%	2 2%	1 2%
Don't know	18 1%	11 1%	7 1%	7 3% ef	7 2% ef	2 *%	3 *%	2 1%	1 *%	1 *%	3 1%	2 *%	9 2%	4 1%	3 1%	14 1%	3 2%	1 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 23

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QC6A (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2943	204	228	217	212	223	215	211	197	2055	888	1438	1491	1751	758
Effective Weighted Sample	1934	194	210	206	201	212	203	200	182	1585	395	950	1055	1247	594
Total	1908	231	280	159	142	164	188	157	289	1644	263	1089	808	1210	645
Very satisfied	1078	103	160	80	92	98	114	95	160	954	124	589	484	679	374
	56%	45%	57% a	50%	64% ac	59% a	61% ac	61% ac	56% a	58% j	47%	54%	60% k	56%	58%
Fairly satisfied	607	86	88	62	42	52	60	42	85	500	107	369	233	390	196
	32%	37% g	32%	39% dgh	29%	31%	32%	27%	29%	30%	41% i	34% l	29%	32%	30%
Neither	110	28	14	10	3	4	7	6	23	92	18	64	46	78	29
	6%	12% bdefg	5%	6%	2%	3%	3%	4%	8% de	6%	7%	6%	6%	6%	5%
Fairly dissatisfied	52	4	9	6	3	5	4	9	6	46	6	31	21	30	20
	3%	2%	3%	4%	2%	3%	2%	6% a	2%	3%	2%	3%	3%	2%	3%
Very dissatisfied	43	10	6	1	2	1	3	2	12	37	6	28	15	23	19
	2%	4% ce	2%	1%	2%	1%	2%	1%	4% ce	2%	2%	3%	2%	2%	3%
Don't know	18	1	3	-	-	4	1	2	3	15	3	9	9	12	6
	1%	*%	1%	-%	-%	2% cd	*%	2%	1%	1%	1%	1%	1%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 24

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		MALE						£11.5K- £17.5K	£17.5K- £29.9K	£30K+										
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511	
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470	
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62	
One	(1.0)	461	223	238	39	68	118	237	147	68	45	24	75	122	71	194	361	55	30	14
		20%	21%	20%	12%	17%	15%	32%	39%	31%	16%	5%	13%	18%	17%	32%	19%	28%	27%	23%
							cde	hij	ij	j			k	klm			o	o		
Two	(2.0)	926	441	485	100	226	322	278	106	92	135	243	260	298	165	204	797	63	44	22
		41%	41%	41%	31%	55%	41%	38%	28%	43%	48%	51%	46%	45%	40%	34%	42%	32%	39%	36%
						cef	c	c		g	g	gh	n	n	n		pr			
Three	(3.0)	352	170	182	79	58	160	55	32	17	54	102	106	106	78	61	302	27	13	10
		16%	16%	15%	24%	14%	20%	7%	8%	8%	19%	22%	19%	16%	19%	10%	16%	14%	12%	16%
					df	f	df				gh	gh	n	n	n					
Four or more	(4.0)	369	179	190	107	53	168	41	26	20	39	99	104	117	80	68	312	30	14	12
		16%	17%	16%	33%	13%	22%	5%	7%	9%	14%	21%	18%	18%	19%	11%	17%	15%	13%	20%
					def	f	df				g	ghi	n	n	n					q
None	(0.0)	148	69	79	2	3	13	130	68	19	7	5	22	26	20	80	113	21	10	4
		7%	6%	7%	1%	1%	2%	18%	18%	9%	2%	1%	4%	4%	5%	13%	6%	11%	9%	6%
							cde	hij	ij						klm			or		
Don't know	*	*	-	*	-	-	*	*	-	-	-	-	-	-	-	*	-	*	-	*
	*%	*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%
Mean mobiles in household	2.1	2.2	2.1	2.8	2.2	2.5	1.5	1.5	1.8	2.3	2.6	2.3	2.3	2.3	1.7	2.2	1.9	1.9	2.2	
				def	f	df			g	gh	ghi	n	n	n		pq			pq	
Standard deviation	1.12	1.12	1.12	1.06	.90	1.04	1.04	1.09	1.04	.97	.91	1.04	1.07	1.11	1.15	1.11	1.21	1.12	1.19	
Standard error	.02	.03	.03	.05	.04	.03	.03	.04	.05	.05	.04	.04	.03	.04	.04	.02	.05	.05	.05	
MOBILE ONLY	334	160	174	105	93	99	38	111	45	46	27	26	101	55	152	270	34	21	9	
	15%	15%	15%	32%	23%	13%	5%	29%	21%	16%	6%	5%	15%	13%	25%	14%	17%	19%	15%	
				def	ef	f		hij	i	j			k	k	klm					

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total		3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample		2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total		2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
One	(1.0)	461	37	47	34	29	40	39	44	92	409	52	159	297	276	171
		20%	13%	15%	18%	18%	20%	18%	23%	26%	21%	18%	13%	30%	20%	21%
							a		ab	abcd				k		
Two	(2.0)	926	116	149	80	69	72	89	79	142	795	131	588	335	605	299
		41%	41%	48%	43%	43%	37%	42%	42%	40%	40%	45%	47%	34%	44%	37%
				e									l		n	
Three	(3.0)	352	61	38	27	32	35	37	30	42	311	41	254	95	204	138
		16%	22%	12%	14%	20%	18%	18%	16%	12%	16%	14%	20%	10%	15%	17%
			bch			bh							l			
Four or more	(4.0)	369	47	65	31	24	34	38	24	49	313	56	249	120	222	135
		16%	17%	21%	17%	15%	17%	18%	13%	14%	16%	19%	20%	12%	16%	17%
				gh									l			
None	(0.0)	148	19	9	14	9	16	7	11	29	135	12	11	136	75	69
		7%	7%	3%	7%	5%	8%	3%	6%	8%	7%	4%	1%	14%	5%	8%
			b		bf		bf		j	bf	j			k		m
Don't know		*	-	-	-	-	-	-	-	-	*	*	-	*	*	-
		***	-%	-%	-%	-%	-%	-%	-%	-%	***	***	-%	***	***	-%
Mean mobiles in household		2.1	2.3	2.3	2.1	2.2	2.2	2.3	2.1	2.0	2.1	2.3	2.5	1.8	2.2	2.1
			gh	gh		h		gh				i	l			
Standard deviation		1.12	1.11	1.06	1.13	1.07	1.17	1.07	1.06	1.12	1.12	1.09	.97	1.18	1.09	1.17
Standard error		.02	.07	.07	.07	.07	.07	.07	.07	.07	.02	.03	.02	.03	.02	.04
MOBILE ONLY		334	48	27	27	20	31	22	30	64	306	28	169	163	165	159
		15%	17%	9%	14%	12%	16%	11%	16%	18%	16%	10%	13%	17%	12%	20%
			bf				b		b	bf	i			k		m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 25

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

Base : All respondents

		GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		FEMALE			16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r	
		MALE a	b	£11.5K- £17.5K g					£17.5K- £29.9K h	£30K+ i	j										
Significance Level: 95%		Total																			
Unweighted total		3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511	
Effective Weighted Sample		2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470	
Total		2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62	
No		(0.0)	54 2%	31 3%	23 2%	4 1%	* *%	6 1%	44 6% cde	13 3% j	9 4% ij	3 1%	2 *%	11 2%	13 2%	10 2%	19 3%	42 2%	7 3%	4 4%	1 2%
1		(1.0)	1881 83%	894 83%	987 84%	293 89% f	371 91% f	692 89% f	526 71%	282 75%	178 82% g	239 85% g	425 90% gh	468 83%	576 86% n	355 86% n	482 79%	1577 84%	159 81%	92 82%	53 85%
2		(2.0)	151 7%	80 7%	71 6%	23 7%	31 8% f	63 8% f	33 4%	11 3%	9 4%	29 10% gh	34 7% g	56 10% ln	43 6% n	27 7%	24 4%	135 7% pq	8 4%	4 4%	3 5%
3		(3.0)	17 1%	6 1%	11 1%	5 2%	2 1%	3 *%	7 1%	5 1%	1 *%	2 1%	5 1%	6 1% n	10 1% mn	1 *%	1 *%	15 1%	1 1%	1 1%	* 1%
4 or more		(4.0)	5 *%	2 *%	3 *%	1 *%	* *%	4 1% f	- -%	- -%	1 *%	- -%	1 *%	3 *%	1 *%	- -%	1 *%	4 *%	- -%	1 1%	* *%
No mobiles in household		(0.0)	148 7%	69 6%	79 7%	2 1%	3 1%	13 2%	130 18% cde	68 18% hij	19 9% ij	7 2%	5 1%	22 4%	26 4%	20 5%	80 13% klm	113 6%	21 11% or	10 9%	4 6%
Mean mobiles used		1.0	1.0	1.0	1.1 f	1.1 f	1.1 f	.8	.8	.9 g	1.1 gh	1.1 gh	1.1 mn	1.0 n	1.0 n	.9	1.0 pq	.9	.9	1.0 p	
Standard deviation		.45	.45	.46	.40	.32	.40	.54	.52	.47	.40	.38	.49	.44	.38	.46	.45	.45	.49	.43	
Standard error		.01	.01	.01	.02	.01	.01	.02	.02	.02	.02	.02	.02	.02	.01	.01	.01	.01	.02	.02	.02
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																					

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total		3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample		2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total		2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
No	(0.0)	54 2%	8 3%	5 2%	9 5% bdeh	1 1%	3 1%	5 2%	4 2%	6 2%	44 2%	10 3%	8 1%	45 5% k	31 2%	22 3%
1	(1.0)	1881 83%	233 83%	250 81%	156 84%	140 86%	171 87%	182 86%	160 85%	287 81%	1631 83%	250 85%	1111 88% l	761 77%	1163 84%	665 82%
2	(2.0)	151 7%	20 7% e	38 13% acefg	6 3%	12 7% ce	6 3%	13 6%	10 5%	31 9% ce	134 7%	16 6%	114 9% l	36 4%	100 7%	47 6%
3	(3.0)	17 1%	- -%	3 1%	1 1%	1 1% a	2 1%	4 2% a	2 1%	2 1%	14 1%	3 1%	14 1% l	3 1% a	8 1%	9 1%
4 or more	(4.0)	5 1%	- -%	3 1%	- -%	1 1% a	- -%	- -%	1 1% a	- -%	5 1%	* 1%	3 1% l	2 1% a	4 1%	1 1%
No mobiles in household	(0.0)	148 7%	19 7% b	9 3%	14 7% bf	9 5%	16 8% bf	7 3%	11 6%	29 8% bf	135 7% j	12 4%	11 1%	136 14% k	75 5%	69 8% m
Mean mobiles used		1.0	1.0	1.1 acdegh	.9	1.0 ce	1.0	1.0 ce	1.0 c	1.0 c	1.0	1.0	1.1 l	.9	1.0 n	1.0
Standard deviation		.45	.41	.52	.42	.44	.41	.44	.46	.46	.46	.43	.40	.48	.45	.47
Standard error		.01	.03	.03	.03	.03	.02	.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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 26

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

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

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
O2 (formerly BTCellnet)	535 26%	265 27%	270 25%	86 27%	126 31% ef	191 25%	132 23%	80 27%	48 25%	85 31%	129 28%	126 24%	171 27%	106 28%	132 26%	428 25% q	50 30% q	17 18%	38 67% opq
Orange	471 23%	215 22%	256 24%	77 24%	95 23%	160 21%	139 25%	64 21%	46 25%	53 20%	102 22%	142 27% mn	150 24%	78 20%	102 20%	397 23% r	30 18% r	38 39% opr	5 9%
Vodafone	418 20%	202 21%	216 20%	55 17%	71 17%	172 23%	120 21%	51 17%	32 17%	53 20%	104 22%	117 22%	116 18%	92 24% ln	93 18%	362 21% r	30 18%	18 19% r	7 13%
TMobile (formerly One2One)	247 12%	118 12%	129 12%	47 15%	42 10%	92 12%	66 12%	42 14%	25 13%	28 10%	54 12%	58 11%	76 12%	39 10%	75 15% m	223 13% r	15 9% r	9 9% r	1 1%
Virgin Media/ Any Virgin	131 6%	64 7%	67 6%	11 3%	23 6%	46 6%	51 9% ce	20 7%	11 6%	14 5%	26 6%	35 7%	38 6%	25 7%	33 6%	114 7% r	11 7% r	5 5% r	1 2%
3	130 6%	68 7%	62 6%	29 9% f	36 9% f	53 7% f	12 2%	20 7%	15 8%	23 9%	23 5%	24 4%	47 7% k	23 6%	37 7%	112 6% q	13 8% q	2 2%	3 5%
Tesco	73 4%	28 3%	45 4%	11 3%	7 2%	32 4% d	23 4% d	11 4%	10 5%	12 4%	19 4%	20 4%	19 3%	13 3%	21 4%	54 3%	13 8% or	5 5% r	1 2%
Other	29 1%	16 2%	13 1%	3 1%	4 1%	12 2%	9 2%	6 2%	1 1%	3 1%	7 2%	7 1%	9 1%	5 1%	8 2%	23 1%	3 2% r	2 2% r	* **%
Don't know	20 1%	6 1%	14 1%	1 *%	1 *%	5 1%	13 2% cde	3 1%	1 *%	* *%	3 1%	6 1%	4 1%	2 1%	8 2%	16 1%	2 1%	1 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 26

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
O2 (formerly BTCellnet)	535	48	77	44	51	36	52	52	68	462	73	349	183	339	157
	26%	19%	26%	27%	34%	20%	26%	30%	21%	26%	27%	28%	23%	27%	22%
					ae			ae				l		n	
Orange	471	29	57	50	39	63	36	45	78	396	75	277	194	312	154
	23%	11%	20%	30%	26%	35%	18%	26%	24%	22%	28%	22%	24%	24%	21%
			a	abf	a	abdfgh		a	a		i				
Vodafone	418	45	80	30	23	27	51	30	76	351	67	256	157	269	141
	20%	18%	27%	19%	15%	15%	26%	17%	24%	20%	25%	21%	20%	21%	20%
			acdeg				adeg		de		i				
TMobile (formerly One2One)	247	70	29	8	13	18	30	17	37	224	23	142	105	128	119
	12%	28%	10%	5%	9%	10%	15%	10%	12%	13%	9%	11%	13%	10%	16%
		bcd	c			c	cd		c	j				m	
Virgin Media/ Any Virgin	131	17	18	9	11	11	11	11	26	128	3	71	58	83	47
	6%	7%	6%	6%	7%	6%	6%	6%	8%	7%	1%	6%	7%	7%	7%
									j						
3	130	32	15	8	3	12	9	11	23	121	10	87	43	61	66
	6%	13%	5%	5%	2%	7%	5%	7%	7%	7%	4%	7%	5%	5%	9%
		bcd				d		d	d	j				m	
Tesco	73	5	13	10	6	7	4	4	6	61	12	32	40	51	21
	4%	2%	4%	6%	4%	4%	2%	2%	2%	3%	4%	3%	5%	4%	3%
				afh									k		
Other	29	3	3	2	5	4	1	2	5	26	3	20	9	17	12
	1%	1%	1%	1%	3%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%
					f										
Don't know	20	5	2	2	1	1	5	1	-	15	4	6	13	15	5
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%
							h						k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

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 HTC Desire.

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE						UNDER											
	Total	MALE		16-24	25-34	35-54	55+	£11.5K- £17.5K	£17.5K- £29.9K	£30K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Yes	620	319	301	155	175	225	65	49	36	89	206	205	206	103	106	544	35	28	13
	30%	33%	28%	48%	43%	30%	11%	17%	19%	33%	44%	38%	33%	27%	21%	31%	21%	29%	23%
		b		ef	ef	f				gh	ghi	lmn	mn	n		pr		p	
No	1413	654	759	166	225	530	493	245	151	179	259	324	417	278	394	1168	133	68	44
	69%	67%	71%	52%	56%	70%	87%	82%	80%	66%	56%	61%	66%	73%	78%	67%	79%	70%	77%
			a			cd	cde	ij	ij	j				kl	kl		oq		o
Don't know	21	9	12	*	5	7	8	4	2	2	1	4	7	2	8	19	*	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

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 HTC Desire.

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Yes	620	90	77	53	45	44	72	50	113	540	80	460	158	380	227
	30%	36%	26%	33%	29%	24%	36%	29%	35%	30%	30%	37%	20%	30%	31%
		be					be		be			l			
No	1413	162	210	110	106	134	122	117	207	1229	184	769	637	883	486
	69%	64%	71%	67%	69%	75%	62%	68%	65%	69%	68%	62%	79%	69%	67%
			f			afh							k		
Don't know	21	1	7	-	2	1	4	5	-	16	5	13	8	13	8
	1%	*%	2%	-%	1%	*%	2%	3%	-%	1%	2%	1%	1%	1%	1%
			ch				ch	aceh							

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 28

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

QD5 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Prepay/ Pay as you go	1028	467	561	148	172	308	400	210	130	132	125	201	286	190	350	838	99	53	37
	50%	48%	52%	46%	42%	40%	71%	71%	69%	49%	27%	38%	45%	50%	69%	48%	59%	55%	65%
		a					cde	ij	ij	j			k	k	klm		o	o	oq
Postpay/ monthly contract	1006	505	500	172	229	442	163	85	56	135	335	326	339	188	153	874	68	44	20
	49%	51%	47%	53%	57%	58%	29%	29%	30%	50%	72%	61%	54%	49%	30%	50%	40%	45%	35%
		b		f	f	f			gh	ghi		lmn	n	n		pr		r	
Other	5	4	1	-	1	4	-	-	-	-	3	4	1	-	-	5	-	-	-
	*%	*%	*%	-%	*%	1%	-%	-%	-%	-%	1%	1%	*%	-%	-%	*%	-%	-%	-%
												n							
Don't know	16	5	10	2	3	8	3	2	2	3	2	2	3	5	5	15	1	-	*
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 28

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

QD5 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Prepay/ Pay as you go	1028	107	141	78	77	101	99	103	132	875	153	476	547	642	349
	50%	42%	48%	48%	50%	56%	50%	60%	41%	49%	57%	38%	68%	50%	48%
						ah		abcfh			i		k		
Postpay/ monthly contract	1006	144	146	83	73	78	98	69	183	891	115	751	249	623	363
	49%	57%	50%	51%	48%	44%	49%	40%	57%	50%	43%	60%	31%	49%	50%
		eg	g	g					eg	j		l			
Other	5	1	1	-	1	-	-	-	2	5	-	4	1	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	16	-	5	2	2	-	1	-	4	14	1	10	5	8	8
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			e												

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 29

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

QD6 (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	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1339	686	653	210	290	620	219	128	82	186	406	414	465	259	201	831	171	178	159
Effective Weighted Sample	920	468	452	148	186	437	157	85	54	123	303	283	315	185	139	733	117	121	147
Total	1006	505	500	172	229	442	163	85	56	135	335	326	339	188	153	874	68	44	20
Handset and contract	868	434	434	149	204	386	129	70	**	115	300	297	286	161	124	750	60	41	17
	86%	86%	87%	87%	89%	87%	79%	82%	**	85%	90%	91%	84%	86%	81%	86%	88%	93%	84%
					f	f					g	ln						or	
SIM card only	108	57	52	18	21	46	23	14	**	19	23	24	42	20	21	96	7	3	3
	11%	11%	10%	10%	9%	10%	14%	16%	**	14%	7%	7%	12%	11%	14%	11%	10%	6%	14%
								j		j			k		k				q
Don't know	30	15	14	5	4	10	11	2	**	2	12	5	11	6	7	28	1	*	*
	3%	3%	3%	3%	2%	2%	6%	2%	**	1%	3%	2%	3%	3%	5%	3%	1%	1%	2%
							de								k				

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 29

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

QD6 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	~c	d	~e	f	~g	h	i	j	k	l	m	n
Unweighted total	1339	119	111	99	100	99	104	84	115	975	364	939	393	805	375
Effective Weighted Sample	920	114	104	95	96	95	99	81	109	780	162	641	293	587	302
Total	1006	144	146	83	73	78	98	69	183	891	115	751	249	623	363
Handset and contract	868	133	116	**	59	**	85	**	158	767	101	659	206	534	317
	86%	92%	80%	**	81%	**	88%	**	86%	86%	88%	88%	83%	86%	87%
		bd										l			
SIM card only	108	4	26	**	12	**	6	**	22	98	10	77	32	69	37
	11%	3%	18%	**	17%	**	6%	**	12%	11%	9%	10%	13%	11%	10%
			af		af				a						
Don't know	30	7	3	**	2	**	6	**	3	26	4	16	12	20	9
	3%	5%	2%	**	3%	**	6%	**	2%	3%	3%	2%	5%	3%	2%
													k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 30

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QD7A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £11.5K g	£17.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Every day	1186 58%	547 56%	640 60%	282 88% def	307 76% ef	456 60% f	141 25%	153 51%	95 50%	156 58%	298 64% gh	317 60% n	389 62% n	216 56%	265 52%	999 58%	90 54%	58 60%	39 68% opq
Several times a week	376 18%	167 17%	209 20%	27 8%	71 17% c	174 23% cdf	103 18% c	51 17%	37 20%	55 20%	101 22%	98 18%	107 17%	74 19%	97 19%	311 18%	38 23% r	18 19%	8 15%
At least once a week	164 8%	89 9%	76 7%	8 2%	17 4%	62 8% cd	78 14% cde	30 10% j	12 6%	25 9%	29 6%	37 7%	51 8%	28 7%	48 9%	143 8%	12 7%	6 6%	3 6%
At least once a month	86 4%	48 5%	37 3%	3 1%	4 1%	27 3% cd	52 9% cde	16 5%	11 6%	11 4%	16 3%	21 4%	21 3%	22 6%	20 4%	73 4%	9 6% qr	2 2%	1 2%
A few times a year	57 3%	31 3%	25 2%	- -%	2 *%	13 2% c	42 7% cde	8 3%	7 4% j	7 3%	5 1%	18 3%	16 3%	11 3%	11 2%	51 3% r	4 2%	1 1%	1 1%
Less than once a year	16 1%	9 1%	8 1%	1 *%	1 *%	2 *%	13 2% cde	2 1%	2 1%	3 1%	4 1%	3 1%	4 1%	2 *%	8 2%	14 1%	* *% opr	2 2%	- -%
Never	159 8%	87 9%	72 7%	* *%	3 1%	23 3% cd	132 23% cde	36 12% ij	22 12% ij	12 4%	10 2%	34 6%	41 7%	26 7%	57 11% klm	131 8%	14 8%	9 9%	4 8%
Don't know	10 *%	4 *%	6 1%	1 *%	1 *%	5 1%	4 1%	3 1%	3 1%	1 *%	2 *%	3 1%	1 *%	4 1%	2 *%	9 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QD7A (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

	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Every day	1186 58%	126 50%	169 58%	95 58%	82 54%	93 52%	126 64% ade	98 57%	210 66% ade	1043 58%	143 53%	827 67% l	358 45%	723 57%	425 59%
Several times a week	376 18% bcfgh	72 28%	39 13%	22 14%	33 22% bc	38 21% bc	30 15%	25 14%	52 16%	329 18%	47 17%	241 19%	132 16%	225 18%	142 20%
At least once a week	164 8%	22 9%	26 9%	17 11% h	16 11% h	20 11% h	12 6%	14 8%	15 5%	140 8%	24 9%	83 7%	77 10% k	109 9%	52 7%
At least once a month	86 4%	7 3%	13 4%	7 4%	10 6%	7 4%	9 5%	6 4%	14 4%	69 4%	17 6% i	35 3%	50 6% k	56 4%	28 4%
A few times a year	57 3%	4 2%	14 5%	2 1%	3 2%	4 2%	4 2%	7 4%	13 4%	48 3%	9 3%	18 1%	39 5% k	40 3%	17 2%
Less than once a year	16 1%	5 2%	2 1%	1 1%	* *%	2 1%	1 1%	1 1%	1 *%	15 1%	2 1%	3 *%	14 2% k	11 1%	5 1%
Never	159 8%	16 6%	30 10% h	18 11% deh	8 5%	10 6%	15 7%	21 12% adeh	13 4%	132 7%	27 10%	28 2%	130 16% k	103 8%	51 7%
Don't know	10 *%	1 *%	1 1%	- -%	- -%	4 2% cd	1 *%	1 *%	1 *%	9 1%	1 *%	7 1%	4 *%	9 1%	1 *%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 31

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QD7B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Every day	1156	598	558	253	285	448	171	136	89	151	312	326	376	208	246	987	78	50	41
	56%	61%	52%	79%	70%	59%	30%	46%	47%	56%	67%	61%	60%	54%	48%	57%	46%	51%	72%
		b		def	ef	f				g	ghi	mn	n			p			opq
Several times a week	445	184	261	46	81	190	128	69	45	67	96	93	131	90	131	361	46	29	9
	22%	19%	24%	14%	20%	25%	23%	23%	24%	25%	21%	17%	21%	24%	26%	21%	28%	29%	16%
		a				c	c							k	k	r	or	or	
At least once a week	212	88	123	13	26	73	100	46	26	29	36	51	52	47	62	174	25	10	3
	10%	9%	12%	4%	6%	10%	18%	15%	14%	11%	8%	10%	8%	12%	12%	10%	15%	10%	6%
						c	cde	j	j					l	l	r	or	r	
At least once a month	133	64	68	6	10	33	83	31	12	15	15	40	33	20	40	115	10	5	2
	6%	7%	6%	2%	3%	4%	15%	10%	6%	5%	3%	7%	5%	5%	8%	7%	6%	5%	4%
						c	cde	ij								r			
A few times a year	79	39	40	3	2	11	64	12	13	6	5	17	27	13	22	70	5	3	1
	4%	4%	4%	1%	1%	1%	11%	4%	7%	2%	1%	3%	4%	3%	4%	4%	3%	3%	1%
							cde	j	ij							r			
Less than once a year	8	3	5	-	-	*	8	*	1	1	1	4	3	*	1	7	*	*	*
	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
							cde												
Never	15	4	11	-	1	6	8	2	2	1	1	1	6	2	6	13	2	*	*
	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%
							c								k				
Don't know	7	2	5	1	1	2	4	1	2	1	1	2	2	2	1	5	1	*	*
	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QD7B (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	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Every day	1156	156	174	87	81	87	122	74	207	1030	126	822	331	688	427
	56%	62%	59%	53%	53%	49%	61%	43%	65%	58%	47%	66%	41%	54%	59%
		eg	eg	g	g		eg		cdeg	j		l			m
Several times a week	445	67	48	34	33	41	38	44	57	386	59	276	163	276	160
	22%	27%	16%	21%	21%	23%	19%	26%	18%	22%	22%	22%	20%	22%	22%
		bh						b							
At least once a week	212	14	23	21	22	25	17	23	28	173	39	87	124	140	68
	10%	6%	8%	13%	15%	14%	8%	13%	9%	10%	14%	7%	15%	11%	9%
				a	abf	ab		a			i		k		
At least once a month	133	6	22	15	13	13	12	16	18	104	29	34	99	97	34
	6%	2%	7%	9%	8%	8%	6%	9%	6%	6%	11%	3%	12%	8%	5%
			a	a	a	a		a			i		k	n	
A few times a year	79	8	18	7	2	6	9	12	8	67	12	13	65	54	24
	4%	3%	6%	4%	1%	3%	4%	7%	2%	4%	5%	1%	8%	4%	3%
			d				d	dh					k		
Less than once a year	8	-	4	-	2	1	-	1	-	7	1	*	8	6	2
	***	-%	1%	-%	1%	1%	-%	***	-%	***	***	***	1%	***	***
													k		
Never	15	1	4	-	1	2	1	2	3	12	3	5	10	10	5
	1%	***	1%	-%	***	1%	***	1%	1%	1%	1%	***	1%	1%	1%
													k		
Don't know	7	-	-	-	1	4	1	-	-	6	1	3	4	6	1
	***	-%	-%	-%	***	2%	***	-%	-%	***	***	***	***	***	***
						abcgh									

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 32

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Send/ receive text messages (SMS)	1805	844	962	312	392	705	396	245	159	251	437	475	564	339	427	1529	145	82	50
	88%	86%	90%	97%	97%	93%	70%	82%	84%	93%	94%	89%	90%	89%	84%	88%	86%	84%	87%
			a	ef	ef	f				gh	gh	n	n	n					
Use your phone as a camera	1155	529	626	252	305	430	168	140	95	153	328	323	361	217	254	988	96	41	30
	56%	54%	58%	78%	75%	56%	30%	47%	50%	57%	71%	61%	57%	57%	50%	57%	57%	43%	52%
			a	ef	ef	f				g	ghi	n	n	n		q	q		q
Send/ receive messages with pictures/ images	728	333	395	176	212	276	63	71	53	105	214	207	247	133	141	626	59	24	19
	35%	34%	37%	55%	52%	36%	11%	24%	28%	39%	46%	39%	39%	35%	28%	36%	35%	25%	34%
				ef	ef	f				gh	gh	n	n	n		q	q		q
Accessing the internet	583	296	287	153	174	220	35	58	35	84	187	190	196	101	95	517	29	23	14
	28%	30%	27%	48%	43%	29%	6%	19%	19%	31%	40%	36%	31%	26%	19%	30%	17%	23%	24%
				ef	ef	f				gh	ghi	mn	n	n		pqr			p
Upload pictures to PC/laptop	464	223	241	121	136	174	34	47	21	63	151	157	154	82	72	415	23	13	14
	23%	23%	22%	38%	34%	23%	6%	16%	11%	23%	33%	29%	24%	21%	14%	24%	14%	13%	24%
				ef	ef	f				gh	ghi	mn	n	n		pq			pq
Listen to music using MP3 function	353	191	162	129	114	97	13	47	24	44	102	91	126	61	74	306	25	11	10
	17%	19%	15%	40%	28%	13%	2%	16%	13%	16%	22%	17%	20%	16%	15%	18%	15%	12%	18%
			b	def	ef	f					gh		n			q			q
Send/ receive emails (not SMS)	348	186	162	82	100	143	23	29	22	41	125	133	117	55	42	305	20	13	10
	17%	19%	15%	26%	25%	19%	4%	10%	11%	15%	27%	25%	19%	14%	8%	18%	12%	14%	18%
			b	ef	ef	f				g	ghi	lmn	n	n		p			p

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

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	o	p	q	r
		a	b	c	d	e	f	g	h	i	j	k	l	m	n				
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Visiting social networking sites (e.g. Facebook)	343	156	187	107	120	106	10	39	21	40	110	99	125	63	55	312	12	11	8
	17%	16%	17%	33% ef	30% ef	14% f	2%	13%	11%	15%	24% ghi	19% n	20% n	16% n	11%	18% pq	7%	11%	14% p
Play games which come pre-installed, by yourself	331	178	153	105	122	88	16	41	20	43	99	86	115	58	72	295	17	9	10
	16%	18% b	14%	33% ef	30% ef	11% f	3%	14%	10%	16%	21% gh	16%	18%	15%	14%	17% pq	10%	9%	18% pq
Use IM/ Instant messaging	276	139	137	85	82	95	14	25	18	41	89	90	104	41	42	245	10	12	8
	13%	14%	13%	27% ef	20% ef	13% f	2%	8%	10%	15% g	19% gh	17% mn	16% mn	11%	8%	14% p	6%	13% p	14% p
Download applications or programs directly to your phone	256	135	121	76	92	73	14	23	11	37	96	83	90	48	35	229	10	9	8
	12%	14%	11%	24% ef	23% ef	10% f	2%	8%	6%	14% gh	21% ghi	16% n	14% n	12% n	7%	13% p	6%	9%	14% p
Record video clips using the phone	235	116	119	74	78	69	14	24	14	33	73	74	82	43	35	193	28	7	6
	11%	12%	11%	23% ef	19% ef	9% f	2%	8%	8%	12%	16% gh	14% n	13% n	11% n	7%	11% q	17% oqr	7%	11%
Listen to FM radio	219	128	92	66	66	68	20	31	17	41	38	44	75	40	59	194	12	7	6
	11%	13% b	9%	21% ef	16% ef	9% f	3%	10%	9%	15% hj	8%	8%	12% k	11%	12%	11% pq	7%	7%	11%
Send/ receive video clips	200	107	93	63	56	68	13	18	16	24	62	67	66	32	35	163	26	6	5
	10%	11%	9%	20% def	14% ef	9% f	2%	6%	8%	9%	13% g	12% mn	11% n	8%	7%	9%	15% oqr	6%	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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Table 32

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K- £17.5K	£17.5K- £29.9K	£30K+									
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Play games which come pre-installed, with others	165 8%	102 10% b	63 6% 6%	49 15% ef	53 13% ef	56 7% f	8 1%	16 5%	12 7%	19 7%	57 12% ghi	48 9% n	59 9% n	32 8%	26 5%	148 9% pq	7 4%	4 5%	5 8%
Accessing/ receiving news	158 8%	99 10% b	59 5%	31 10% f	58 14% ef	60 8% f	9 2%	9 3%	11 6%	18 7% g	74 16% ghi	76 14% lmn	53 8% mn	19 5% n	10 2%	145 8% pq	5 3%	4 5%	4 7% p
Accessing/ receiving sports/ team news/ scores	141 7%	106 11% b	35 3%	29 9% f	51 13% ef	55 7% f	6 1%	9 3%	11 6%	18 7% g	66 14% ghi	60 11% mn	55 9% mn	16 4% n	9 2%	131 8% pq	4 2%	3 3%	3 5%
Download a new video clip	79 4%	55 6% b	23 2%	25 8% ef	28 7% ef	21 3% f	5 1%	4 1%	9 5% g	11 4% g	30 6% g	28 5% n	26 4% n	15 4%	10 2%	66 4% q	9 5% q	1 1%	2 4% q
Video streaming	75 4%	55 6% b	20 2%	25 8% ef	32 8% ef	16 2% f	2 *%	6 2%	7 4%	10 4%	24 5% g	22 4%	32 5% mn	10 3%	11 2%	67 4%	3 2%	3 3%	2 4%
Video calling	69 3%	44 4% b	25 2%	21 6% ef	31 8% ef	16 2% f	1 *%	4 1%	4 2%	8 3%	21 4% g	22 4%	22 4%	14 4%	10 2%	64 4% p	1 1%	2 2%	1 2%
Listen to Podcasts	63 3%	44 4% b	19 2%	12 4% f	29 7% ef	16 2%	6 1%	4 1%	3 2%	5 2%	25 5% ghi	21 4% n	28 4% mn	8 2%	6 1%	56 3%	2 1%	2 2%	3 5% p
Using VoIP service e.g. Skype	57 3%	40 4% b	17 2%	21 7% ef	23 6% ef	9 1%	4 1%	8 3%	5 3%	11 4%	15 3%	15 3% n	30 5% n	9 2% n	4 1%	52 3%	2 1%	2 2%	2 4% p

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
TV streaming	45	34	11	17	17	8	3	9	5	8	11	12	16	9	8	42	1	1	1
	2%	3%	1%	5%	4%	1%	1%	3%	2%	3%	2%	2%	3%	2%	2%	2%	1%	1%	2%
		b		ef	ef											q			
Other	16	9	7	1	1	10	5	1	3	2	6	7	6	2	1	12	1	3	*
	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	4%	*%
												n						opr	
None of these	176	91	85	1	2	35	138	40	25	14	14	42	46	32	57	139	20	12	5
	9%	9%	8%	*%	1%	5%	24%	13%	13%	5%	3%	8%	7%	8%	11%	8%	12%	12%	9%
						cd	cde	ij	ij						l		o	o	
Don't know	2	2	*	-	-	-	2	1	-	-	-	-	*	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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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Send/ receive text messages (SMS)	1805	236	244	141	134	166	169	145	294	1575	230	1167	630	1113	643
	88%	94%	83%	87%	88%	93%	85%	84%	92%	88%	85%	94%	78%	87%	89%
		bcdgf				bcfg			bfg			l			
Use your phone as a camera	1155	141	163	88	90	89	115	89	213	1023	132	785	366	708	417
	56%	56%	56%	54%	59%	50%	58%	52%	66%	57%	49%	63%	46%	56%	58%
									abceg	j		l			
Send/ receive messages with pictures/ images	728	94	98	52	51	47	86	50	147	657	71	533	191	442	267
	35%	37%	33%	32%	33%	26%	43%	29%	46%	37%	26%	43%	24%	35%	37%
		e					bcdeg		bcdeg	j		l			
Accessing the internet	583	81	79	44	42	46	58	56	110	529	54	429	154	351	218
	28%	32%	27%	27%	27%	26%	29%	33%	34%	30%	20%	35%	19%	28%	30%
										j		l			
Upload pictures to PC/laptop	464	73	66	41	33	25	59	24	95	418	46	332	131	289	162
	23%	29%	23%	25%	21%	14%	29%	14%	30%	23%	17%	27%	16%	23%	22%
		eg	eg	eg	g		eg		eg	j		l			
Listen to music using MP3 function	353	57	45	24	23	20	38	35	64	322	31	230	123	207	135
	17%	23%	15%	15%	15%	11%	19%	20%	20%	18%	11%	19%	15%	16%	19%
		cde					e	e	e	j		l			
Send/ receive emails (not SMS)	348	46	69	31	27	22	29	29	52	311	37	282	66	214	125
	17%	18%	23%	19%	18%	12%	15%	17%	16%	17%	14%	23%	8%	17%	17%
			ef									l			

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

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Visiting social networking sites (e.g. Facebook)	343	49	54	28	27	22	40	24	69	315	27	253	90	206	129
	17%	19%	19%	17%	17%	12%	20%	14%	22%	18%	10%	20%	11%	16%	18%
		e					e		eg	j		l			
Play games which come pre-installed, by yourself	331	57	52	24	22	32	36	28	45	305	25	234	97	179	142
	16%	23%	18%	15%	14%	18%	18%	16%	14%	17%	9%	19%	12%	14%	20%
		cdh							j			l		m	
Use IM/ Instant messaging	276	54	33	19	24	21	25	11	59	257	19	209	67	154	114
	13%	21%	11%	12%	15%	12%	12%	7%	18%	14%	7%	17%	8%	12%	16%
		bcefg			g		g		beg	j		l		m	
Download applications or programs directly to your phone	256	27	40	26	19	16	26	18	56	231	25	201	55	156	92
	12%	11%	14%	16%	12%	9%	13%	11%	17%	13%	9%	16%	7%	12%	13%
				e					eg	j		l			
Record video clips using the phone	235	24	42	20	18	17	20	11	42	216	19	175	60	133	95
	11%	9%	14%	12%	11%	9%	10%	6%	13%	12%	7%	14%	7%	10%	13%
			g	g					g	j		l			
Listen to FM radio	219	25	49	13	13	16	18	17	42	200	19	151	68	123	90
	11%	10%	17%	8%	9%	9%	9%	10%	13%	11%	7%	12%	8%	10%	12%
			acdefg						j	j		l			
Send/ receive video clips	200	36	30	14	16	14	17	12	26	186	14	157	43	101	93
	10%	14%	10%	8%	10%	8%	9%	7%	8%	10%	5%	13%	5%	8%	13%
		egh							j	j		l		m	

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

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Play games which come pre-installed, with others	165	46	30	15	11	11	9	6	19	146	19	126	39	97	63
	8%	18%	10%	9%	7%	6%	5%	3%	6%	8%	7%	10%	5%	8%	9%
		bdefgh	fg	g								l			
Accessing/ receiving news	158	34	25	17	12	10	20	9	19	142	16	135	23	91	63
	8%	13%	9%	10%	8%	6%	10%	5%	6%	8%	6%	11%	3%	7%	9%
		egh										l			
Accessing/ receiving sports/ team news/ scores	141	33	22	14	8	13	21	5	17	127	13	119	22	84	54
	7%	13%	7%	8%	5%	7%	10%	3%	5%	7%	5%	10%	3%	7%	7%
		deggh	g	g		g	dg					l			
Download a new video clip	79	10	12	10	6	4	11	1	12	71	8	68	11	45	32
	4%	4%	4%	6%	4%	2%	6%	1%	4%	4%	3%	5%	1%	3%	4%
		g	g	g	g		g		g			l			
Video streaming	75	15	13	11	1	3	4	5	16	69	7	63	13	39	34
	4%	6%	4%	6%	1%	2%	2%	3%	5%	4%	3%	5%	2%	3%	5%
		de	d	def					de			l			
Video calling	69	13	11	5	3	3	9	4	16	63	6	59	10	32	35
	3%	5%	4%	3%	2%	2%	5%	3%	5%	4%	2%	5%	1%	3%	5%
		de							e			l			m
Listen to Podcasts	63	7	14	7	4	3	6	4	11	54	9	50	13	42	19
	3%	3%	5%	4%	3%	1%	3%	2%	3%	3%	3%	4%	2%	3%	3%
			e									l			
Using VoIP service e.g. Skype	57	9	16	5	1	4	5	-	12	53	5	46	11	29	26
	3%	4%	5%	3%	1%	2%	2%	0%	4%	3%	2%	4%	1%	2%	4%
		dg	dg	dg		g	g		dg			l			

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

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
TV streaming	45	8	9	3	2	3	3	3	11	42	3	33	12	25	20
	2%	3%	3%	2%	1%	2%	2%	2%	3%	2%	1%	3%	1%	2%	3%
Other	16	-	5	1	1	-	1	1	2	15	2	10	6	9	7
	1%	-%	2%	*%	*%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			e												
None of these	176	10	35	19	10	9	20	21	14	149	27	43	132	120	51
	9%	4%	12%	11%	7%	5%	10%	12%	5%	8%	10%	3%	16%	9%	7%
			aeh	aeh			aeh	aeh					k		
Don't know	2	1	1	-	-	-	-	-	-	2	-	-	2	*	2
	*%	*%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	*%

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

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QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Send/ receive text messages (SMS)	1625 79%	748 76%	877 82% a	294 91% ef	380 94% ef	650 85% f	302 53%	217 73%	139 74%	228 84% gh	410 88% gh	427 80% n	515 82% n	305 80%	378 74%	1371 79%	133 79%	75 77%	46 81%
Use your phone as a camera	566 28%	258 26%	308 29%	151 47% ef	181 45% ef	191 25% f	43 8%	69 23%	48 25%	82 30% g	155 33% gh	155 29%	180 29%	109 28%	122 24%	488 28% p	35 21%	24 24%	19 32% pq
Accessing the internet	423 21%	220 22% b	203 19%	114 36% ef	146 36% ef	140 18% f	22 4%	43 15%	25 13%	60 22% gh	135 29% gh	139 26% mn	150 24% mn	72 19% n	62 12%	378 22% pq	19 11%	15 16%	11 18% p
Send/ receive messages with pictures/ images	341 17%	162 17%	179 17%	93 29% ef	106 26% ef	119 16% f	23 4%	29 10%	27 14%	50 18% g	102 22% gh	101 19% n	118 19% n	59 15%	64 13%	300 17% pq	20 12%	11 11%	11 19% pq
Visiting social networking sites (e.g. Facebook)	285 14%	128 13%	157 15%	97 30% ef	104 26% ef	80 11% f	4 1%	34 11%	18 10%	36 13%	89 19% ghi	81 15% n	101 16% n	58 15% n	46 9%	259 15% pq	12 7%	7 7%	7 13% pq
Send/ receive emails (not SMS)	259 13%	143 15% b	117 11%	66 21% ef	80 20% ef	96 13% f	17 3%	22 7%	18 10%	27 10%	99 21% ghi	99 19% mn	97 15% mn	35 9% n	28 5%	227 13% q	15 9%	8 8%	9 16% pq
Listen to music using MP3 function	234 11%	128 13% b	106 10%	98 30% def	78 19% ef	51 7% f	7 1%	39 13%	17 9%	32 12%	57 12%	58 11%	87 14% m	36 9%	53 10%	202 12% q	18 11%	6 6%	8 13% 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 33

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QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Upload pictures to PC/laptop	216	113	103	65	77	61	13	26	12	31	62	73	65	43	35	193	7	7	9
	10%	12%	10%	20% ef	19% ef	8% f	2%	9%	7%	12%	13% gh	14% n	10% n	11% n	7% pq	11% pq	4%	7%	16% opq
Play games which come pre-installed, by yourself	178	103	75	61	57	50	10	23	14	23	51	45	65	36	33	164	3	4	7
	9%	10% b	7%	19% ef	14% ef	7% f	2%	8%	8%	8%	11%	8%	10% n	9%	6%	9% pq	2%	4%	12% pq
Use IM/ Instant messaging	170	91	80	68	45	52	6	15	13	23	47	51	65	27	28	150	7	6	6
	8%	9%	7%	21% def	11% ef	7% f	1%	5%	7%	8%	10% g	10% n	10% n	7%	6%	9% p	4%	6%	11% pq
Download applications or programs directly to your phone	136	82	55	38	54	38	6	15	9	19	49	38	51	28	20	121	6	4	6
	7%	8% b	5%	12% ef	13% ef	5% f	1%	5%	5%	7%	10% gh	7% n	8% n	7% n	4%	7% p	3%	4%	10% opq
Listen to FM radio	118	70	48	41	34	34	9	19	9	24	14	23	37	24	34	102	7	4	5
	6%	7% b	4%	13% ef	8% ef	4% f	2%	6% j	5%	9% j	3%	4%	6%	6%	7%	6%	4%	4%	8% pq
Accessing/ receiving news	105	69	36	16	47	37	4	7	9	13	50	54	32	11	8	96	3	3	3
	5%	7% b	3%	5% f	12% cef	5% f	1%	2%	5%	5%	11% ghi	10% lmn	5% n	3%	1%	6% pq	2%	3%	6% pq
Accessing/ receiving sports/ team news/ scores	92	74	18	15	37	36	4	6	9	10	45	46	30	11	5	85	2	2	2
	4%	8% b	2%	5% f	9% cef	5% f	1%	2%	5%	4%	10% ghi	9% lmn	5% n	3% n	1%	5% p	1%	3%	4% p
Record video clips using the phone	90	51	40	34	32	21	3	10	9	13	27	28	27	20	16	78	5	4	4
	4%	5%	4%	11% ef	8% ef	3% f	1%	3%	5%	5%	6%	5%	4%	5%	3%	5%	3%	4%	7% p

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

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QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K-£17.5K	£17.5K-£29.9K	£30K+		AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Play games which come pre-installed, with others	87 4%	56 6% b	31 3% b	31 10% ef	30 7% ef	25 3% f	- -%	8 3%	8 4%	14 5%	29 6% g	20 4%	31 5%	21 5% n	14 3%	80 5% pq	2 1%	1 1%	3 6% pq
Send/ receive video clips	62 3%	39 4% b	23 2% b	20 6% ef	16 4% f	23 3% f	3 1%	6 2%	3 2%	8 3%	16 3%	24 5% n	17 3%	10 3%	11 2%	56 3% q	2 1%	1 1%	3 5% pq
Video streaming	43 2%	33 3% b	10 1% b	16 5% ef	20 5% ef	6 1%	1 *%	5 2%	4 2%	5 2%	13 3%	11 2%	16 3%	8 2%	8 2%	40 2%	1 1%	1 1%	1 3% p
Download a new video clip	39 2%	28 3% b	11 1%	16 5% ef	14 3% ef	7 1%	2 *%	1 *%	6 3% g	4 1%	14 3% g	13 2%	12 2%	10 3% n	4 1%	34 2% q	2 1%	* *%	2 4% oq
Using VoIP service e.g. Skype	34 2%	28 3% b	6 1%	13 4% ef	15 4% ef	4 1%	1 *%	6 2%	3 2%	6 2%	10 2%	6 1%	19 3% kn	6 2%	3 1%	31 2%	1 1%	1 1%	1 2%
Video calling	31 2%	20 2% b	11 1%	10 3% ef	16 4% ef	5 1% f	- -%	3 1%	3 1%	1 *%	8 2%	8 2%	9 1%	7 2%	7 1%	29 2%	* *%	1 1%	1 2%
TV streaming	28 1%	23 2% b	6 1%	12 4% ef	10 2% ef	4 1%	2 *%	8 3%	4 2%	4 1%	4 1%	4 1%	11 2%	7 2%	6 1%	27 2% q	1 1%	* *%	1 1%
Listen to Podcasts	26 1%	22 2% b	4 *%	4 1%	15 4% cef	6 1%	2 *%	3 1%	3 2%	* *%	9 2% i	7 1%	10 2%	5 1%	4 1%	21 1%	1 1%	2 2%	2 4% op
Other	12 1%	7 1%	5 *%	1 *%	1 *%	6 1%	4 1%	1 *%	2 1%	1 *%	3 1%	5 1% n	5 1% n	2 *%	- -%	8 *%	1 1%	2 2% or	- -%

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

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QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
None of these	332	174	158	10	8	82	233	65	44	31	35	80	88	56	109	276	30	18	8
	16%	18%	15%	3%	2%	11%	41%	22%	23%	11%	8%	15%	14%	15%	21%	16%	18%	19%	14%
						cd	cde	ij	ij						klm				
Don't know	18	10	8	-	-	4	14	2	-	3	-	5	4	6	2	17	-	1	*
	1%	1%	1%	-%	-%	1%	2%	1%	-%	1%	-%	1%	1%	2%	1%	1%	-%	1%	1%
							cde			j									

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

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QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Send/ receive text messages (SMS)	1625	217	221	129	120	142	154	130	258	1425	200	1092	525	1001	578
	79%	86%	75%	79%	78%	80%	77%	76%	81%	80%	74%	88%	65%	78%	80%
		bdfg								j		l			
Use your phone as a camera	566	73	75	50	35	44	53	41	117	505	60	411	154	332	215
	28%	29%	26%	31%	23%	25%	27%	24%	36%	28%	22%	33%	19%	26%	30%
									bdefg	j		l			
Accessing the internet	423	56	55	36	34	38	41	37	80	384	39	312	110	250	162
	21%	22%	19%	22%	22%	21%	21%	22%	25%	22%	15%	25%	14%	20%	22%
									j			l			
Send/ receive messages with pictures/ images	341	47	36	27	30	22	38	17	81	303	38	258	83	199	131
	17%	19%	12%	17%	20%	12%	19%	10%	25%	17%	14%	21%	10%	16%	18%
		g		g	beg		beg		bceg			l			
Visiting social networking sites (e.g. Facebook)	285	38	49	22	22	16	33	23	55	262	23	211	74	167	111
	14%	15%	17%	14%	14%	9%	17%	13%	17%	15%	8%	17%	9%	13%	15%
			e				e		e	j		l			
Send/ receive emails (not SMS)	259	38	49	28	17	15	18	20	42	231	28	210	49	162	89
	13%	15%	17%	17%	11%	8%	9%	12%	13%	13%	11%	17%	6%	13%	12%
		e	ef	ef								l			
Listen to music using MP3 function	234	33	31	19	16	16	21	28	38	210	24	150	84	135	91
	11%	13%	10%	11%	10%	9%	11%	16%	12%	12%	9%	12%	10%	11%	13%
								e							

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

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Upload pictures to PC/laptop	216	30	29	22	16	14	18	11	53	190	26	163	53	128	78
	10%	12%	10%	13%	11%	8%	9%	6%	17%	11%	10%	13%	7%	10%	11%
		g		g					befg			l			
Play games which come pre-installed, by yourself	178	24	34	19	15	17	18	14	24	159	19	133	45	104	67
	9%	9%	12%	12%	10%	10%	9%	8%	7%	9%	7%	11%	6%	8%	9%
												l			
Use IM/ Instant messaging	170	21	21	15	18	13	11	9	43	158	12	131	39	91	73
	8%	8%	7%	9%	12%	7%	5%	5%	13%	9%	4%	11%	5%	7%	10%
					fg				befg	j		l			m
Download applications or programs directly to your phone	136	14	22	14	11	11	14	6	29	123	14	105	31	85	46
	7%	6%	7%	9%	7%	6%	7%	4%	9%	7%	5%	8%	4%	7%	6%
				g					g			l			
Listen to FM radio	118	14	34	10	7	6	8	9	14	106	12	80	37	63	50
	6%	6%	12%	6%	5%	4%	4%	5%	4%	6%	4%	6%	5%	5%	7%
			acdefgh												
Accessing/ receiving news	105	25	16	13	6	4	11	5	17	94	11	90	15	58	43
	5%	10%	5%	8%	4%	2%	5%	3%	5%	5%	4%	7%	2%	5%	6%
		deg		eg								l			
Accessing/ receiving sports/ team news/ scores	92	23	13	10	5	7	15	3	10	84	8	81	12	58	31
	4%	9%	5%	6%	3%	4%	8%	2%	3%	5%	3%	7%	1%	5%	4%
		deg		g			dgh					l			

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

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Record video clips using the phone	90 4%	8 3%	13 5%	10 6% g	8 5%	7 4%	9 4%	3 2%	20 6% g	83 5%	7 3%	67 5% l	24 3%	56 4%	30 4%
Play games which come pre-installed, with others	87 4%	22 9% efg	14 5% g	10 6% g	7 5% g	6 3% g	6 3% g	1 *% g	13 4% g	78 4%	8 3%	69 6% l	18 2%	50 4%	33 5%
Send/ receive video clips	62 3%	12 5% f	10 3%	7 4%	3 2%	4 3%	3 1%	3 2%	14 4%	60 3% j	3 1%	54 4% l	8 1%	34 3%	26 4%
Video streaming	43 2%	10 4% dg	9 3% d	8 5% dfg	- -%	3 2%	2 1%	1 1%	8 2% d	38 2%	6 2%	35 3% l	8 1%	24 2%	18 2%
Download a new video clip	39 2%	4 2%	5 2%	4 3% g	2 1%	3 1%	7 3% g	- -%	10 3% g	33 2%	5 2%	34 3% l	5 1%	22 2%	14 2%
Using VoIP service e.g. Skype	34 2%	8 3% dg	6 2% dg	5 3% dg	- -%	2 1%	2 1%	- -%	8 2% dg	33 2% j	1 *% j	29 2% l	5 1%	13 1%	20 3% m
Video calling	31 2%	8 3% g	3 1%	2 2%	2 1%	3 2%	4 2% g	- -%	8 2% g	28 2%	2 1%	25 2% l	6 1%	16 1%	14 2%
TV streaming	28 1%	7 3%	5 2%	1 1%	1 1%	3 1%	2 1%	1 *%	7 2%	26 1%	3 1%	21 2%	8 1%	15 1%	13 2%

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

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Listen to Podcasts	26 1%	2 1%	7 2% f	2 1%	2 1%	2 1%	- -%	2 1%	3 1%	20 1%	6 2%	20 2% l	5 1%	16 1%	7 1%
Other	12 1%	- -%	5 2% e	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	10 1%	1 1%	7 1%	5 1%	9 1%	3 *%
None of these	332 16%	31 12%	53 18%	27 17%	19 12%	29 17%	34 17%	36 21% ad	46 14%	280 16%	52 19%	97 8%	234 29% k	218 17%	106 15%
Don't know	18 1%	3 1%	5 2%	- -%	3 2%	2 1%	1 *%	1 *%	3 1%	13 1%	5 2%	6 *%	12 1% k	11 1%	7 1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 34

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

QD9 (QD28C). You said that you use your mobile phone to access the internet. Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

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

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ ~f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
		MALE a						£11.5K- ~g	£17.5K- ~h	£29.9K- i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	750	386	364	201	211	295	43	93	50	101	220	226	260	135	129	483	81	87	99
Effective Weighted Sample	520	268	253	132	141	216	34	59	32	75	166	159	179	95	88	427	53	61	92
Total	583	296	287	153	174	220	35	58	35	84	187	190	196	101	95	517	29	23	14
I always use in the home	36	20	16	6	14	10	**	**	**	4	3	9	8	9	10	31	**	**	**
	6%	7%	6%	4%	8%	5%	**	**	**	4%	2%	5%	4%	9%	10%	6%	**	**	**
I mainly use in the home	54	25	29	12	17	22	**	**	**	9	18	14	17	12	11	48	**	**	**
	9%	8%	10%	8%	10%	10%	**	**	**	11%	10%	7%	8%	12%	12%	9%	**	**	**
I use equally in the home and outside the home	294	146	148	98	93	94	**	**	**	45	91	74	111	57	52	262	**	**	**
	50%	49%	52%	64%	53%	43%	**	**	**	53%	49%	39%	57%	56%	55%	51%	**	**	**
				e	e								k	k	k				
I mainly use outside the home	133	70	63	27	32	63	**	**	**	17	59	66	39	12	15	117	**	**	**
	23%	24%	22%	18%	18%	29%	**	**	**	21%	32%	35%	20%	12%	16%	23%	**	**	**
						cd						lmn							
I always use outside the home	47	21	26	7	13	21	**	**	**	7	14	20	15	5	7	41	**	**	**
	8%	7%	9%	5%	8%	10%	**	**	**	8%	7%	11%	8%	4%	7%	8%	**	**	**
Don't know	19	15	4	3	5	10	**	**	**	2	1	7	6	6	*	18	**	**	**
	3%	5%	2%	2%	3%	4%	**	**	**	2%	1%	4%	3%	6%	~%	3%	**	**	**
		b												n					

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 34

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QD9 (QD28C). You said that you use your mobile phone to access the internet. 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	750	66	59	52	53	56	60	68	69	579	171	513	237	428	223
Effective Weighted Sample	520	64	55	50	51	54	57	65	64	456	75	356	174	321	179
Total	583	81	79	44	42	46	58	56	110	529	54	429	154	351	218
I always use in the home	36	**	**	**	**	**	**	**	**	31	5	18	17	22	12
	6%	**	**	**	**	**	**	**	**	6%	10%	4%	11% k	6%	5%
I mainly use in the home	54	**	**	**	**	**	**	**	**	46	8	36	18	32	20
	9%	**	**	**	**	**	**	**	**	9%	15%	8%	11%	9%	9%
I use equally in the home and outside the home	294	**	**	**	**	**	**	**	**	270	24	209	85	173	115
	50%	**	**	**	**	**	**	**	**	51%	45%	49%	56%	49%	53%
I mainly use outside the home	133	**	**	**	**	**	**	**	**	121	12	113	20	86	45
	23%	**	**	**	**	**	**	**	**	23%	23%	26% l	13%	24%	21%
I always use outside the home	47	**	**	**	**	**	**	**	**	43	4	38	8	28	18
	8%	**	**	**	**	**	**	**	**	8%	7%	9%	5%	8%	8%
Don't know	19	**	**	**	**	**	**	**	**	19	*	15	5	10	9
	3%	**	**	**	**	**	**	**	**	4%	1%	3%	3%	3%	4%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
Table 35

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QD10 (QD28D). Do you use any of the following types of apps or applications on your Smartphone? (MULTICODE)

Base : Those with a Smartphone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-	£17.5K-	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	~f	~g	~h	i	j	k	l	m	n	o	p	q	~r
Significance Level: 95%																			
Unweighted total	811	427	384	203	215	314	79	84	54	104	240	250	283	134	144	511	101	103	96
Effective Weighted Sample	559	298	262	135	142	227	60	52	37	78	181	173	193	95	98	451	65	74	90
Total	620	319	301	155	175	225	65	49	36	89	206	205	206	103	106	544	35	28	13
Social networking (e.g. Facebook, Twitter, LinkedIn)	355	164	191	122	121	97	**	**	**	49	118	111	127	57	60	317	16	13	**
	57%	51%	64%	79%	69%	43%	**	**	**	55%	57%	54%	62%	55%	56%	58%	45%	45%	**
		a	a	e	e											pq			
Maps	269	148	121	57	83	105	**	**	**	33	114	119	93	34	24	243	11	8	**
	43%	46%	40%	37%	47%	47%	**	**	**	37%	56%	58%	45%	33%	22%	45%	32%	29%	**
										i		lmn	n			q			
Games	254	148	107	80	85	76	**	**	**	32	89	70	98	42	45	230	11	8	**
	41%	46%	35%	52%	49%	34%	**	**	**	36%	43%	34%	48%	41%	42%	42%	31%	27%	**
		b		e	e								k			q			
News/ sports news	246	160	85	47	76	99	**	**	**	29	121	108	81	32	24	222	8	10	**
	40%	50%	28%	30%	43%	44%	**	**	**	33%	59%	53%	39%	31%	23%	41%	23%	35%	**
		b		c	c						i	lmn	n			p			
Travel (timetables etc.)	170	92	78	41	49	67	**	**	**	17	82	84	60	18	9	157	6	4	**
	27%	29%	26%	27%	28%	30%	**	**	**	19%	40%	41%	29%	17%	8%	29%	16%	14%	**
											i	lmn	mn			pq			
Shopping (e.g. Tesco, Ocado, eBay)	126	59	66	38	46	36	**	**	**	16	44	37	50	20	20	115	3	4	**
	20%	19%	22%	25%	26%	16%	**	**	**	18%	21%	18%	24%	19%	18%	21%	8%	16%	**
				e	e											p			
Banking	106	61	45	28	29	41	**	**	**	7	45	40	39	17	11	94	5	5	**
	17%	19%	15%	18%	17%	18%	**	**	**	7%	22%	19%	19%	16%	10%	17%	13%	17%	**
										i		n							
None of these	91	45	46	19	19	35	**	**	**	14	20	27	30	15	19	75	9	6	**
	15%	14%	15%	12%	11%	16%	**	**	**	16%	10%	13%	15%	15%	18%	14%	25%	21%	**
																	o		
Don't know	29	14	15	4	5	10	**	**	**	5	5	5	7	7	10	23	3	2	**
	5%	4%	5%	3%	3%	4%	**	**	**	6%	2%	2%	3%	7%	10%	4%	8%	7%	**
															kl				

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 35

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QD10 (QD28D). Do you use any of the following types of apps or applications on your Smartphone? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	811	72	60	63	59	53	75	60	69	600	211	552	257	472	243
Effective Weighted Sample	559	69	55	61	57	51	72	58	65	467	101	385	186	345	192
Total	620	90	77	53	45	44	72	50	113	540	80	460	158	380	227
Social networking (e.g. Facebook, Twitter, LinkedIn)	355	**	**	**	**	**	**	**	**	317	38	259	96	216	130
	57%	**	**	**	**	**	**	**	**	59%	48%	56%	61%	57%	57%
Maps	269	**	**	**	**	**	**	**	**	240	29	220	49	172	91
	43%	**	**	**	**	**	**	**	**	44%	36%	48%	31%	45%	40%
Games	254	**	**	**	**	**	**	**	**	225	29	196	58	152	96
	41%	**	**	**	**	**	**	**	**	42%	36%	43%	37%	40%	42%
News/ sports news	246	**	**	**	**	**	**	**	**	216	29	203	43	164	76
	40%	**	**	**	**	**	**	**	**	40%	37%	44%	27%	43%	33%
Travel (timetables etc.)	170	**	**	**	**	**	**	**	**	148	22	143	27	112	54
	27%	**	**	**	**	**	**	**	**	27%	27%	31%	17%	29%	24%
Shopping (e.g. Tesco, Ocado, eBay)	126	**	**	**	**	**	**	**	**	112	14	99	26	74	49
	20%	**	**	**	**	**	**	**	**	21%	17%	22%	17%	19%	21%
Banking	106	**	**	**	**	**	**	**	**	95	11	88	18	61	42
	17%	**	**	**	**	**	**	**	**	18%	14%	19%	12%	16%	19%
None of these	91	**	**	**	**	**	**	**	**	73	18	65	26	54	35
	15%	**	**	**	**	**	**	**	**	14%	23%	14%	16%	14%	16%
Don't know	29	**	**	**	**	**	**	**	**	24	5	19	8	21	7
	5%	**	**	**	**	**	**	**	**	4%	6%	4%	5%	6%	3%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 36

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QD11A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following...The overall service provided by MAIN SUPPLIER. (SINGLE CODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K-	£11.5K-	£17.5K-	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Very satisfied	1222	582	640	193	244	451	335	185	105	154	262	322	368	235	297	1027	101	59	35
	60%	59%	60%	60%	60%	59%	59%	62%	55%	57%	56%	61%	58%	61%	58%	59%	60%	60%	62%
Fairly satisfied	653	314	338	97	132	240	183	81	68	96	167	165	205	120	163	549	53	33	18
	32%	32%	32%	30%	33%	32%	32%	27%	36%	36%	36%	31%	32%	31%	32%	32%	31%	34%	32%
								g	g	g									
Neither	83	39	44	14	12	38	19	14	7	8	20	15	33	13	22	71	8	2	2
	4%	4%	4%	4%	3%	5%	3%	5%	4%	3%	4%	3%	5% k	3%	4%	4%	5%	2%	3%
Fairly dissatisfied	38	20	18	10	7	14	8	6	6	6	8	9	10	8	11	34	2	2	1
	2%	2%	2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%
Very dissatisfied	24	9	15	2	3	12	7	5	2	2	3	11	4	3	5	20	3	1	1
	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
												l							
Don't know	34	17	17	6	7	7	14	7	2	4	6	10	11	3	11	32	2	*	-
	2%	2%	2%	2%	2%	1%	2% e	2%	1%	2%	1%	2%	2%	1%	2%	2% r	1% r	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QD11A (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

		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Very satisfied	1222	87	197	101	105	99	131	117	190	1073	149	755	462	780	407
	60%	34%	67% ae	62% a	68% ae	56% a	66% ae	68% ae	59% a	60%	56%	61%	58%	61% n	56%
Fairly satisfied	653	120	74	51	41	67	55	44	97	562	91	388	260	385	249
	32%	47% bcdefgh	25%	31%	27%	38% bdfg	28%	26%	30%	31%	34%	31%	32%	30%	35% m
Neither	83	26	7	4	3	6	8	6	11	70	13	48	35	56	25
	4%	10% bcdefgh	2%	2%	2%	3%	4%	4%	4%	4%	5%	4%	4%	4%	4%
Fairly dissatisfied	38	5	5	4	2	4	3	2	8	31	7	22	17	19	19
	2%	2%	2%	3%	1%	2%	1%	1%	3%	2%	3%	2%	2%	1%	3%
Very dissatisfied	24	2	5	3	1	-	1	2	6	18	6	10	13	15	8
	1%	1%	2%	2%	*%	-%	1%	1%	2% e	1%	2%	1%	2%	1%	1%
Don't know	34	13	7	-	2	2	-	1	7	31	3	19	15	21	13
	2%	5% cdefa	2% cf	-%	1%	1%	-%	*%	2% cf	2%	1%	2%	2%	2%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 37

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QD11J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following...Reception/ accessing network. (SINGLE CODE).

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3091	1492	1599	450	535	1167	939	533	334	389	587	730	941	638	782	1786	425	416	464
Effective Weighted Sample	2035	986	1050	291	339	790	641	336	203	262	429	491	622	427	504	1551	286	281	427
Total	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
Very satisfied	1167 57%	550 56%	618 58%	186 58%	235 58%	441 58%	305 54%	182 61% j	108 57%	159 59% j	231 50%	287 54%	348 55%	234 61% k	299 59%	976 56%	103 62%	54 55%	34 60%
Fairly satisfied	605 29%	296 30%	309 29%	90 28%	115 28%	221 29%	179 32%	70 24%	60 32% g	77 29%	170 37% gi	171 32%	188 30%	102 27%	145 28%	514 30%	44 26%	31 32%	17 29%
Neither	104 5%	57 6%	47 4%	19 6%	20 5%	38 5%	26 5%	20 7% h	3 2%	11 4%	33 7% h	23 4%	39 6%	18 5%	24 5%	87 5% r	12 7% qr	2 2%	1 2%
Fairly dissatisfied	84 4%	34 3%	50 5%	11 3%	14 3%	35 5%	24 4%	14 5%	6 3%	10 4%	14 3%	23 4%	30 5%	15 4%	15 3%	71 4%	4 2%	6 7% p	2 4%
Very dissatisfied	59 3%	26 3%	33 3%	10 3%	14 4%	18 2%	17 3%	5 2%	9 5% g	8 3%	10 2%	18 3%	16 3%	10 3%	14 3%	50 3%	2 1%	4 4%	3 5% op
Don't know	35 2%	18 2%	16 2%	6 2%	7 2%	7 1%	14 2% e	7 2%	2 1%	4 2%	7 2%	10 2%	9 1%	3 1%	12 2%	33 2% r	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 37

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QD11J (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	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3091	217	235	214	222	234	224	227	213	2190	901	1630	1449	1779	848
Effective Weighted Sample	2035	207	217	203	211	223	212	216	198	1685	397	1079	1021	1278	657
Total	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
Very satisfied	1167	94	175	85	90	94	129	122	186	1048	119	715	449	713	420
	57%	37%	59%	52%	59%	53%	65%	71%	58%	59%	44%	58%	56%	56%	58%
Fairly satisfied			a	a	a	a	ace	abcdeh	a	j					
	605	112	70	53	47	59	50	35	87	521	85	365	234	376	213
	29%	44%	24%	32%	31%	33%	25%	20%	27%	29%	31%	29%	29%	30%	29%
Neither		bcdefgh		g	g	bg									
	104	19	14	12	6	9	11	4	15	81	22	59	45	68	34
Fairly dissatisfied	5%	8%	5%	7%	4%	5%	5%	2%	5%	5%	8%	5%	6%	5%	5%
		g		g							i				
	84	10	18	9	8	8	3	7	7	64	20	50	33	62	20
Very dissatisfied	4%	4%	6%	6%	5%	4%	2%	4%	2%	4%	7%	4%	4%	5%	3%
			f	f							i			n	
	59	4	11	4	1	7	5	3	15	38	21	34	25	34	22
Don't know	3%	1%	4%	3%	1%	4%	2%	2%	5%	2%	8%	3%	3%	3%	3%
			d			d			d		i				
	35	13	6	-	2	1	-	1	10	33	2	18	17	22	13
	2%	5%	2%	-%	1%	1%	-%	1%	3%	2%	1%	1%	2%	2%	2%
		cdefg	cf						cfg						

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
Table 38

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QE1. Does your household have a PC, laptop, netbook or tablet computer? (MULTICODE OPTIONS 1-4 ONLY)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Yes - PC	1050	526	524	153	156	435	306	101	75	128	311	341	348	185	176	910	70	44	27
	47%	49%	45%	47%	38%	56%	41%	27%	35%	46%	66%	60%	52%	45%	29%	48%	36%	39%	43%
				d		cdf			g	gh	ghi	lmn	mn	n		pqr			p
Yes - laptop	1230	578	653	192	276	502	260	126	101	170	323	391	403	209	228	1049	86	59	37
	55%	53%	56%	59%	68%	64%	35%	33%	47%	61%	68%	69%	60%	50%	38%	56%	44%	53%	59%
				f	cf	f			g	gh	ghi	lmn	mn	n		p		p	p
Yes - netbook	92	50	42	17	17	49	9	3	9	10	30	30	37	14	11	79	4	5	4
	4%	5%	4%	5%	4%	6%	1%	1%	4%	4%	6%	5%	5%	3%	2%	4%	2%	4%	6%
				f	f	f			g	g	g	n	n			p			op
Yes - tablet computer - e.g. iPad	40	22	18	7	9	18	5	3	1	3	17	17	16	4	3	35	2	2	1
	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	4%	3%	2%	1%	1%	2%	1%	2%	2%
				f	f	f					ghi	mn	n						
No	526	244	281	67	60	94	305	190	77	49	23	51	112	100	262	413	70	29	13
	23%	23%	24%	20%	15%	12%	41%	50%	35%	18%	5%	9%	17%	24%	43%	22%	35%	26%	22%
				e			cde	hij	ij	j			k	kl	klm		oqr		
Don't know	4	3	1	1	-	2	2	3	1	1	-	-	1	2	2	4	-	*	-
	0.2%	0.3%	0.1%	0.3%	0%	0.3%	0.3%	0.1%	0.5%	0.5%	0%	0%	0.5%	0.3%	0.3%	0.2%	0%	0.5%	0%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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QE1. Does your household have a PC, laptop, netbook or tablet computer? (MULTICODE OPTIONS 1-4 ONLY)

Base : All respondents

		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Yes - PC	1050	137	165	96	77	97	115	69	153	888	161	665	377	675	349
	47%	49%	54%	52%	47%	49%	55%	37%	43%	45%	55%	53%	38%	49%	43%
		g	gh	g	g	g	gh				i	l		n	
Yes - laptop	1230	120	207	101	97	107	111	107	198	1053	177	832	396	802	392
	55%	43%	67%	54%	60%	54%	53%	57%	56%	54%	61%	66%	40%	58%	48%
Yes - netbook			acefgh	a	a	a	a	a	a		i	l		n	
	92	5	13	12	4	8	9	8	20	80	12	67	24	64	24
	4%	2%	4%	6%	3%	4%	4%	4%	6%	4%	4%	5%	2%	5%	3%
Yes - tablet computer - e.g. iPad				a					a			l			
	40	7	11	1	2	7	2	2	3	33	6	32	8	29	10
	2%	3%	4%	1%	1%	3%	1%	1%	1%	2%	2%	3%	1%	2%	1%
No		c	cg			c						l			
	526	79	40	39	32	47	41	46	89	479	47	150	373	274	238
	23%	28%	13%	21%	20%	24%	20%	25%	25%	24%	16%	12%	38%	20%	29%
Don't know		bdf		b		b		b	b	j		k		m	
	4	2	-	-	1	-	2	-	-	4	*	1	3	3	2
	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 39

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Yes - have access and use at home	1671	813	858	261	352	665	393	181	130	227	440	502	532	305	332	1431	118	76	46
	74%	75%	73%	80%	86%	85%	53%	48%	60%	81%	93%	89%	80%	74%	55%	76%	60%	69%	74%
				f	cf	cf			g	gh	ghi	lmn	mn	n		pq		p	p
Yes - have access but don't use at home	44	15	29	3	6	13	23	6	8	7	8	9	16	10	9	31	8	3	1
	2%	1%	2%	1%	1%	2%	3%	2%	4%	2%	2%	2%	2%	2%	1%	2%	4%	3%	2%
							c										o		
No do not have access at home	527	247	280	61	49	97	320	189	76	46	24	53	118	95	261	411	70	30	15
	23%	23%	24%	19%	12%	12%	43%	50%	35%	16%	5%	9%	18%	23%	43%	22%	36%	27%	24%
				de			cde	hij	ij	j			k	kl	klm		oqr	o	
Don't know	14	7	7	2	2	5	5	2	3	-	1	2	3	4	5	12	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%
																		r	
ALL WITH ACCESS	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
	76%	77%	76%	81%	88%	87%	56%	49%	64%	84%	95%	90%	82%	76%	56%	78%	64%	72%	76%
				f	cf	cf			g	gh	ghi	lmn	mn	n		pq		p	p

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

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QE2. Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Yes - have access and use at home	1671	194	261	144	127	148	162	135	259	1440	231	1089	573	1071	554
	74%	69%	85% acdefgh	77% a	78% a	75%	77%	72%	73%	73%	79% i	86% l	58%	78% n	68%
Yes - have access but don't use at home	44	4	3	3	3	2	3	7	7	37	8	17	27	27	16
	2%	1%	1%	1%	2%	1%	1%	4% be	2%	2%	3%	1%	3% k	2%	2%
No do not have access at home	527	77	42	39	29	46	46	44	87	474	53	148	375	277	235
	23%	28% bd	14%	21% b	18%	24% b	22% b	24% b	25% b	24% j	18%	12%	38% k	20%	29% m
Don't know	14	5	1	1	3	1	-	1	1	13	1	6	7	7	6
	1%	2% f	*%	*%	2% f	*%	-%	*%	*%	1%	*%	1%	1%	1%	1%
ALL WITH ACCESS	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
	76%	71%	86% acefgh	79% a	80% a	76%	78%	76%	75%	75%	82% i	88% l	61%	79% n	70%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K-	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Your workplace	534	271	264	57	136	284	58	18	24	76	231	234	208	64	28	469	32	22	12
	24%	25%	22%	17%	33%	36%	8%	5%	11%	27%	49%	41%	31%	16%	5%	25%	16%	19%	19%
				f	cf	cf			g	gh	ghi	lmn	mn	n		pqr			
Anywhere - using a 3G mobile phone/ Smartphone	337	173	164	88	99	126	24	26	24	46	119	111	125	56	45	306	18	9	4
	15%	16%	14%	27%	24%	16%	3%	7%	11%	16%	25%	20%	19%	14%	7%	16%	9%	8%	6%
				ef	ef	f				g	ghi	mn	mn	n		pqr			
In someone else's home	259	113	146	84	77	73	26	45	20	36	64	61	94	43	61	216	28	8	7
	11%	10%	12%	26%	19%	9%	3%	12%	9%	13%	14%	11%	14%	10%	10%	11%	14%	7%	11%
				def	ef	f							n			q	q		
School/ college	99	51	48	70	14	14	2	9	1	10	24	31	47	10	12	91	2	4	2
	4%	5%	4%	21%	3%	2%	1%	2%	1%	4%	5%	5%	7%	2%	2%	5%	1%	3%	4%
				def	f	f				h	gh	mn	mn			p			p
Library	93	45	48	35	23	18	18	25	3	17	13	17	47	8	21	83	4	3	3
	4%	4%	4%	11%	6%	2%	2%	7%	1%	6%	3%	3%	7%	2%	3%	4%	2%	3%	5%
				def	ef			hj		hj			kmn						
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ portable media player/ portable games console/ E- reader/ tablet computer	91	53	38	19	18	38	17	6	5	11	32	38	36	12	6	81	4	4	3
	4%	5%	3%	6%	4%	5%	2%	2%	2%	4%	7%	7%	5%	3%	1%	4%	2%	3%	4%
		b		f	f	f					gh	mn	mn	n		p			
Internet cafe	63	33	30	20	14	19	10	6	8	8	16	17	28	13	5	58	3	*	1
	3%	3%	3%	6%	3%	2%	1%	2%	4%	3%	3%	3%	4%	3%	1%	3%	2%	1%	2%
				ef	f							n	n	n		q			
University	60	25	36	38	8	14	*	19	2	2	12	16	38	4	3	53	2	4	1
	3%	2%	3%	12%	2%	2%	1%	5%	1%	1%	3%	3%	6%	1%	1%	3%	1%	4%	1%
				def	f	f		hi			i	mn	kmn					pr	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Other	41	25	16	2	11	15	13	2	4	7	14	10	13	7	11	37	1	2	2
	2%	2%	1%	1%	3%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	*%	1%	3%
								g			g								p
No, do not	1211	565	646	96	144	369	602	279	155	145	138	208	289	256	458	981	119	73	38
	54%	52%	55%	29%	35%	47%	81%	74%	71%	52%	29%	37%	43%	62%	75%	52%	61%	65%	61%
						cd	cde	ij	ij	j			k	kl	klm		o	o	o
EVER USE INTERNET AT HOME OR ELSEWHERE	1795	870	925	296	387	703	409	207	146	247	453	520	583	325	366	1527	139	81	49
	80%	80%	79%	90%	95%	90%	55%	55%	67%	88%	96%	92%	87%	79%	60%	81%	70%	72%	78%
				f	cef	f			g	gh	ghi	lmn	mn	n		pq			p

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

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QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Your workplace	534	78	92	39	35	43	48	40	92	484	51	518	16	368	155
	24%	28%	30%	21%	21%	22%	23%	22%	26%	25%	17%	41%	2%	27%	19%
			cdeg							j		l		n	
Anywhere - using a 3G mobile phone/ Smartphone	337	67	28	24	26	28	31	31	72	305	32	252	85	193	141
	15%	24%	9%	13%	16%	14%	15%	16%	20%	16%	11%	20%	9%	14%	17%
		bcdefg			b			b	bc	j		l			m
In someone else's home	259	49	30	20	12	14	22	17	51	226	33	157	100	142	110
	11%	18%	10%	11%	8%	7%	11%	9%	14%	11%	11%	12%	10%	10%	14%
		bcdefg							de						m
School/ college	99	29	11	8	3	9	4	12	14	96	3	35	64	56	40
	4%	10%	4%	4%	2%	5%	2%	6%	4%	5%	1%	3%	7%	4%	5%
		bcdefh						df		j			k		
Library	93	21	15	7	6	6	6	7	15	86	8	28	66	52	39
	4%	8%	5%	4%	3%	3%	3%	4%	4%	4%	3%	2%	7%	4%	5%
		def											k		
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ portable media player/ portable games console/ E-reader/ tablet computer	91	8	18	8	5	8	6	5	24	75	16	64	27	63	26
	4%	3%	6%	5%	3%	4%	3%	2%	7%	4%	6%	5%	3%	5%	3%
									adfg			l			
Internet cafe	63	28	6	3	2	4	2	3	11	57	6	48	15	29	33
	3%	10%	2%	2%	1%	2%	1%	1%	3%	3%	2%	4%	1%	2%	4%
		bcdefgh										l			m
University	60	13	14	3	3	7	5	1	6	56	4	23	38	29	31
	3%	5%	5%	2%	2%	4%	2%	1%	2%	3%	1%	2%	4%	2%	4%
		g	g			g							k		m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 40

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

QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Other	41	15	3	2	1	6	11	-	-	32	9	21	20	25	14
	2%	5%	1%	1%	1%	3%	5%	-%	-%	2%	3%	2%	2%	2%	2%
		bcdgh				dgh	bcdgh				i				
No, do not	1211	115	163	110	97	103	107	102	184	1041	170	495	705	721	452
	54%	41%	53%	59%	60%	52%	51%	55%	52%	53%	58%	39%	72%	52%	56%
			a	a	a	a	a	a	a		i		k		
EVER USE INTERNET AT HOME OR ELSEWHERE	1795	222	273	150	133	161	169	140	278	1552	242	1160	625	1144	602
	80%	79%	89%	81%	82%	82%	81%	75%	78%	79%	83%	92%	64%	83%	74%
			acdefgh									l		n	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 41

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

QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2624	1283	1341	419	504	1064	637	355	252	359	567	707	854	513	550	1545	351	337	391
Effective Weighted Sample	1743	861	882	268	320	725	449	227	150	242	416	474	568	350	356	1345	237	229	361
Total	1795	870	925	296	387	703	409	207	146	247	453	520	583	325	366	1527	139	81	49
Every day	1190	598	592	221	283	449	236	125	85	167	342	389	422	183	195	1030	76	53	31
	66%	69%	64%	75%	73%	64%	58%	61%	58%	68%	75%	75%	72%	56%	53%	67%	55%	66%	63%
		b		ef	ef	f					ghi	mn	mn			p		p	p
Several times a week	333	155	178	44	56	153	80	37	27	46	70	83	96	67	88	275	33	18	8
	19%	18%	19%	15%	14%	22%	20%	18%	19%	19%	16%	16%	16%	20%	24%	18%	24%	22%	17%
						cd									kl		or		
At least once a week	122	58	64	16	26	46	34	16	13	14	19	20	28	34	40	98	14	5	5
	7%	7%	7%	5%	7%	7%	8%	8%	9%	6%	4%	4%	5%	10%	11%	6%	10%	6%	10%
									j					kl	kl		o		o
At least once a month	66	27	39	8	10	30	18	14	10	6	10	10	15	24	17	53	11	1	1
	4%	3%	4%	3%	3%	4%	4%	7%	7%	3%	2%	2%	3%	7%	5%	3%	8%	1%	3%
								ij	ij					kl	k	q	oqr		q
A few times a year	16	4	12	2	2	4	8	3	1	1	5	1	5	6	5	13	1	1	1
	1%	*%	1%	1%	*%	1%	2%	2%	1%	*%	1%	*%	1%	2%	1%	1%	1%	1%	1%
			a				e							k	k				
Less than once a year	2	2	*	-	2	*	*	*	2	-	*	-	*	-	2	2	-	-	*
	*%	*%	*%	-%	*%	*%	*%	*%	1%	-%	*%	-%	*%	-%	*%	*%	-%	-%	1%
Never	43	16	27	2	1	13	28	10	7	7	3	13	6	9	15	36	2	3	2
	2%	2%	3%	1%	*%	2%	7%	5%	5%	3%	1%	3%	1%	3%	4%	2%	1%	4%	5%
						d	cde	j	j	j				l	l				op
Don't know	23	12	11	4	7	7	5	1	1	5	3	4	12	3	4	20	2	1	*
	1%	1%	1%	1%	2%	1%	1%	*%	1%	2%	1%	1%	2%	1%	1%	1%	2%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 41

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

QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2624	189	218	195	189	209	187	178	180	1864	760	1512	1102	1549	684
Effective Weighted Sample	1743	181	201	185	180	200	177	170	168	1435	347	1006	786	1123	536
Total	1795	222	273	150	133	161	169	140	278	1552	242	1160	625	1144	602
Every day	1190	140	200	111	84	103	121	95	177	1013	176	806	380	786	373
	66%	63%	73% adeh	74% adeh	63%	64%	71%	68%	64%	65%	73% i	69% l	61%	69% n	62%
Several times a week	333	38	39	22	28	26	24	24	73	300	33	203	125	210	115
	19%	17%	14%	15%	21%	16%	14%	17%	26% abcefg	19% j	14%	18%	20%	18%	19%
At least once a week	122	14	13	6	12	21	8	11	12	103	19	78	43	64	53
	7%	6%	5%	4%	9% c	13% abcfh	5%	8%	4%	7%	8%	7%	7%	6%	9% m
At least once a month	66	14	9	5	2	3	5	6	9	60	6	36	30	39	26
	4%	6% de	3%	3%	2%	2%	3%	4%	3%	4%	2%	3%	5%	3%	4%
A few times a year	16	5	1	1	-	2	2	1	2	15	1	6	9	7	8
	1%	2%	*% k	1%	-%	1%	1%	1%	1%	1%	1%	1%	1% k	1%	1%
Less than once a year	2	2	-	-	-	-	-	-	-	2	-	2	*	-	2
	*% k	1%	-%	-%	-%	-%	-%	-%	-%	*% k	-%	*% k	*% k	-%	*% k
Never	43	6	2	2	5	6	8	2	4	39	4	17	26	21	20
	2%	3%	1%	1%	4%	4% b	5% b	1%	2%	2%	2%	1%	4% k	2%	3%
Don't know	23	3	9	2	1	-	1	2	1	21	2	12	11	17	5
	1%	1%	3% e	2%	1%	-%	*% k	1%	1%	1%	1%	1%	2%	2%	1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 42

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

QE5 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTICODE)

Base : Those with access to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Ordinary phone line - dialup access	14	5	9	*	3	1	9	*	1	3	3	4	7	1	2	12	-	1	*
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							ce												
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	1513	733	780	205	300	619	389	139	114	199	424	479	495	275	264	1287	113	72	42
	88%	89%	88%	78%	84%	91%	94%	74%	82%	85%	95%	94%	90%	88%	77%	88%	89%	90%	88%
						cd	cd			g	ghi	mn	n	n					
Broadband through a mobile network - connecting via a USB stick or dongle	380	178	202	93	105	142	40	48	28	55	107	113	116	60	92	336	18	18	8
	22%	22%	23%	35%	29%	21%	10%	26%	20%	23%	24%	22%	21%	19%	27%	23%	14%	23%	18%
				ef	ef	f									lm	pr		p	
Other	21	15	6	3	4	10	4	4	3	5	3	3	6	8	4	20	1	*	*
	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
		b												k					
Don't know	14	8	6	5	6	*	3	4	4	1	1	5	5	1	4	8	6	-	*
	1%	1%	1%	2%	2%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	5%	1%	1%
				e	e		e	j	j								oqr		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 42

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QE5 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Ordinary phone line - dialup access	14	1	5	1	-	-	5	-	-	9	5	8	6	11	2
	1%	1%	2%	1%	-%	-%	3%	-%	-%	1%	2%	1%	1%	1%	*%
							deg				i				
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	1513	176	239	127	114	127	151	122	232	1300	213	994	511	979	493
	88%	89%	90%	86%	87%	85%	92%	86%	87%	88%	89%	90%	85%	89%	86%
							e					l			
Broadband through a mobile network - connecting via a USB stick or dongle	380	39	44	56	34	32	27	33	71	338	42	249	131	238	134
	22%	20%	17%	38%	26%	21%	16%	23%	27%	23%	18%	23%	22%	22%	24%
				abdefgh	bf				bf	j					
Other	21	3	3	1	-	8	-	1	3	21	-	14	7	12	9
	1%	2%	1%	1%	-%	6%	-%	1%	1%	1%	-%	1%	1%	1%	2%
						bcd	gh			j					
Don't know	14	5	-	-	-	2	1	1	-	14	*	6	8	13	1
	1%	2%	-%	-%	-%	1%	*%	1%	-%	1%	*%	1%	1%	1%	*%
		bcdh												n	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 43

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QE6 (QE10). SHOWCARD And which of these is your MAIN method of connection? (SINGLE CODE)

Base : Those with access to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K- £17.5K	£17.5K- £29.9K	£30K+									
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	1489	721	768	201	297	607	384	138	113	195	415	468	489	273	260	1267	111	70	41
	87%	87%	87%	76%	83%	89%	92%	74%	82%	83%	93%	91%	89%	87%	76%	87%	88%	88%	87%
						cd	cd			g	ghi	mn	n	n					
Broadband through a mobile network - connecting via a USB stick or dongle	190	86	104	56	51	64	20	40	19	31	30	34	51	34	72	168	9	9	5
	11%	10%	12%	21%	14%	9%	5%	22%	13%	13%	7%	7%	9%	11%	21%	11%	7%	11%	12%
				def	ef	f		hij	j	j				k	klm	p			
Other	22	12	9	3	4	7	8	5	2	6	2	5	5	6	5	19	1	1	1
	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%
							j	j		j									
Don't know	14	8	6	5	6	*	3	4	4	1	1	5	5	1	4	8	6	-	*
	1%	1%	1%	2%	2%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	5%	-%	1%
				e	e		e	j	j								oqr		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 43

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QE6 (QE10). SHOWCARD And which of these is your MAIN method of connection? (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	1489	175	236	118	113	125	148	120	231	1278	211	979	501	961	487
	87%	88%	90%	80%	87%	84%	90%	84%	87%	87%	89%	89%	83%	88%	85%
		c	c				c					l			
Broadband through a mobile network - connecting via a USB stick or dongle	190	16	23	28	17	19	11	20	33	169	22	108	82	109	76
	11%	8%	9%	19%	13%	12%	7%	14%	12%	11%	9%	10%	14%	10%	13%
				abf	f			f					k		m
Other	22	2	4	1	-	4	4	1	3	16	5	13	9	15	6
	1%	1%	2%	1%	-%	3%	3%	1%	1%	1%	2%	1%	1%	1%	1%
						d	d								
Don't know	14	5	-	-	-	2	1	1	-	14	*	6	8	13	1
	1%	2%	-%	-%	-%	1%	*%	1%	-%	1%	*%	1%	1%	1%	*%
		bcdh												n	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QE7 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
								UNDER											
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	£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	518	241	277	123	136	205	54	75	41	75	130	137	165	90	126	340	53	63	62
Effective Weighted Sample	363	175	188	82	91	154	41	49	25	55	102	101	112	63	89	297	33	45	58
Total	380	178	202	93	105	142	40	48	28	55	107	113	116	60	92	336	18	18	8
Yes	350	164	186	86	102	130	**	**	**	**	103	103	108	**	84	309	**	**	**
	92%	92%	92%	92%	97%	91%	**	**	**	**	97%	92%	94%	**	91%	92%	**	**	**
No	27	13	14	6	3	12	**	**	**	**	4	10	5	**	7	24	**	**	**
	7%	7%	7%	7%	3%	8%	**	**	**	**	3%	8%	4%	**	8%	7%	**	**	**
Don't know	3	1	2	1	*	1	**	**	**	**	-	*	2	**	1	3	**	**	**
	1%	1%	1%	1%	%	1%	**	**	**	**	-%	%	2%	**	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QE7 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	518	33	36	70	45	39	30	41	46	397	121	309	209	306	150
Effective Weighted Sample	363	32	33	67	43	38	28	39	42	311	58	217	154	227	121
Total	380	39	44	56	34	32	27	33	71	338	42	249	131	238	134
Yes	350	**	**	**	**	**	**	**	**	312	38	230	120	220	123
	92%	**	**	**	**	**	**	**	**	92%	90%	92%	92%	93%	92%
No	27	**	**	**	**	**	**	**	**	24	3	17	9	15	10
	7%	**	**	**	**	**	**	**	**	7%	7%	7%	7%	7%	8%
Don't know	3	**	**	**	**	**	**	**	**	2	1	2	1	2	1
	1%	**	**	**	**	**	**	**	**	1%	3%	1%	1%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 45

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

QE8 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE						UNDER											
	Total	MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	471	220	251	115	130	181	45	71	36	60	124	122	153	83	113	311	49	58	53
Effective Weighted Sample	333	161	172	77	87	138	35	46	23	43	98	91	104	57	82	272	32	40	50
Total	350	164	186	86	102	130	33	46	26	44	103	103	108	55	84	309	17	17	7
I always use in the home	101	37	64	20	30	41	**	**	**	**	20	19	22	**	42	89	**	**	**
	29%	23%	34%	23%	29%	31%	**	**	**	**	19%	18%	20%	**	50%	29%	**	**	**
			a												kl				
I mainly use in the home	41	22	19	14	10	13	**	**	**	**	12	10	13	**	12	34	**	**	**
	12%	14%	10%	16%	10%	10%	**	**	**	**	11%	10%	12%	**	15%	11%	**	**	**
I use equally in the home and outside the home	120	56	64	33	38	35	**	**	**	**	34	37	43	**	21	107	**	**	**
	34%	34%	35%	38%	38%	27%	**	**	**	**	33%	36%	40%	**	25%	35%	**	**	**
													n						
I mainly use outside the home	70	41	29	17	17	33	**	**	**	**	30	31	25	**	7	62	**	**	**
	20%	25%	16%	20%	17%	25%	**	**	**	**	30%	30%	23%	**	8%	20%	**	**	**
			b									n	n						
I always use outside the home	17	8	10	2	6	8	**	**	**	**	8	6	5	**	2	16	**	**	**
	5%	5%	5%	2%	6%	6%	**	**	**	**	8%	6%	4%	**	2%	5%	**	**	**
Don't know	1	1	*	-	1	-	**	**	**	**	-	-	*	**	*	1	**	**	**
	1%	1%	1%	1%	1%	1%	**	**	**	**	1%	1%	1%	**	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 45

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QE8 (QE22C). 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	471	31	34	63	39	37	28	39	40	362	109	282	189	280	138
Effective Weighted Sample	333	30	31	60	37	36	26	37	37	286	52	200	140	208	112
Total	350	36	43	51	29	30	25	31	63	312	38	230	120	220	123
I always use in the home	101	**	**	**	**	**	**	**	**	88	13	59	43	60	38
	29%	**	**	**	**	**	**	**	**	28%	34%	26%	35% k	27%	31%
I mainly use in the home	41	**	**	**	**	**	**	**	**	36	5	24	17	28	12
	12%	**	**	**	**	**	**	**	**	12%	13%	11%	14%	13%	10%
I use equally in the home and outside the home	120	**	**	**	**	**	**	**	**	106	14	82	38	75	43
	34%	**	**	**	**	**	**	**	**	34%	37%	35%	32%	34%	35%
I mainly use outside the home	70	**	**	**	**	**	**	**	**	66	3	54	15	42	26
	20%	**	**	**	**	**	**	**	**	21% j	9%	24% l	13%	19%	21%
I always use outside the home	17	**	**	**	**	**	**	**	**	15	2	11	6	15	3
	5%	**	**	**	**	**	**	**	**	5%	6%	5%	5%	7%	2%
Don't know	1	**	**	**	**	**	**	**	**	1	*	*	1	*	1
	*%	**	**	**	**	**	**	**	**	*%	*%	*%	1%	*%	*%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 46

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QE9 (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	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Virgin Media (NTL/ Telewest/ Blueyonder)	384 22%	192 23%	192 22%	67 26% f	102 29% ef	141 21%	74 18%	45 24%	26 19%	51 22%	101 22%	104 20%	124 23%	80 25%	76 22%	345 24% pqr	21 17%	9 12%	7 16%
BT Total Broadband	330 19%	159 19%	170 19%	52 20%	58 16%	133 20%	87 21%	23 12%	29 21% g	39 17%	114 25% gi	134 26% lmn	101 18% n	52 17%	43 12%	277 19%	25 19%	13 17%	15 31% opq
Sky	260 15%	121 15%	139 16%	33 13%	64 18% f	111 16%	51 12%	25 13%	17 12%	38 16%	82 18%	76 15%	80 15%	45 14%	58 17%	225 15%	15 12%	13 17%	7 15%
Talk Talk (Carphone Warehouse)	187 11%	104 13% b	82 9%	21 8%	20 6%	81 12% d	65 16% cd	20 11%	20 14% j	26 11%	37 8%	43 8%	64 12%	43 14% k	38 11%	157 11%	13 10%	13 16% o	5 10%
BT (other/ unspecified)	75 4%	30 4%	45 5%	4 2%	17 5% c	25 4%	28 7% ce	4 2%	5 4%	13 5%	17 4%	27 5%	23 4%	11 4%	13 4%	66 5%	5 4%	3 3%	2 3%
Orange (Wanadoo/ Freeserve)	74 4%	31 4%	43 5%	15 6% f	21 6% f	28 4%	11 3%	10 5%	8 6%	10 4%	16 4%	24 5%	26 5%	12 4%	12 4%	63 4% r	4 3%	6 8% opr	1 2%
AOL	53 3%	23 3%	30 3%	3 1%	4 1%	31 5% cd	15 4% d	3 1%	4 3%	5 2%	13 3%	13 2%	20 4%	13 4%	7 2%	40 3%	8 6% or	4 5%	1 2%
O2	47 3%	31 4% b	16 2%	8 3%	11 3%	22 3%	6 1%	13 7% hj	3 2%	10 4%	11 2%	14 3%	12 2%	10 3%	11 3%	43 3% q	1 1%	1 1%	3 6% opq
'3'	46 3%	24 3%	22 2%	11 4% f	16 5% f	17 3% f	1 *% j	9 5% j	8 6% j	8 3%	6 1%	4 1%	13 2% k	9 3% k	20 6% kl	38 3%	4 3%	2 3%	2 3%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 46

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QE9 (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	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
BT Yahoo	31 2%	18 2%	13 1%	2 1%	6 2%	16 2%	8 2%	1 1%	3 2%	10 4% gj	3 1%	9 2%	10 2%	5 2%	6 2%	23 2%	6 5% or	2 2%	1 1%
T-Mobile	27 2%	13 2%	14 2%	9 3% f	8 2% f	9 1%	1 *%	6 3% j	4 3% j	6 2% j	2 *%	2 *%	7 1%	7 2% k	11 3% kl	23 2% r	3 2% r	2 2% r	- -%
BT Openworld	19 1%	12 1%	6 1%	5 2%	3 1%	6 1%	5 1%	1 *%	1 1%	1 *%	8 2%	9 2% n	6 1%	3 1%	1 *%	14 1%	3 2%	1 1%	* 1%
Plusnet	11 1%	4 1%	7 1%	1 *%	* *%	5 1%	5 1%	2 1%	1 1%	* *%	3 1%	2 *%	7 1%	1 *%	1 *%	10 1%	* *%	1 1%	* 1%
Other	106 6%	43 5%	63 7%	14 5%	17 5%	39 6%	36 9% d	12 7%	6 4%	12 5%	25 6%	29 6%	32 6%	17 6%	28 8%	87 6%	8 6%	8 11% or	2 5%
Don't know	67 4%	21 3%	46 5% a	18 7% de	10 3%	15 2%	24 6% e	13 7% hij	3 2%	7 3%	9 2%	21 4%	24 4% m	6 2%	16 5%	52 4%	11 9% oqr	2 3%	2 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE9 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Virgin Media (NTL/ Telewest/ Blueyonder)	384	36	61	26	33	44	36	28	82	366	18	254	125	223	153
	22%	18%	23%	18%	25%	29%	22%	20%	31%	25%	7%	23%	21%	20%	27%
						acg			acg	j					m
BT Total Broadband	330	43	54	36	30	21	35	15	42	260	70	218	112	228	87
	19%	22%	21%	25%	23%	14%	21%	10%	16%	18%	29%	20%	19%	21%	15%
		g	g	eg	eg		g			i				n	
Sky	260	42	39	17	14	21	23	24	46	241	18	177	80	156	97
	15%	21%	15%	11%	11%	14%	14%	17%	17%	16%	8%	16%	13%	14%	17%
		cd								j					
Talk Talk (Carphone Warehouse)	187	18	27	15	18	14	22	14	28	160	27	117	70	132	50
	11%	9%	10%	10%	14%	9%	13%	10%	11%	11%	11%	11%	12%	12%	9%
														n	
BT (other/ unspecified)	75	11	17	4	9	6	4	12	4	55	20	49	26	56	17
	4%	5%	6%	3%	7%	4%	2%	8%	1%	4%	9%	4%	4%	5%	3%
			h		fh			cfh			i				
Orange (Wanadoo/ Freeserve)	74	6	12	11	5	10	4	6	8	62	13	50	24	50	23
	4%	3%	5%	8%	4%	7%	3%	4%	3%	4%	5%	5%	4%	5%	4%
				f											
AOL	53	8	5	3	4	7	8	4	2	40	13	34	17	36	16
	3%	4%	2%	2%	3%	5%	5%	3%	1%	3%	5%	3%	3%	3%	3%
					h	h	h			i					
O2	47	5	10	1	4	2	3	7	11	44	4	29	18	28	16
	3%	3%	4%	1%	3%	1%	2%	5%	4%	3%	2%	3%	3%	3%	3%
			c					c	c						

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE9 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
'3'	46	2	7	8	3	3	2	8	5	41	5	29	17	26	18
	3%	1%	3%	6% af	2%	2%	1%	6% af	2%	3%	2%	3%	3%	2%	3%
BT Yahoo	31	2	1	5	1	2	3	2	7	27	4	22	9	18	12
	2%	1%	*%	4% bd	1%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%
T-Mobile	27	7	2	1	2	2	3	3	4	25	2	16	11	13	14
	2%	3% c	1%	*%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	3% m
BT Openworld	19	1	2	2	1	-	4	-	5	15	4	14	4	10	8
	1%	1%	1%	1%	*%	-%	2% e	-%	2%	1%	2%	1%	1%	1%	1%
Plusnet	11	-	3	3	-	1	-	1	2	6	5	5	6	8	2
	1%	-%	1%	2%	-%	1%	-%	*%	1%	*%	2% i	*%	1%	1%	*%
Other	106	10	19	10	4	11	7	15	12	83	22	60	46	63	40
	6%	5%	7%	7%	3%	7%	4%	10% dfh	4%	6%	9% i	5%	8%	6%	7%
Don't know	67	7	4	6	3	7	13	5	8	52	15	32	35	50	16
	4%	4%	2%	4%	2%	4%	8% bdh	3%	3%	4%	6% i	3%	6% k	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 47

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QE3B (QE10). How many people aged 16 or over in your household (including yourself) could access the fixed Broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K-£17.5K	£17.5K-£29.9K	£30K+									
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2038	980	1058	282	365	884	507	181	179	271	518	604	674	411	349	1205	269	264	300
Effective Weighted Sample	1351	653	698	181	230	601	357	116	105	181	380	406	448	278	223	1049	178	179	277
Total	1395	667	728	200	286	584	325	106	99	181	413	444	454	264	232	1192	103	63	37
1	129	45	84	4	24	48	52	20	21	15	12	34	38	19	38	111	7	5	5
	9%	7%	12%	2%	9%	8%	16%	19%	22%	8%	3%	8%	8%	7%	16%	9%	7%	8%	13%
			a		c	c	cde	ij	ij	j					klm				p
2	812	385	427	59	197	335	220	53	51	108	278	290	260	153	109	684	63	44	20
	58%	58%	59%	30%	69%	57%	68%	50%	52%	60%	67%	65%	57%	58%	47%	57%	62%	70%	55%
					ce	c	ce				gh	ln	n	n				or	
3	253	126	128	67	33	119	34	17	13	34	71	68	87	55	43	224	15	8	7
	18%	19%	18%	34%	12%	20%	10%	16%	13%	19%	17%	15%	19%	21%	19%	19%	15%	12%	18%
				def		df										q			
4	156	86	70	55	20	65	16	16	9	17	44	43	55	33	26	134	14	5	3
	11%	13%	10%	28%	7%	11%	5%	15%	9%	10%	11%	10%	12%	12%	11%	11%	13%	8%	9%
				def		f													
5 or more	41	21	20	14	9	16	3	*	4	6	8	6	14	5	16	35	3	1	2
	3%	3%	3%	7%	3%	3%	1%	*%	5%	3%	2%	1%	3%	2%	7%	3%	3%	2%	5%
				ef											klm				
Don't know	3	3	*	-	2	1	*	-	-	*	-	3	*	-	-	3	-	-	*
	*%	1%	*%	-%	1%	*%	*%	-%	-%	*%	-%	1%	*%	-%	-%	*%	-%	-%	*%
Mean number of people	2.4	2.5	2.3	3.1	2.3	2.4	2.1	2.3	2.2	2.4	2.4	2.3	2.4	2.4	2.5	2.4	2.4	2.3	2.4
		b		def	f	df					h		k	k	k	q	q		
Standard deviation	.94	.95	.92	.98	.90	.92	.73	.96	1.04	.91	.81	.83	.94	.86	1.17	.94	.96	.82	1.04
Standard error	.02	.03	.03	.06	.05	.03	.03	.07	.08	.06	.04	.03	.04	.04	.06	.03	.06	.05	.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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE3B (QE10). 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	URBAN	RURAL	YES	NO	LOW
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2038	139	177	155	153	152	153	139	137	1429	609	1241	789	1236	502
Effective Weighted Sample	1351	133	163	147	146	145	145	133	127	1102	281	823	568	896	393
Total	1395	165	221	121	108	116	139	110	212	1198	197	944	442	906	451
1	129	8	23	9	16	7	7	19	22	110	19	66	63	86	38
	9%	5%	10%	7%	15% acef	6%	5%	18% acef	10%	9%	10%	7%	14% k	9%	8%
2	812	90	135	82	57	67	86	57	110	685	127	570	236	559	232
	58%	54%	61%	68% adgh	52%	57%	62%	52%	52%	57%	64% i	60% l	53%	62% n	51%
3	253	36	31	11	22	22	30	24	47	221	32	179	72	158	89
	18%	22% c	14%	9%	21% c	19% c	22% c	22% c	22% c	18%	16%	19%	16%	17%	20%
4	156	25	23	18	13	11	11	6	28	141	15	102	54	84	69
	11%	15% g	10%	15% fg	12%	9%	8%	5%	13% g	12%	8%	11%	12%	9%	15% m
5 or more	41	6	6	-	-	10	5	3	5	37	4	24	17	18	22
	3%	4% cd	3% c	-%	-%	9% bcdgh	4% cd	3% cd	2%	3%	2%	3%	4%	2%	5% m
Don't know	3	-	3	-	-	-	-	-	-	3	*	3	*	1	2
	*%	-%	2%	-%	-%	-%	-%	-%	-%	*% %	*% %	*% %	*% %	*% %	*% %
Mean number of people	2.4	2.6 bcdg	2.3	2.3	2.3	2.6 bcdg	2.4	2.2	2.5 g	2.4 j	2.3	2.4	2.4	2.3	2.6 m
Standard deviation	.94	.97	.98	.82	.87	1.08	.85	.90	.93	.95	.84	.90	1.02	.86	1.06
Standard error	.02	.08	.07	.07	.07	.09	.07	.08	.08	.03	.03	.03	.04	.02	.05

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE3A (QE11). How many people aged 16 or over in your household (including yourself) could access the mobile Broadband connection in your home if they wanted to?

Base : Those with mobile broadband at home where there is more than one person in household

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ ~f	UNDER				AB k	C1 l	C2 ~m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
		MALE a						£11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ j								
Significance Level: 95%																			
Unweighted total	486	216	270	120	126	192	48	65	37	70	126	133	151	86	116	325	45	59	57
Effective Weighted Sample	342	158	183	80	84	146	36	42	23	51	100	99	103	60	80	283	28	41	54
Total	360	162	198	91	99	135	35	42	26	51	105	111	108	58	83	321	15	17	8
1	115	50	65	28	39	39	**	**	**	**	32	37	34	**	31	103	**	**	**
	32%	31%	33%	30%	39%	29%	**	**	**	**	30%	33%	31%	**	37%	32%	**	**	**
2	171	74	96	35	54	60	**	**	**	**	53	53	49	**	37	150	**	**	**
	47%	46%	49%	39%	54%	45%	**	**	**	**	51%	48%	45%	**	44%	47%	**	**	**
3	36	16	20	11	2	19	**	**	**	**	11	14	13	**	5	32	**	**	**
	10%	10%	10%	12% d	2%	14% d	**	**	**	**	11%	13%	12%	**	6%	10%	**	**	**
4	29	16	12	13	2	13	**	**	**	**	7	7	8	**	8	27	**	**	**
	8%	10%	6%	14% d	2%	10% d	**	**	**	**	7%	6%	8%	**	9%	8%	**	**	**
5 or more	4	2	3	2	1	2	**	**	**	**	-	-	2	**	1	4	**	**	**
	1%	1%	1%	2%	1%	1%	**	**	**	**	-%	-%	2%	**	1%	1%	**	**	**
Don't know	5	3	2	2	1	1	**	**	**	**	1	1	1	**	2	5	**	**	**
	2%	2%	1%	3%	1%	1%	**	**	**	**	1%	1%	1%	**	2%	2%	**	**	**
Mean number of people	2.0	2.0	1.9	2.1 d	1.7	2.1 d	**	**	**	**	1.9	1.9	2.0	**	1.9	2.0	**	**	**
Standard deviation	.97	1.00	.95	1.17	.75	1.00	**	**	**	**	.85	.85	1.02	**	1.00	.99	**	**	**
Standard error	.04	.07	.06	.11	.07	.07	**	**	**	**	.08	.07	.08	**	.09	.06	**	**	**

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

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QE3A (QE11). 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	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	486	30	35	68	45	38	26	40	43	371	115	294	192	291	138
Effective Weighted Sample	342	29	32	65	43	37	24	38	40	291	56	208	142	218	111
Total	360	36	43	55	34	31	23	32	67	319	41	241	119	228	125
1	115	**	**	**	**	**	**	**	**	100	15	70	45	72	41
	32%	**	**	**	**	**	**	**	**	31%	36%	29%	38%	32%	32%
2	171	**	**	**	**	**	**	**	**	151	20	122	48	116	50
	47%	**	**	**	**	**	**	**	**	47%	47%	51%	41%	51%	40%
3	36	**	**	**	**	**	**	**	**	32	4	23	14	21	15
	10%	**	**	**	**	**	**	**	**	10%	9%	9%	11%	9%	12%
4	29	**	**	**	**	**	**	**	**	28	1	23	6	13	16
	8%	**	**	**	**	**	**	**	**	9%	3%	9%	5%	6%	12% m
5 or more	4	**	**	**	**	**	**	**	**	4	1	2	3	3	2
	1%	**	**	**	**	**	**	**	**	1%	2%	1%	2%	1%	1%
Don't know	5	**	**	**	**	**	**	**	**	5	1	3	3	3	2
	2%	**	**	**	**	**	**	**	**	1%	2%	1%	2%	1%	2%
Mean number of people	2.0	**	**	**	**	**	**	**	**	2.0	1.8	2.0	1.9	1.9	2.1
Standard deviation	.97	**	**	**	**	**	**	**	**	.98	.91	.93	1.05	.89	1.11
Standard error	.04	**	**	**	**	**	**	**	**	.05	.08	.05	.08	.05	.09

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Sending and receiving e-mail	1503 88%	722 87%	781 88%	223 85%	321 90%	613 90%	345 83%	143 77%	114 82%	206 88%	430 96%	466 91%	485 88%	280 89%	271 79%	1292 88%	107 84%	68 86%	37 78%
					f	cf				g	ghi	n	n	n		r		r	
General surfing/ browsing the internet	1499 87%	731 88%	768 87%	231 88%	310 87%	612 90%	345 83%	147 79%	118 85%	212 91%	421 94%	453 89%	487 89%	273 87%	286 84%	1284 88%	108 86%	68 85%	39 83%
						f				g	gh		n			r			
Purchasing goods/services/ tickets etc.	1216 71%	578 70%	638 72%	168 64%	271 76%	509 75%	269 65%	109 58%	90 65%	177 76%	371 83%	406 79%	398 73%	223 71%	190 56%	1037 71%	94 74%	53 66%	33 69%
					cf	cf				gh	ghi	lmn	n	n					
Banking	1027 60%	492 59%	535 60%	145 55%	236 66%	433 64%	213 51%	90 48%	66 48%	143 61%	325 73%	369 72%	336 61%	172 55%	150 44%	890 61%	70 56%	43 54%	24 51%
					cf	cf				gh	ghi	lmn	n	n		r			
Using social networking sites (such as MySpace, Facebook or Bebo)	1015 59%	470 57%	545 61%	218 83%	258 72%	418 62%	121 29%	111 59%	71 51%	147 63%	291 65%	288 56%	342 62%	187 60%	197 58%	870 60%	65 51%	52 65%	28 59%
				def	ef	f				h	h					p		p	
Finding/ downloading information for personal reasons e.g. information, news, weather	997 58%	502 61%	495 56%	138 52%	211 59%	407 60%	241 58%	81 44%	71 52%	146 62%	315 70%	354 69%	348 63%	165 53%	130 38%	850 58%	73 58%	52 66%	22 46%
		b				c				gh	ghi	mn	mn	n		r	r	or	
Finding/ downloading information for work/ business	763 44%	390 47%	373 42%	102 39%	161 45%	352 52%	147 35%	49 26%	37 27%	111 47%	280 62%	311 61%	251 46%	128 41%	73 21%	667 46%	45 35%	36 45%	15 32%
		b			f	cf				gh	ghi	lmn	n	n		pr		pr	

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

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	691	351	340	151	164	290	86	72	45	86	223	225	236	120	110	585	54	31	20
	40%	42%	38%	57% def	46% f	43% f	21%	38%	33%	37%	50% ghi	44% n	43% n	38%	32%	40%	43%	40%	43%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	667	327	340	77	139	286	165	55	43	84	259	281	230	92	65	594	39	23	11
	39%	40%	38%	29%	39% c	42% c	40% c	29%	31%	36%	58% ghi	55% lmn	42% mn	29% n	19%	41% pqr	31%	29%	23%
Playing games online/ interactively	657	329	328	125	147	302	83	66	50	105	174	171	207	145	134	564	43	31	18
	38%	40%	37%	48% f	41% f	44% f	20%	35%	36%	45% g	39%	33%	38%	46% kl	39%	39%	34%	39%	39%
Downloading music files, movies or video clips	634	319	314	139	145	274	76	61	39	85	218	212	212	115	95	536	56	24	18
	37%	39%	35%	53% def	40% f	40% f	18%	33%	28%	36%	49% ghi	41% n	39% n	37% n	28%	37%	44% oq	30%	38% q
To find information on health related issues e.g. NHS Direct/ NHS 24	613	277	336	69	143	260	140	41	39	88	208	243	204	85	80	530	42	26	15
	36%	33%	38%	26%	40% c	38% c	34% c	22%	28%	37% g	46% ghi	48% lmn	37% mn	27%	23%	36%	33%	33%	32%
Finding/ downloading information for school/ college/ university/ homework	604	269	335	125	118	289	72	71	31	81	186	222	208	94	79	523	35	30	16
	35%	32%	38% a	47% df	33% f	43% df	17%	38% h	23%	35% h	41% h	43% mn	38% mn	30%	23%	36% p	28%	37% p	33%

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

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	599	312	286	109	137	239	114	52	40	80	205	214	220	93	72	525	34	26	14
	35%	38%	32%	41%	38%	35%	27%	28%	29%	34%	46%	42%	40%	30%	21%	36%	27%	33%	29%
		b		f	f	f					ghi	mn	mn	n		pr			
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	576	281	295	138	129	240	69	58	40	84	166	178	195	101	102	493	45	24	13
	34%	34%	33%	52%	36%	35%	17%	31%	29%	36%	37%	35%	36%	32%	30%	34%	36%	31%	27%
				def	f	f										r	r		
Watching live TV programmes	401	215	186	84	95	157	64	46	22	47	134	142	154	54	51	354	21	15	11
	23%	26%	21%	32%	27%	23%	15%	24%	16%	20%	30%	28%	28%	17%	15%	24%	17%	18%	23%
		b		ef	f	f					hi	mn	mn			p			
Real time gambling/ trading/ auctions	350	179	171	51	99	157	43	22	24	52	130	115	128	65	42	302	32	12	4
	20%	22%	19%	19%	28%	23%	10%	12%	17%	22%	29%	22%	23%	21%	12%	21%	25%	14%	9%
				f	cf	f				g	gh	n	n	n		qr	qr		
Listening to radio	316	173	143	54	65	124	73	23	23	40	97	117	117	47	35	275	17	15	8
	18%	21%	16%	21%	18%	18%	17%	12%	16%	17%	22%	23%	21%	15%	10%	19%	14%	19%	17%
		b									g	mn	mn						
Watch news programmes	282	159	123	49	67	104	61	26	16	33	92	118	99	32	33	245	15	14	7
	16%	19%	14%	19%	19%	15%	15%	14%	12%	14%	21%	23%	18%	10%	10%	17%	12%	17%	15%
		b									ghi	mn	mn						
Uploading/ adding content to the internet	282	159	123	62	76	108	35	23	21	32	96	103	98	49	32	251	13	11	7
	16%	19%	14%	24%	21%	16%	8%	12%	15%	14%	22%	20%	18%	15%	9%	17%	11%	13%	14%
		b		ef	ef	f					gi	n	n	n		p			

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 49

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Using Twitter (browsing/ reading site)	211 12%	110 13%	101 11%	54 21% ef	55 15% f	75 11% f	27 7%	17 9%	16 11%	28 12%	53 12%	65 13%	75 14%	35 11%	36 11%	177 12%	21 16% r	10 12%	4 9%
Downloading films (Video on Demand)	157 9%	92 11% b	65 7%	44 17% ef	46 13% ef	55 8% f	12 3%	22 12%	15 11%	16 7%	46 10%	50 10%	53 10%	30 9%	25 7%	129 9%	19 15% oqr	5 6%	4 8%
Streamed audio services (free)	116 7%	75 9% b	41 5%	31 12% ef	31 9% f	41 6% f	14 3%	9 5%	8 5%	12 5%	42 9%	42 8% mn	49 9% mn	14 4%	11 3%	103 7%	7 5%	3 4%	2 5%
Using Twitter (account holder, posting on site)	109 6%	63 8% b	46 5%	27 10% ef	37 10% ef	31 5%	14 3%	9 5%	11 8%	14 6%	26 6%	40 8% m	40 7%	13 4%	16 5%	97 7%	5 4%	3 4%	3 7%
Streamed audio services (subscription)	33 2%	25 3% b	8 1%	8 3%	9 2%	12 2%	4 1%	4 2%	3 2%	1 1%	11 3%	10 2%	13 2%	7 2%	4 1%	28 2%	3 2%	2 3%	* 1%
Other	16 1%	8 1%	8 1%	5 2%	1 *% e	4 1%	5 1%	3 2% j	1 1%	3 1% j	* *% e	4 1%	7 1%	1 *% e	3 1%	14 1%	* *% e	1 2%	* 1%
None of these	20 1%	7 1%	13 1%	1 1%	3 1%	4 1%	12 3% ce	4 2%	1 1%	3 1%	3 1%	5 1%	7 1%	2 1%	7 2%	14 1%	4 3% o	1 1%	1 2% o
Don't know	16 1%	5 1%	11 1%	2 1%	2 1%	4 1%	9 2% e	2 1%	2 1%	1 *% e	2 *% e	5 1%	6 1%	2 1%	3 1%	12 1%	3 2% o	* *% e	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Sending and receiving e-mail	1503	176	240	130	116	124	147	121	237	1294	209	1002	494	978	489
	88%	89%	91% e	89%	89%	83%	89%	85%	89%	88%	88%	91% l	82%	89%	86%
General surfing/ browsing the internet	1499	176	220	128	110	135	140	131	244	1293	206	978	513	970	490
	87%	89%	83%	87%	84%	90%	85%	92% bdf	92% bd	88%	87%	88%	85%	88%	86%
Purchasing goods/services/ tickets etc.	1216	130	202	103	106	86	130	90	190	1045	171	842	368	798	386
	71%	66%	77% aeg	70% e	81% acegh	57%	79% aceg	64%	71% e	71%	72%	76% l	61%	73% n	68%
Banking	1027	103	177	101	88	81	102	67	171	880	147	738	282	700	303
	60%	52%	67% aeg	69% aeg	67% aeg	54%	62% g	47%	64% ag	60%	62%	67% l	47%	64% n	53%
Using social networking sites (such as MySpace, Facebook or Bebo)	1015	120	148	80	80	81	101	85	175	892	123	688	323	619	368
	59%	61%	56%	54%	61%	54%	62%	60%	66% ce	60% j	51%	62% l	54%	56%	64% m
Finding/ downloading information for personal reasons e.g. information, news, weather	997	128	166	81	79	66	104	71	155	868	130	664	328	664	312
	58%	64% eg	63% eg	55% e	60% e	44%	63% eg	50%	58% e	59%	54%	60% l	55%	60% n	55%
Finding/ downloading information for work/ business	763	108	125	62	61	51	82	55	122	665	97	600	160	512	235
	44%	54% ceg	47% e	42%	47% e	34%	50% eg	39%	46% e	45%	41%	54% l	27%	47% n	41%
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n															

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	691 40%	88 44%	111 42%	52 36%	57 43%	56 38%	71 43%	52 37%	97 36%	611 41%	80 34%	481 43%	210 35%	445 41%	226 40%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	667 39%	118 59%	110 42%	62 42%	43 33%	36 24%	88 53%	43 31%	95 36%	580 39%	87 36%	469 42%	195 33%	446 41%	210 37%
		bcdegh	eg	eg			bcdegh		e			l			
Playing games online/ interactively	657 38%	73 37%	108 41%	63 43%	57 44%	41 27%	70 42%	53 37%	100 38%	573 39%	84 35%	446 40%	211 35%	406 37%	233 41%
			e	e	e		e	e	e			l			
Downloading music files, movies or video clips	634 37%	85 43%	102 39%	54 37%	49 37%	43 29%	67 41%	44 31%	93 35%	558 38%	76 32%	441 40%	193 32%	391 36%	225 39%
		eg	e				e			j		l			
To find information on health related issues e.g. NHS Direct/ NHS 24	613 36%	75 38%	102 39%	60 41%	40 30%	38 25%	67 40%	53 37%	95 36%	533 36%	80 34%	438 40%	174 29%	393 36%	204 36%
		e	e	de			de	e	e			l			
Finding/ downloading information for school/ college/ university/ homework	604 35%	79 40%	106 40%	57 39%	43 33%	44 29%	56 34%	43 30%	95 36%	537 36%	66 28%	402 36%	200 33%	404 37%	184 32%
		e	eg	e						j					

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	599	97	96	58	54	30	71	48	69	524	75	407	192	392	193
	35%	49%	37%	40%	41%	20%	43%	34%	26%	35%	31%	37%	32%	36%	34%
		begh	eh	eh	eh		eh	e				l			
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	576	79	81	49	57	37	56	45	90	506	70	401	173	344	219
	34%	40%	31%	34%	44%	24%	34%	31%	34%	34%	29%	36%	29%	31%	38%
		e			beg		e					l			m
Watching live TV programmes	401	54	72	41	37	33	34	22	61	353	48	288	112	254	136
	23%	27%	27%	28%	28%	22%	20%	16%	23%	24%	20%	26%	19%	23%	24%
		g	g	g	g							l			
Real time gambling/ trading/ auctions	350	57	51	19	29	15	44	29	58	310	40	271	79	220	126
	20%	29%	19%	13%	22%	10%	27%	21%	22%	21%	17%	25%	13%	20%	22%
		bce	e		ce		ce	e	ce			l			
Listening to radio	316	27	56	32	39	24	34	21	42	267	49	234	82	215	93
	18%	14%	21%	22%	30%	16%	20%	15%	16%	18%	20%	21%	14%	20%	16%
				a	abefgh							l			
Watch news programmes	282	45	39	22	36	24	16	15	47	244	37	199	82	183	91
	16%	23%	15%	15%	28%	16%	10%	11%	18%	17%	16%	18%	14%	17%	16%
		bfg			bcefg				f			l			
Uploading/ adding content to the internet	282	37	44	25	34	21	33	18	38	252	30	209	72	175	100
	16%	19%	17%	17%	26%	14%	20%	13%	14%	17%	12%	19%	12%	16%	17%
					beg					j		l			

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

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Using Twitter (browsing/ reading site)	211	30	33	12	19	17	13	14	39	190	21	154	57	130	77
	12%	15%	12%	8%	15%	11%	8%	10%	15%	13%	9%	14%	9%	12%	14%
		f			f				f	j		l			
Downloading films (Video on Demand)	157	24	24	7	15	16	13	11	17	141	16	113	44	90	63
	9%	12%	9%	5%	12%	11%	8%	8%	6%	10%	7%	10%	7%	8%	11%
		c			c	c						l			
Streamed audio services (free)	116	22	20	10	8	8	12	9	15	103	13	87	29	73	41
	7%	11%	8%	7%	6%	5%	7%	6%	6%	7%	5%	8%	5%	7%	7%
												l			
Using Twitter (account holder, posting on site)	109	14	22	7	12	9	9	4	22	98	11	80	29	71	34
	6%	7%	8%	5%	9%	6%	5%	2%	8%	7%	5%	7%	5%	6%	6%
			g		g				g			l			
Streamed audio services (subscription)	33	8	6	1	2	-	2	1	7	29	4	26	7	18	15
	2%	4%	2%	1%	2%	-%	1%	1%	3%	2%	2%	2%	1%	2%	3%
		ceg	e						e						
Other	16	1	5	1	1	-	3	1	2	14	2	7	8	10	6
	1%	1%	2%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	1%
None of these	20	4	3	3	2	1	1	-	-	17	3	8	12	12	7
	1%	2%	1%	2%	2%	1%	1%	-%	-%	1%	1%	1%	2%	1%	1%
													k		
Don't know	16	3	3	-	1	1	1	1	2	15	2	7	9	10	5
	1%	2%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
													k		

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

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QE12B (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTICODE)

Base : Those with access to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	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	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Sending and receiving e-mail	1311	632	679	199	281	530	301	124	99	178	379	425	426	234	226	1132	87	61	31
	76%	76%	77%	76%	78%	78%	72%	67%	72%	76%	85%	83%	78%	74%	66%	77%	69%	76%	66%
						f				g	ghi	lmn	n	n		pr		r	
General surfing/ browsing the internet	1284	645	639	206	276	518	283	132	96	189	359	392	414	223	254	1095	94	62	33
	75%	78%	72%	78%	77%	76%	68%	70%	70%	81%	80%	77%	75%	71%	75%	75%	74%	78%	69%
		b		f	f	f				gh	gh					r		r	
Using social networking sites (such as MySpace, Facebook or Bebo)	824	374	450	193	219	324	87	99	55	120	227	226	273	153	171	707	51	41	24
	48%	45%	51%	73%	61%	48%	21%	53%	40%	51%	51%	44%	50%	49%	50%	48%	40%	51%	52%
			a	def	ef	f		h		h	h					p		p	p
Banking	774	364	409	101	185	323	164	75	48	104	243	285	250	128	111	673	52	29	20
	45%	44%	46%	38%	52%	48%	39%	40%	34%	44%	54%	56%	45%	41%	32%	46%	41%	37%	42%
					cf	cf					ghi	lmn	n	n		q			
Finding/ downloading information for personal reasons e.g. information, news, weather	634	333	301	78	131	268	158	58	50	92	206	238	228	88	80	552	35	33	15
	37%	40%	34%	29%	37%	40%	38%	31%	36%	39%	46%	47%	42%	28%	24%	38%	27%	42%	31%
		b				c	c				gh	mn	mn			pr		pr	
Purchasing goods/ services/ tickets etc.	622	303	319	84	145	256	136	61	48	90	187	215	195	116	96	542	34	26	19
	36%	37%	36%	32%	41%	38%	33%	32%	35%	38%	42%	42%	36%	37%	28%	37%	27%	33%	40%
					cf						g	ln	n	n		p			p
Finding/ downloading information for work/ business	493	259	234	57	113	231	92	37	26	72	185	215	166	67	45	433	24	26	10
	29%	31%	26%	22%	32%	34%	22%	20%	19%	31%	41%	42%	30%	21%	13%	30%	19%	32%	22%
		b			cf	cf				gh	ghi	lmn	mn	n		pr		pr	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE12B (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTICODE)

Base : Those with access to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K- £17.5K	£17.5K- £29.9K	£30K+									
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	400	209	190	100	97	155	47	45	24	55	124	133	131	66	70	343	24	18	14
	23%	25%	21%	38% def	27% f	23% f	11%	24%	17%	23%	28% h	26%	24%	21%	21%	23%	19%	23%	30% op
Finding/ downloading information for school/ college/ university/ homework	396	181	216	91	71	189	46	48	21	54	117	140	139	61	58	338	25	21	12
	23%	22%	24%	34% df	20% f	28% df	11%	25% h	15%	23%	26% h	27% mn	25% mn	19%	17%	23%	20%	27%	25%
Playing games online/ interactively	390	194	196	78	89	171	52	45	33	65	89	89	119	94	88	334	24	19	14
	23%	23%	22%	29% f	25% f	25% f	12%	24%	24%	28% j	20%	17%	22%	30% kl	26% k	23%	19%	24%	29% op
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	360	171	189	94	77	149	39	40	32	61	84	104	126	58	72	303	31	17	9
	21%	21%	21%	36% def	22% f	22% f	9%	22%	23%	26% j	19%	20%	23%	19%	21%	21%	24%	22%	20%
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	322	181	141	67	70	127	59	34	25	48	101	110	114	54	44	286	16	12	9
	19%	22% b	16%	25% ef	19%	19% f	14%	18%	18%	20%	23%	22% n	21% n	17%	13%	20% p	12%	15%	19% p
Downloading music files, movies or video clips	318	167	152	84	73	128	33	37	28	46	95	96	106	58	59	267	25	13	13
	19%	20%	17%	32% def	20% f	19% f	8%	20%	20%	20%	21%	19%	19%	18%	17%	18%	20%	16%	28% opq

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

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QE12B (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTICODE)

Base : Those with access to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	261 15%	122 15%	139 16%	27 10%	55 15%	117 17% c	63 15%	27 14%	20 14%	36 15%	98 22% ghi	114 22% lmn	90 16% mn	30 10%	27 8%	238 16% pr	7 5%	11 14% p	5 11% p
To find information on health related issues e.g. NHS Direct/ NHS 24	241 14%	109 13%	132 15%	26 10%	54 15%	102 15% c	59 14%	20 11%	15 11%	38 16%	83 18% gh	107 21% lmn	72 13%	28 9%	34 10%	212 15%	13 10%	9 11%	7 16%
Watching live TV programmes	206 12%	123 15% b	83 9%	56 21% def	51 14% f	77 11% f	22 5%	28 15%	12 9%	26 11%	72 16% h	70 14% n	77 14% mn	30 9%	30 9%	185 13% p	6 5%	7 9%	7 15% pq
Listening to radio	170 10%	97 12% b	73 8%	31 12%	34 9%	66 10%	40 10%	13 7%	15 11%	22 10%	62 14% g	65 13% mn	58 11% n	26 8%	21 6%	148 10% p	7 5%	9 11% p	6 14% p
Watch news programmes	157 9%	93 11% b	64 7%	28 11%	37 10%	55 8%	37 9%	17 9%	11 8%	17 7%	46 10%	69 14% mn	55 10% mn	13 4%	21 6%	138 9% p	7 5%	8 10%	4 9%
Uploading/ adding content to the internet	142 8%	91 11% b	52 6%	35 13% ef	37 10% f	55 8% f	16 4%	17 9%	13 9%	17 7%	41 9%	50 10%	50 9%	20 6%	23 7%	127 9% p	5 4%	7 9% p	4 9% p
Real time gambling/ trading/ auctions	142 8%	69 8%	73 8%	21 8%	38 11% f	64 9% f	19 5%	10 5%	13 9%	27 11% g	48 11% g	42 8% n	52 9% n	32 10% n	16 5%	121 8%	14 11% qr	4 5%	3 6%

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

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Base : Those with access to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	2534	1234	1300	376	462	1039	657	315	248	348	563	704	825	501	504	1493	329	334	378
Effective Weighted Sample	1679	825	854	240	294	707	459	202	148	233	414	471	544	341	327	1299	219	228	349
Total	1715	828	888	264	358	678	416	187	138	234	448	511	549	314	341	1462	126	80	47
Using Twitter (browsing/ reading site)	110 6%	54 7%	56 6%	37 14% def	26 7% f	40 6% f	7 2%	15 8%	10 7%	14 6%	26 6%	29 6%	44 8% m	14 5%	23 7%	93 6%	8 6%	6 7%	3 7%
Downloading films (Video on Demand)	80 5%	56 7% b	24 3%	25 10% ef	27 8% ef	22 3%	6 1%	14 7%	13 9% ij	9 4%	19 4%	26 5%	23 4%	16 5%	15 5%	67 5%	8 7%	3 3%	3 6%
Streamed audio services (free)	66 4%	43 5% b	23 3%	18 7% ef	17 5% f	22 3%	9 2%	5 3%	6 4%	6 3%	26 6%	24 5% n	27 5% n	8 3%	6 2%	59 4%	2 2%	3 4%	2 4%
Using Twitter (account holder, posting on site)	65 4%	43 5% b	22 3%	18 7% ef	25 7% ef	14 2%	8 2%	7 4%	6 5%	12 5%	16 4%	25 5%	23 4%	7 2%	11 3%	60 4% p	2 1%	2 3%	2 5% p
Streamed audio services (subscription)	15 1%	14 2% b	2 *%	4 1%	6 2%	4 1%	2 *%	3 1%	2 2%	1 *%	5 1%	4 1%	5 1%	3 1%	3 1%	13 1%	1 1%	1 1%	* *%
Other	11 1%	5 1%	6 1%	3 1%	1 *%	3 *%	4 1%	1 1%	1 1%	2 1%	* *%	2 *%	6 1%	1 *%	2 *%	9 1%	* *%	1 1%	* 1%
None of these	56 3%	26 3%	30 3%	5 2%	6 2%	17 2%	29 7% cde	7 4%	7 5%	7 3%	11 2%	11 2%	14 3%	13 4%	18 5% k	44 3%	7 5%	2 3%	3 7% oq
Don't know	28 2%	12 1%	16 2%	3 1%	2 1%	8 1%	15 4% cde	4 2% j	2 2%	4 2%	2 *%	7 1%	9 2%	6 2%	6 2%	21 1%	5 4% o	1 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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QE12B (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Sending and receiving e-mail	1311	171	220	120	94	103	135	100	189	1123	188	880	425	859	421
	76%	87%	83%	81%	72%	69%	82%	70%	71%	76%	79%	80%	71%	78%	74%
		degh	degh	degh			degh					l			
General surfing/ browsing the internet	1284	161	193	111	79	118	123	114	195	1104	180	834	442	833	418
	75%	81%	73%	75%	61%	79%	75%	80%	73%	75%	75%	75%	73%	76%	73%
		d	d	d		d	d	d	d						
Using social networking sites (such as MySpace, Facebook or Bebo)	824	91	129	68	57	65	84	69	144	723	100	549	272	498	301
	48%	46%	49%	47%	44%	43%	51%	49%	54%	49%	42%	50%	45%	45%	53%
									e	j					m
Banking	774	82	135	84	60	62	79	45	126	660	113	554	213	527	227
	45%	41%	51%	57%	46%	42%	48%	31%	47%	45%	48%	50%	35%	48%	40%
			g	adeq	g	g	g		g			l		n	
Finding/ downloading information for personal reasons e.g. information, news, weather	634	88	121	59	38	42	65	39	99	549	86	418	212	433	187
	37%	44%	46%	40%	29%	28%	39%	27%	37%	37%	36%	38%	35%	39%	33%
		deg	deg	deg			deg							n	
Purchasing goods/ services/ tickets etc.	622	60	120	64	54	47	57	49	92	515	106	443	173	415	188
	36%	30%	45%	43%	41%	31%	35%	35%	35%	35%	45%	40%	29%	38%	33%
			aefgh	ae	a						i	l			
Finding/ downloading information for work/ business	493	74	83	39	38	41	49	31	78	426	67	393	96	339	144
	29%	38%	32%	27%	29%	28%	30%	22%	29%	29%	28%	36%	16%	31%	25%
		ceg	g									l		n	

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

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QE12B (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTICODE)

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	400 23%	53 27%	71 27%	28 19%	21 16%	34 23%	44 27%	34 24%	58 22%	350 24%	50 21%	271 25%	128 21%	256 23%	130 23%
Finding/ downloading information for school/ college/ university/ homework	396 23%	52 26%	71 27%	32 22%	27 21%	35 24%	39 24%	25 17%	57 21%	348 24%	48 20%	259 23%	137 23%	262 24%	122 21%
Playing games online/ interactively	390 23%	38 19%	78 30%	43 29%	28 22%	27 18%	33 20%	35 25%	51 19%	337 23%	53 22%	259 23%	131 22%	242 22%	134 23%
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	360 21%	38 19%	51 19%	37 25%	31 23%	26 17%	31 19%	31 22%	58 22%	315 21%	46 19%	251 23%	108 18%	219 20%	132 23%
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	322 19%	47 24%	64 24%	30 20%	30 23%	19 13%	33 20%	25 18%	38 14%	279 19%	43 18%	210 19%	112 19%	213 19%	100 18%
Downloading music files, movies or video clips	318 19%	33 17%	66 25%	29 20%	16 12%	27 18%	19 12%	24 17%	53 20%	280 19%	39 16%	218 20%	100 17%	192 17%	113 20%
Columns Tested:		a,b,c,d,e,f,g,h - i,j - k,l - m,n													

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
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Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	261 15%	36 18% d	61 23% defgh	28 19% dg	13 10%	22 15%	24 15%	16 11%	37 14%	214 15%	47 20% i	193 17% l	67 11%	178 16%	77 14%
To find information on health related issues e.g. NHS Direct/ NHS 24	241 14%	26 13%	52 20% eg	26 17%	16 12%	17 11%	22 13%	16 11%	39 15%	208 14%	33 14%	180 16% l	61 10%	158 14%	75 13%
Watching live TV programmes	206 12%	30 15%	42 16%	19 13%	15 11%	22 15%	16 10%	13 9%	28 11%	181 12%	26 11%	141 13%	64 11%	124 11%	75 13%
Listening to radio	170 10%	16 8%	35 13%	15 10%	16 12%	13 9%	21 13%	14 10%	19 7%	147 10%	23 10%	125 11% l	45 8%	110 10%	54 9%
Watch news programmes	157 9%	22 11%	21 8%	11 8%	17 13% g	15 10%	13 8%	8 6%	30 11%	137 9%	21 9%	109 10%	49 8%	108 10%	45 8%
Uploading/ adding content to the internet	142 8%	13 7%	28 11%	17 12% h	18 14% aegh	10 7%	17 11%	9 6%	13 5%	122 8%	21 9%	105 9% l	38 6%	97 9%	41 7%
Real time gambling/ trading/ auctions	142 8%	3 2%	28 11% a	12 8% a	12 9% a	8 6%	15 9% a	12 8% a	29 11% a	123 8%	19 8%	111 10% l	31 5%	91 8%	48 8%

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

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2534	169	212	190	186	196	182	183	175	1787	747	1460	1065	1508	648
Effective Weighted Sample	1679	161	195	180	177	187	172	174	162	1374	343	967	759	1092	506
Total	1715	198	264	147	131	150	165	142	266	1477	238	1106	601	1098	570
Using Twitter (browsing/ reading site)	110	13	23	5	9	7	7	9	20	95	14	74	36	70	36
	6%	7%	9% c	3%	7%	5%	4%	6%	8%	6%	6%	7%	6%	6%	6%
Downloading films (Video on Demand)	80	13	12	5	5	11	4	4	14	73	7	57	23	44	33
	5%	6%	4%	3%	4%	8% fg	2%	3%	5%	5%	3%	5%	4%	4%	6%
Streamed audio services (free)	66	14	10	5	5	5	5	5	10	59	7	49	17	43	21
	4%	7%	4%	4%	4%	3%	3%	4%	4%	4%	3%	4%	3%	4%	4%
Using Twitter (account holder, posting on site)	65	9	20	2	4	6	4	4	11	59	7	47	19	44	20
	4%	5%	8% cfg	2%	3%	4%	2%	2%	4%	4%	3%	4%	3%	4%	3%
Streamed audio services (subscription)	15	1	4	1	1	-	1	1	4	12	3	12	4	12	4
	1%	1%	2%	*%	1%	-%	1%	*%	1%	1%	1%	1%	1%	1%	1%
Other	11	1	2	1	1	-	2	-	2	9	2	6	5	5	6
	1%	1%	1%	*%	1%	-%	1%	-%	1%	1%	1%	1%	1%	*%	1%
None of these	56	7	3	5	6	2	3	4	15	51	5	27	30	30	24
	3%	3%	1%	3%	4%	1%	2%	2%	6% be	3%	2%	2%	5% k	3%	4%
Don't know	28	3	4	-	2	4	1	3	3	23	5	9	18	18	9
	2%	2%	2%	-%	1%	2% c	1%	2% c	1%	2%	2%	1%	3% k	2%	2%
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n															

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 51

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

QE13 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	2481	1207	1274	366	448	1029	638	300	238	339	560	692	810	489	490	1464	317	328	372
Effective Weighted Sample	1641	806	836	233	284	700	446	192	139	227	411	462	534	333	317	1273	209	224	344
Total	1680	807	872	257	348	671	404	179	132	227	445	502	539	307	332	1434	120	79	46
Up to 512kb	20 1%	14 2%	7 1%	1 *%	5 2%	12 2%	2 1%	1 *%	1 *%	2 1%	2 1%	4 1%	9 2%	5 2%	2 1%	18 1%	2 2%	* *%	* 1%
Up to 1MB	15 1%	12 1% b	3 *%	4 1%	2 1%	5 1%	3 1%	2 1%	1 1%	1 1%	4 1%	7 1% l	1 *%	3 1%	3 1%	13 1%	* *%	* 1%	1 2% o
Up to 2MB	57 3%	35 4% b	22 3%	4 2%	16 5% c	22 3%	15 4%	4 2%	3 2%	10 5%	20 5%	20 4%	17 3%	11 4%	9 3%	50 3%	3 2%	2 2%	3 6% opq
Up to 4MB	48 3%	30 4%	18 2%	7 3%	8 2%	21 3%	12 3%	7 4%	3 3%	10 4%	14 3%	12 2%	13 2%	8 3%	15 4%	43 3%	2 2%	2 3%	1 2%
Up to 8MB	158 9%	105 13% b	52 6%	21 8%	35 10%	63 9%	39 10%	16 9%	13 10%	22 10%	54 12%	57 11% mn	63 12% mn	18 6%	19 6%	137 10%	8 6%	8 10%	5 10%
Up to 10MB	93 6%	53 7%	40 5%	14 5%	25 7%	35 5%	19 5%	10 5%	8 6%	9 4%	32 7%	31 6%	32 6%	15 5%	15 5%	77 5%	7 6%	6 8%	2 4%
Up to 16MB	37 2%	19 2%	17 2%	2 1%	14 4% cf	17 2%	4 1%	8 4% h	1 1%	10 4% h	11 2%	11 2%	11 2%	8 2%	7 2%	33 2%	1 1%	2 2%	1 2%
Up to 20MB	162 10%	104 13% b	58 7%	21 8%	38 11% f	77 11% f	26 6%	20 11%	14 11%	25 11%	55 12%	53 11%	52 10%	31 10%	26 8%	137 10%	15 13% q	5 6%	4 9%
Up to 24MB	18 1%	11 1%	6 1%	1 1%	4 1%	9 1%	3 1%	1 1%	* *%	2 1%	8 2%	2 *%	12 2% kn	2 1%	1 *%	15 1%	1 1%	* 1%	1 2%
Up to 50MB	33 2%	15 2%	17 2%	9 3% ef	14 4% ef	7 1%	3 1%	4 2%	1 1%	3 1%	10 2%	10 2%	14 3%	4 1%	5 1%	27 2%	4 4%	2 2%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 51

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QE13 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2481	1207	1274	366	448	1029	638	300	238	339	560	692	810	489	490	1464	317	328	372
Effective Weighted Sample	1641	806	836	233	284	700	446	192	139	227	411	462	534	333	317	1273	209	224	344
Total	1680	807	872	257	348	671	404	179	132	227	445	502	539	307	332	1434	120	79	46
Above 50 MB	11	5	6	3	4	2	3	-	*	1	3	3	3	3	2	10	*	*	1
	1%	1%	1%	1%	1%	*%	1%	-%	*%	1%	1%	1%	*%	1%	1%	1%	*%	*%	2%
																			opq
Don't know	1030	404	625	170	182	402	275	105	86	130	234	292	312	200	227	876	75	52	27
	61%	50%	72%	66%	52%	60%	68%	59%	65%	57%	53%	58%	58%	65%	68%	61%	62%	66%	58%
			a	d		d	de		j					kl	kl				

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE13 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2481	163	209	189	186	188	176	180	173	1750	731	1437	1035	1470	639
Effective Weighted Sample	1641	156	192	179	177	179	167	171	161	1343	337	951	736	1063	499
Total	1680	191	260	146	131	144	160	140	264	1447	233	1087	584	1070	563
Up to 512kb	20	-	-	2	1	3	1	1	10	18	2	17	3	16	4
	1%	-%	-%	2%	1%	2%	1%	1%	4%	1%	1%	2%	1%	1%	1%
						b			abdfg			l			
Up to 1MB	15	-	4	2	2	3	2	-	-	10	4	8	7	10	3
	1%	-%	1%	2%	1%	2%	1%	-%	-%	1%	2%	1%	1%	1%	1%
Up to 2MB	57	7	10	7	6	4	8	6	3	47	10	39	17	35	19
	3%	3%	4%	5%	4%	2%	5%	4%	1%	3%	4%	4%	3%	3%	3%
Up to 4MB	48	16	3	4	7	1	5	1	5	37	11	29	19	29	18
	3%	8%	1%	3%	5%	1%	3%	1%	2%	3%	5%	3%	3%	3%	3%
		bcefg			beg										
Up to 8MB	158	21	34	17	18	9	17	7	14	127	31	105	52	118	35
	9%	11%	13%	12%	14%	7%	11%	5%	5%	9%	13%	10%	9%	11%	6%
		g	egh	gh	egh		g				i			n	
Up to 10MB	93	18	10	6	10	8	7	4	13	84	8	65	28	62	29
	6%	9%	4%	4%	7%	6%	5%	3%	5%	6%	4%	6%	5%	6%	5%
		bg													
Up to 16MB	37	4	6	3	2	4	3	3	8	34	3	27	10	18	18
	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	2%	2%	3%
Up to 20MB	162	20	22	14	11	11	9	23	27	149	12	112	50	101	56
	10%	10%	8%	10%	8%	8%	6%	16%	10%	10%	5%	10%	9%	9%	10%
								bdef		j					
Up to 24MB	18	3	2	2	-	-	-	-	8	16	1	15	2	11	6
	1%	1%	1%	1%	-%	-%	-%	-%	3%	1%	1%	1%	1%	1%	1%
									defg			l			
Up to 50MB	33	2	10	1	-	2	1	2	7	29	4	23	10	12	20
	2%	1%	4%	1%	-%	2%	1%	1%	3%	2%	2%	2%	2%	1%	4%
			d						d					m	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE13 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2481	163	209	189	186	188	176	180	173	1750	731	1437	1035	1470	639
Effective Weighted Sample	1641	156	192	179	177	179	167	171	161	1343	337	951	736	1063	499
Total	1680	191	260	146	131	144	160	140	264	1447	233	1087	584	1070	563
Above 50 MB	11	-	1	1	1	2	-	-	4	9	2	8	3	7	3
	1%	-%	1%	1%	*%	2%	-%	-%	2%	1%	1%	1%	1%	1%	1%
Don't know	1030	101	157	86	74	95	107	93	162	885	144	640	382	650	352
	61%	53%	60%	59%	57%	66%	67%	67%	61%	61%	62%	59%	65%	61%	62%
					a	a	ad	a					k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 52

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QE14 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j								
Significance Level: 95%																			
Unweighted total	2481	1207	1274	366	448	1029	638	300	238	339	560	692	810	489	490	1464	317	328	372
Effective Weighted Sample	1641	806	836	233	284	700	446	192	139	227	411	462	534	333	317	1273	209	224	344
Total	1680	807	872	257	348	671	404	179	132	227	445	502	539	307	332	1434	120	79	46
26K	4 *%	2 *%	1 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 1%	- -%	2 *%	- -%	1 *%	1 *%	3 *%	1 1%	- -%	- -%
56K	1 *%	1 *%	* *%	- -%	- -%	* *%	1 *%	- -%	1 *%	- -%	* *%	* *%	* *%	1 *%	- -%	1 *%	- -%	* 1%	* *%
64K	4 *%	1 *%	4 *%	2 1% f	1 *%	1 *%	- -%	- -%	- -%	1 *%	2 *%	1 *%	3 1%	- -%	- -%	4 *%	- -%	- -%	- -%
128K	1 *%	1 *%	- -%	- -%	* *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	* *%	1 *%	* *%	- -%	- -%
150K	2 *%	2 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	2 *%	- -%	- -%	- -%
256K	8 *%	5 1%	2 *%	1 *%	2 1%	4 1%	- -%	1 1%	- -%	- -%	2 1%	4 1%	2 *%	- -%	1 *%	7 *%	* *%	1 1%	* *%
500K	3 *%	* *%	2 *%	1 *%	- -%	2 *%	* *%	- -%	* *%	- -%	2 *%	* *%	- -%	2 1% l	- -%	2 *%	- -%	* *%	* *%
512K	11 1%	8 1%	3 *%	1 *%	5 2% f	5 1%	* *%	- -%	- -%	1 *%	* *%	* *%	7 1% kn	4 1% k	* *%	9 1%	1 1%	* *%	* *%
750K	2 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	1 1% o	- -%	- -%
1MB	18 1%	15 2% b	3 *%	2 1%	4 1%	9 1%	3 1%	4 2%	* *%	2 1%	7 2%	8 2%	4 1%	3 1%	4 1%	14 1%	3 2%	1 1%	1 2%
1.5MB	16 1%	11 1%	5 1%	2 1%	8 2% ef	4 1%	2 1%	4 2%	* *%	3 1%	3 1%	4 1%	6 1%	3 1%	3 1%	12 1%	3 2%	* *%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE14 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	2481	1207	1274	366	448	1029	638	300	238	339	560	692	810	489	490	1464	317	328	372
Effective Weighted Sample	1641	806	836	233	284	700	446	192	139	227	411	462	534	333	317	1273	209	224	344
Total	1680	807	872	257	348	671	404	179	132	227	445	502	539	307	332	1434	120	79	46
2MB	54 3%	34 4% b	19 2%	3 1%	10 3%	19 3%	21 5% ce	3 1%	6 5%	8 4%	14 3%	17 3%	21 4%	7 2%	10 3%	43 3%	6 5%	2 3%	2 5% o
3MB	24 1%	16 2%	8 1%	1 *%	7 2%	10 2%	7 2%	6 4% hj	- -%	7 3% hj	2 *%	9 2%	8 1%	3 1%	5 2%	18 1%	4 3%	1 1%	1 3% o
4MB	74 4%	54 7% b	20 2%	12 5%	10 3%	28 4%	24 6% d	5 3%	10 8%	12 5%	26 6%	26 5%	26 5%	10 3%	11 3%	68 5% p	2 1%	3 4%	1 3%
8MB	93 6%	64 8% b	29 3%	16 6%	22 6%	34 5%	21 5%	8 4%	4 3%	13 6%	39 9% gh	35 7% mn	35 7% m	10 3%	12 4%	81 6%	5 4%	4 6%	2 5%
10MB	64 4%	47 6% b	18 2%	9 4%	15 4%	31 5% f	9 2%	9 5%	2 1%	8 4%	23 5% h	16 3%	23 4%	15 5%	11 3%	54 4%	5 4%	3 4%	2 4%
16MB	35 2%	24 3% b	11 1%	4 1%	11 3% f	17 3% f	3 1%	5 3%	1 *%	10 4% h	13 3%	12 2%	9 2%	10 3%	4 1%	33 2%	1 1%	1 1%	1 1%
20MB	61 4%	35 4%	25 3%	13 5% f	14 4% f	27 4% f	6 1%	4 2%	6 5%	10 4%	23 5%	16 3%	15 3%	16 5%	14 4%	49 3%	6 5%	4 5%	2 5%
24MB	20 1%	11 1%	8 1%	2 1%	3 1%	9 1%	5 1%	- -%	* *%	2 1%	7 2%	8 2% n	11 2% mn	1 *%	- -%	18 1%	1 1%	* 1%	* *%
50MB	24 1%	12 1%	12 1%	4 2%	10 3% e	6 1%	4 1%	4 3%	* *%	2 1%	7 2%	9 2%	10 2%	2 1%	3 1%	17 1%	4 3% o	2 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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QE14 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2481	1207	1274	366	448	1029	638	300	238	339	560	692	810	489	490	1464	317	328	372
Effective Weighted Sample	1641	806	836	233	284	700	446	192	139	227	411	462	534	333	317	1273	209	224	344
Total	1680	807	872	257	348	671	404	179	132	227	445	502	539	307	332	1434	120	79	46
Over 50MB	8	2	6	2	2	3	1	-	-	*	2	2	2	2	2	8	*	*	*
	1%	*%	1%	1%	1%	1%	*%	-%	-%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%
Other	27	14	13	2	7	12	6	3	1	7	3	7	9	5	5	24	2	1	1
	2%	2%	1%	1%	2%	2%	1%	2%	1%	3%	1%	1%	2%	2%	2%	2%	2%	1%	2%
										j									
Don't know	1126	445	681	180	214	444	287	123	101	141	268	323	346	212	245	965	76	54	31
	67%	55%	78%	70%	62%	66%	71%	69%	77%	62%	60%	64%	64%	69%	74%	67%	63%	69%	66%
			a	d			d	j	ij						kl				

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE14 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2481	163	209	189	186	188	176	180	173	1750	731	1437	1035	1470	639
Effective Weighted Sample	1641	156	192	179	177	179	167	171	161	1343	337	951	736	1063	499
Total	1680	191	260	146	131	144	160	140	264	1447	233	1087	584	1070	563
26K	4 *%	- -%	3 1%	- -%	- -%	- -%	- -%	- -%	- -%	3 *%	1 *%	1 *%	2 *%	2 *%	2 *%
56K	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	* *%	* *%	1 *%	1 *%	* *%
64K	4 *%	- -%	2 1%	- -%	- -%	- -%	- -%	3 2%	- -%	4 *%	- -%	4 *%	1 *%	3 *%	2 *%
128K	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	1 *%	* *%	1 *%	* *%	1 *%	* *%
150K	2 *%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	2 1% i	1 *%	1 *%	2 *%	- -%
256K	8 *%	- -%	- -%	1 1%	- -%	- -%	- -%	1 *%	6 2% b	8 1%	* *%	6 1%	2 *%	4 *%	4 1%
500K	3 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 1%	2 *%	1 *%	2 *%	1 *%	2 *%	* *%
512K	11 1%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	7 3% bdfg	10 1%	1 *%	9 1%	2 *%	8 1%	3 1%
750K	2 *%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	2 *%	* *%	1 *%	1 *%	2 *%	- -%
1MB	18 1%	- -%	4 1%	2 1%	2 2%	1 1%	4 2% g	- -%	1 *%	13 1%	5 2%	12 1%	6 1%	14 1%	3 1%
1.5MB	16 1%	- -%	3 1%	2 1%	2 1%	1 1%	3 2%	2 1%	- -%	12 1%	4 2%	10 1%	6 1%	9 1%	6 1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QE14 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2481	163	209	189	186	188	176	180	173	1750	731	1437	1035	1470	639
Effective Weighted Sample	1641	156	192	179	177	179	167	171	161	1343	337	951	736	1063	499
Total	1680	191	260	146	131	144	160	140	264	1447	233	1087	584	1070	563
2MB	54 3%	3 2%	9 3%	12 8% abdefgh	3 3%	2 1%	5 3%	2 1%	8 3%	39 3%	15 6% i	35 3%	17 3%	39 4%	13 2%
3MB	24 1%	- -%	6 2%	1 1%	1 1%	1 1%	1 *%	3 2%	7 3% a	21 1%	4 2%	11 1%	13 2% k	20 2% n	3 1%
4MB	74 4%	17 9% efgh	18 7% fg	6 4%	9 7% efg	4 3%	4 2%	3 2%	7 3%	63 4%	11 5%	47 4%	27 5%	58 5% n	14 2%
8MB	93 6%	23 12% bdegh	11 4%	10 7%	7 6%	6 4%	10 7%	6 5%	8 3%	82 6%	11 5%	64 6%	28 5%	57 5%	33 6%
10MB	64 4%	17 9% bcefg	8 3%	4 3%	8 6% ef	2 2%	2 1%	5 3%	9 3%	60 4%	5 2%	46 4%	18 3%	37 3%	26 5%
16MB	35 2%	8 4% c	5 2%	- -%	2 1%	4 3% c	3 2%	4 3% c	7 3% c	32 2%	3 1%	30 3% l	5 1%	19 2%	15 3%
20MB	61 4%	9 5%	6 2%	4 3%	6 4%	6 5%	3 2%	5 3%	11 4%	59 4% j	2 1%	42 4%	18 3%	36 3%	22 4%
24MB	20 1%	4 2%	9 3% cdefg	- -%	* *% cdefg	- -%	- -%	- -%	5 2%	17 1%	2 1%	15 1%	5 1%	15 1%	5 1%
50MB	24 1%	1 *%	6 2% cd	- -%	- -%	3 2% cd	1 1%	1 1%	5 2%	22 2%	1 1%	18 2%	6 1%	10 1%	14 2% m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 52

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QE14 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2481	163	209	189	186	188	176	180	173	1750	731	1437	1035	1470	639
Effective Weighted Sample	1641	156	192	179	177	179	167	171	161	1343	337	951	736	1063	499
Total	1680	191	260	146	131	144	160	140	264	1447	233	1087	584	1070	563
Over 50MB	8	-	3	-	1	-	-	-	4	8	1	8	1	5	3
	1%	-%	1%	-%	1%	-%	-%	-%	2%	1%	1%	1%	1%	1%	1%
Other	27	2	4	4	1	1	2	8	2	20	7	17	10	16	11
	2%	1%	1%	3%	1%	1%	1%	6%	1%	1%	3%	2%	2%	1%	2%
								abdefh							
Don't know	1126	107	164	101	88	111	119	97	176	968	158	705	413	711	384
	67%	56%	63%	69%	68%	78%	75%	70%	67%	67%	68%	65%	71%	66%	68%
				a	a	abdh	ab	a					k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QE15 (QE11B). Can you tell me whether the actual speed of your main home internet connection is more than 512K? (SINGLE CODE)

Base : Those unaware of their broadband connection speed

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1686	686	1000	253	286	690	457	210	180	213	339	449	532	343	362	1005	206	224	251
Effective Weighted Sample	1116	450	666	158	182	474	315	136	107	143	254	306	345	236	233	871	133	152	231
Total	1126	445	681	180	214	444	287	123	101	141	268	323	346	212	245	965	76	54	31
Yes, more than 512K	235	124	112	41	58	89	47	20	18	29	60	77	77	41	41	198	26	5	6
	21%	28%	16%	23%	27%	20%	16%	16%	18%	21%	23%	24%	22%	19%	17%	21%	34%	9%	20%
		b			f							n				q	oqr		q
No, 512K or less	21	14	7	2	5	7	7	5	4	1	2	6	7	4	3	16	2	2	1
	2%	3%	1%	1%	2%	2%	3%	4%	4%	1%	1%	2%	2%	2%	1%	2%	2%	4%	2%
		b						j	j									o	
Don't know	869	307	562	137	152	348	233	98	79	111	206	240	262	166	201	750	48	47	24
	77%	69%	83%	76%	71%	78%	81%	80%	79%	79%	77%	74%	76%	79%	82%	78%	63%	86%	78%
			a			d	d								k	p		opr	p

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 53

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QE15 (QE11B). Can you tell me whether the actual speed of your main home internet connection is more than 512K? (SINGLE CODE)

Base : Those unaware of their broadband connection speed

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1686	94	131	132	127	147	132	126	116	1184	502	936	744	985	450
Effective Weighted Sample	1116	89	120	125	121	140	125	120	107	913	227	622	526	710	352
Total	1126	107	164	101	88	111	119	97	176	968	158	705	413	711	384
Yes, more than 512K	235	**	25	34	19	17	15	18	43	201	34	157	78	159	70
	21%	**	15%	34% bdefg	21%	16%	12%	18%	24% f	21%	22%	22%	19%	22%	18%
No, 512K or less	21	**	4	2	2	-	2	5	-	18	3	13	8	13	7
	2%	**	2%	2%	2%	-%	1%	5% eh	-%	2%	2%	2%	2%	2%	2%
Don't know	869	**	135	65	68	94	103	75	133	748	121	535	327	538	307
	77%	**	82% c	64%	77% c	84% c	86% ch	77% c	76%	77%	77%	76%	79%	76%	80%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 54

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QE16 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those with broadband at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2481	1207	1274	366	448	1029	638	300	238	339	560	692	810	489	490	1464	317	328	372
Effective Weighted Sample	1641	806	836	233	284	700	446	192	139	227	411	462	534	333	317	1273	209	224	344
Total	1680	807	872	257	348	671	404	179	132	227	445	502	539	307	332	1434	120	79	46
Yes	577	381	196	92	139	233	114	67	32	82	180	201	191	91	94	502	39	25	11
	34%	47%	22%	36%	40%	35%	28%	38%	24%	36%	40%	40%	35%	30%	28%	35%	32%	32%	25%
		b		f	f	f		h		h	h	mn	n			r			
No	879	341	538	130	161	350	238	73	76	117	228	258	277	163	180	741	68	44	26
	52%	42%	62%	51%	46%	52%	59%	41%	58%	51%	51%	51%	51%	53%	54%	52%	57%	56%	56%
			a				cde		g	g	g								
Don't know	223	85	138	35	47	89	52	38	24	28	37	42	71	52	58	192	13	10	9
	13%	11%	16%	14%	14%	13%	13%	21%	18%	12%	8%	8%	13%	17%	17%	13%	11%	12%	19%
			a					ij	j				k	k	k				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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 54

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QE16 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those with broadband at home

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2481	163	209	189	186	188	176	180	173	1750	731	1437	1035	1470	639
Effective Weighted Sample	1641	156	192	179	177	179	167	171	161	1343	337	951	736	1063	499
Total	1680	191	260	146	131	144	160	140	264	1447	233	1087	584	1070	563
Yes	577	76	92	61	47	41	57	44	84	491	86	401	174	394	172
	34%	40%	36%	42%	36%	29%	36%	31%	32%	34%	37%	37%	30%	37%	30%
		e		eg								l		n	
No	879	95	135	75	67	72	80	73	144	765	114	561	312	553	300
	52%	50%	52%	52%	51%	50%	50%	52%	55%	53%	49%	52%	53%	52%	53%
Don't know	223	20	33	10	17	31	23	23	35	191	32	126	97	123	92
	13%	10%	13%	7%	13%	21%	15%	17%	13%	13%	14%	12%	17%	11%	16%
					abcd		c	c					k		m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 55

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QE17 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with mobile broadband

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
								UNDER											
	Total	FEMALE														ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K-	£17.5K-	£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	~f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	513	239	274	121	135	204	53	75	40	75	130	136	163	90	124	337	53	62	61
Effective Weighted Sample	360	174	186	81	90	153	40	49	25	55	102	101	110	63	87	294	33	44	57
Total	377	177	200	92	105	141	39	48	28	55	107	113	114	60	91	332	18	18	8
A lot faster	14	4	10	1	6	3	**	**	**	**	3	3	5	**	3	12	**	**	**
	4%	2%	5%	1%	6%	2%	**	**	**	**	3%	2%	4%	**	3%	4%	**	**	**
A little faster	39	20	19	7	12	18	**	**	**	**	13	11	16	**	8	33	**	**	**
	10%	11%	10%	8%	12%	13%	**	**	**	**	12%	10%	14%	**	9%	10%	**	**	**
About the same	202	93	109	58	59	67	**	**	**	**	54	62	61	**	46	177	**	**	**
	54%	53%	54%	e	56%	48%	**	**	**	**	51%	55%	54%	**	51%	53%	**	**	**
A little slower	53	31	22	14	15	20	**	**	**	**	14	11	16	**	16	48	**	**	**
	14%	18%	11%	15%	14%	14%	**	**	**	**	13%	10%	14%	**	18%	14%	**	**	**
A lot slower	27	12	15	6	5	12	**	**	**	**	10	9	8	**	7	24	**	**	**
	7%	7%	7%	6%	5%	8%	**	**	**	**	9%	8%	7%	**	8%	7%	**	**	**
Don't know	42	17	25	7	8	21	**	**	**	**	13	17	8	**	11	38	**	**	**
	11%	10%	13%	7%	8%	15%	**	**	**	**	12%	15%	7%	**	12%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 55

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QE17 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	513	33	35	70	44	39	30	41	45	394	119	306	207	303	149
Effective Weighted Sample	360	32	32	67	42	38	28	39	42	309	57	215	153	225	121
Total	377	39	43	56	34	32	27	33	70	336	41	247	130	235	133
A lot faster	14	**	**	**	**	**	**	**	**	11	3	8	6	11	3
	4%	**	**	**	**	**	**	**	**	3%	7%	3%	5%	5%	2%
A little faster	39	**	**	**	**	**	**	**	**	35	4	31	8	25	13
	10%	**	**	**	**	**	**	**	**	11%	9%	13% l	6%	11%	10%
About the same	202	**	**	**	**	**	**	**	**	185	17	131	71	125	73
	54%	**	**	**	**	**	**	**	**	55%	42%	53%	55%	53%	55%
A little slower	53	**	**	**	**	**	**	**	**	45	8	37	16	32	20
	14%	**	**	**	**	**	**	**	**	13%	19%	15%	12%	14%	15%
A lot slower	27	**	**	**	**	**	**	**	**	22	4	19	8	15	11
	7%	**	**	**	**	**	**	**	**	7%	10%	8%	6%	7%	8%
Don't know	42	**	**	**	**	**	**	**	**	37	5	20	21	26	14
	11%	**	**	**	**	**	**	**	**	11%	13%	8%	17% k	11%	11%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 56

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QE18A (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 with mobile broadband

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ ~f	UNDER				AB k	C1 l	C2 ~m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
		MALE a	b					£11.5K- ~g	£17.5K- ~h	£29.9K- ~i	£30K+ j								
Significance Level: 95%																			
Unweighted total	513	239	274	121	135	204	53	75	40	75	130	136	163	90	124	337	53	62	61
Effective Weighted Sample	360	174	186	81	90	153	40	49	25	55	102	101	110	63	87	294	33	44	57
Total	377	177	200	92	105	141	39	48	28	55	107	113	114	60	91	332	18	18	8
Very satisfied	149 40%	70 40%	79 40%	32 34%	46 44%	58 41%	** **	** **	** **	** **	44 41%	52 46% n	42 37%	** **	26 29%	127 38%	** **	** **	** **
Fairly satisfied	167 44%	76 43%	90 45%	43 47%	46 43%	61 43%	** **	** **	** **	** **	52 48%	46 41%	51 45%	** **	52 57% k	151 45%	** **	** **	** **
Neither	24 6%	13 7%	11 6%	5 6%	8 8%	7 5%	** **	** **	** **	** **	4 4%	3 2%	14 12% k	** **	4 5%	22 7%	** **	** **	** **
Fairly dissatisfied	12 3%	5 3%	7 3%	5 5%	1 1%	5 3%	** **	** **	** **	** **	2 2%	3 3%	4 3%	** **	4 5%	11 3%	** **	** **	** **
Very dissatisfied	7 2%	4 2%	3 2%	4 4%	2 2%	1 1%	** **	** **	** **	** **	* *%	1 1%	- -%	** **	2 2%	6 2%	** **	** **	** **
Don't know	18 5%	8 5%	9 5%	3 4%	2 1%	9 6%	** **	** **	** **	** **	6 5%	8 7%	3 3%	** **	3 3%	16 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QE18A (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 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	513	33	35	70	44	39	30	41	45	394	119	306	207	303	149
Effective Weighted Sample	360	32	32	67	42	38	28	39	42	309	57	215	153	225	121
Total	377	39	43	56	34	32	27	33	70	336	41	247	130	235	133
Very satisfied	149	**	**	**	**	**	**	**	**	134	16	104	45	96	51
	40%	**	**	**	**	**	**	**	**	40%	39%	42%	35%	41%	38%
Fairly satisfied	167	**	**	**	**	**	**	**	**	150	17	103	64	104	58
	44%	**	**	**	**	**	**	**	**	45%	41%	42%	49%	44%	44%
Neither	24	**	**	**	**	**	**	**	**	23	1	18	7	16	7
	6%	**	**	**	**	**	**	**	**	7%	3%	7%	5%	7%	6%
Fairly dissatisfied	12	**	**	**	**	**	**	**	**	10	2	7	4	4	7
	3%	**	**	**	**	**	**	**	**	3%	5%	3%	3%	2%	5%
Very dissatisfied	7	**	**	**	**	**	**	**	**	6	2	5	2	3	4
	2%	**	**	**	**	**	**	**	**	2%	4%	2%	2%	1%	3%
Don't know	18	**	**	**	**	**	**	**	**	14	3	11	7	12	5
	5%	**	**	**	**	**	**	**	**	4%	8%	4%	5%	5%	4%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QE18B (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 with mobile broadband

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+ ~f	UNDER				AB	C1	C2 ~m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
		MALE a						£11.5K- ~g	£17.5K- ~h	£29.9K- ~i	£30K+ j								
Significance Level: 95%			b	c	d	e						k	l						
Unweighted total	513	239	274	121	135	204	53	75	40	75	130	136	163	90	124	337	53	62	61
Effective Weighted Sample	360	174	186	81	90	153	40	49	25	55	102	101	110	63	87	294	33	44	57
Total	377	177	200	92	105	141	39	48	28	55	107	113	114	60	91	332	18	18	8
Very satisfied	141	65	76	31	45	53	**	**	**	**	43	45	44	**	28	121	**	**	**
	37%	37%	38%	33%	43%	38%	**	**	**	**	40%	40%	38%	**	30%	36%	**	**	**
Fairly satisfied	147	67	80	41	38	54	**	**	**	**	46	42	48	**	37	131	**	**	**
	39%	38%	40%	45%	36%	38%	**	**	**	**	43%	37%	42%	**	41%	40%	**	**	**
Neither	30	15	15	7	11	8	**	**	**	**	4	6	9	**	10	28	**	**	**
	8%	8%	7%	8%	10%	6%	**	**	**	**	4%	6%	8%	**	11%	8%	**	**	**
Fairly dissatisfied	25	14	11	5	7	12	**	**	**	**	4	3	9	**	11	22	**	**	**
	7%	8%	6%	6%	7%	8%	**	**	**	**	4%	3%	8%	**	12%	7%	**	**	**
Very dissatisfied	17	8	8	4	2	6	**	**	**	**	4	7	1	**	3	15	**	**	**
	4%	5%	4%	5%	2%	4%	**	**	**	**	4%	6%	1%	**	3%	4%	**	**	**
Don't know	18	8	9	3	2	9	**	**	**	**	6	8	3	**	3	16	**	**	**
	5%	5%	5%	4%	1%	6%	**	**	**	**	5%	7%	3%	**	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QE18B (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 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	513	33	35	70	44	39	30	41	45	394	119	306	207	303	149
Effective Weighted Sample	360	32	32	67	42	38	28	39	42	309	57	215	153	225	121
Total	377	39	43	56	34	32	27	33	70	336	41	247	130	235	133
Very satisfied	141 37%	**	**	**	**	**	**	**	**	127 38%	14 34%	103 42% l	37 29%	87 37%	52 39%
Fairly satisfied	147 39%	**	**	**	**	**	**	**	**	135 40%	12 30%	90 36%	57 44%	93 39%	50 38%
Neither	30 8%	**	**	**	**	**	**	**	**	26 8%	4 9%	19 8%	11 8%	22 9%	7 5%
Fairly dissatisfied	25 7%	**	**	**	**	**	**	**	**	22 7%	3 8%	15 6%	11 8%	13 6%	11 9%
Very dissatisfied	17 4%	**	**	**	**	**	**	**	**	12 4%	4 11% i	10 4%	7 5%	9 4%	7 5%
Don't know	18 5%	**	**	**	**	**	**	**	**	14 4%	3 8%	11 4%	7 5%	12 5%	5 4%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 58

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QE18C (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 with mobile broadband

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ ~f	UNDER				AB k	C1 l	C2 ~m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
		MALE a						£11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ j								
Significance Level: 95%																			
Unweighted total	513	239	274	121	135	204	53	75	40	75	130	136	163	90	124	337	53	62	61
Effective Weighted Sample	360	174	186	81	90	153	40	49	25	55	102	101	110	63	87	294	33	44	57
Total	377	177	200	92	105	141	39	48	28	55	107	113	114	60	91	332	18	18	8
Very satisfied	155	70	86	36	42	65	**	**	**	**	47	53	45	**	33	134	**	**	**
	41%	39%	43%	39%	40%	46%	**	**	**	**	44%	47%	40%	**	37%	40%	**	**	**
Fairly satisfied	147	75	72	36	43	51	**	**	**	**	44	38	46	**	38	130	**	**	**
	39%	42%	36%	39%	41%	36%	**	**	**	**	41%	34%	40%	**	42%	39%	**	**	**
Neither	27	14	14	5	11	7	**	**	**	**	7	7	12	**	3	25	**	**	**
	7%	8%	7%	5%	11%	5%	**	**	**	**	6%	6%	11%	**	4%	7%	**	**	**
Fairly dissatisfied	19	7	12	10	2	6	**	**	**	**	2	3	7	**	9	19	**	**	**
	5%	4%	6%	11% d	2%	4%	**	**	**	**	2%	2%	6%	**	10% k	6%	**	**	**
Very dissatisfied	10	3	7	2	4	3	**	**	**	**	1	3	-	**	5	8	**	**	**
	3%	2%	3%	2%	4%	2%	**	**	**	**	1%	3%	-%	**	5% l	3%	**	**	**
Don't know	18	8	10	3	2	9	**	**	**	**	6	9	3	**	3	16	**	**	**
	5%	5%	5%	4%	2%	6%	**	**	**	**	5%	8%	3%	**	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 58

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QE18C (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 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	513	33	35	70	44	39	30	41	45	394	119	306	207	303	149
Effective Weighted Sample	360	32	32	67	42	38	28	39	42	309	57	215	153	225	121
Total	377	39	43	56	34	32	27	33	70	336	41	247	130	235	133
Very satisfied	155	**	**	**	**	**	**	**	**	139	16	109	46	98	55
	41%	**	**	**	**	**	**	**	**	41%	40%	44%	36%	42%	41%
Fairly satisfied	147	**	**	**	**	**	**	**	**	132	14	91	56	94	49
	39%	**	**	**	**	**	**	**	**	39%	35%	37%	43%	40%	37%
Neither	27	**	**	**	**	**	**	**	**	23	4	18	9	20	7
	7%	**	**	**	**	**	**	**	**	7%	9%	7%	7%	8%	5%
Fairly dissatisfied	19	**	**	**	**	**	**	**	**	17	2	13	6	9	11
	5%	**	**	**	**	**	**	**	**	5%	6%	5%	5%	4%	8%
Very dissatisfied	10	**	**	**	**	**	**	**	**	10	*	6	4	3	6
	3%	**	**	**	**	**	**	**	**	3%	1%	2%	3%	1%	5%
Don't know	18	**	**	**	**	**	**	**	**	15	3	11	8	12	6
	5%	**	**	**	**	**	**	**	**	4%	8%	4%	6%	5%	4%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 59

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QE19 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2243	1098	1145	294	385	948	616	242	211	298	533	661	747	434	401	1311	294	303	335
Effective Weighted Sample	1480	728	752	187	243	640	429	154	124	198	390	443	493	293	255	1142	195	207	309
Total	1513	733	780	205	300	619	389	139	114	199	424	479	495	275	264	1287	113	72	42
A lot faster	82 5%	46 6%	36 5%	10 5%	18 6%	33 5%	22 6%	6 4%	7 7%	9 4%	29 7%	33 7% m	25 5%	8 3%	16 6% m	71 6%	4 4%	4 5%	3 8%
A little faster	168 11%	88 12%	80 10%	32 16% e	34 11%	59 10%	43 11%	17 12%	14 13%	27 14%	44 10%	54 11%	58 12%	26 10%	30 11%	144 11%	11 10%	8 11%	5 13%
About the same	785 52%	382 52%	403 52%	108 53% f	178 59% f	332 54% f	167 43%	66 48%	56 49%	104 52%	224 53%	254 53%	249 50%	149 54%	134 51%	667 52%	59 52%	38 53%	22 52%
A little slower	209 14%	107 15%	102 13%	26 12%	34 11%	91 15%	59 15%	25 18%	12 10%	26 13%	67 16%	64 13%	74 15%	43 15%	29 11%	178 14%	15 13%	11 16% r	4 10%
A lot slower	119 8%	61 8%	59 8%	14 7%	20 7%	47 8%	39 10%	12 9%	9 8%	16 8%	31 7%	37 8%	41 8%	22 8%	19 7%	100 8%	12 11% r	5 6%	2 5%
Don't know	149 10%	49 7%	100 13% a	15 7%	17 6%	58 9%	60 15% cde	13 10%	15 13% j	16 8%	28 7%	38 8%	47 10%	28 10%	36 14% k	127 10%	11 10%	7 9%	5 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 59

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QE19 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2243	149	193	164	163	167	166	157	152	1573	670	1319	915	1347	561
Effective Weighted Sample	1480	143	178	155	155	159	157	150	141	1208	308	871	652	974	436
Total	1513	176	239	127	114	127	151	122	232	1300	213	994	511	979	493
A lot faster	82 5%	4 2%	13 5%	10 8% af	7 6%	5 4%	4 3%	8 7%	21 9% af	70 5%	12 6%	52 5%	31 6%	61 6%	18 4%
A little faster	168 11%	15 9%	30 12%	18 14%	15 13%	11 9%	16 11%	17 14%	22 10%	151 12%	17 8%	114 11%	54 11%	110 11%	53 11%
About the same	785 52%	110 62% cdfh	127 53% c	54 42%	55 49%	73 58% c	75 49%	64 52%	109 47%	698 54% j	87 41%	528 53%	250 49%	502 51%	261 53%
A little slower	209 14%	24 14%	34 14%	23 18% h	17 15%	16 12%	21 14%	20 17%	23 10%	168 13%	41 19% i	142 14%	64 13%	138 14%	67 14%
A lot slower	119 8%	10 6%	12 5%	9 7%	13 12% beg	7 5%	20 13% abeg	6 5%	24 10%	92 7%	28 13% i	73 7%	46 9%	89 9% n	28 6%
Don't know	149 10%	14 8%	24 10%	13 10%	7 6%	15 12%	15 10%	7 6%	33 14% dg	121 9%	28 13% i	85 9%	65 13% k	79 8%	66 13% m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 60

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

QE20A (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 with fixed broadband at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2243	1098	1145	294	385	948	616	242	211	298	533	661	747	434	401	1311	294	303	335
Effective Weighted Sample	1480	728	752	187	243	640	429	154	124	198	390	443	493	293	255	1142	195	207	309
Total	1513	733	780	205	300	619	389	139	114	199	424	479	495	275	264	1287	113	72	42
Very satisfied	682	324	357	92	147	277	166	72	48	81	181	223	215	115	128	577	47	39	18
	45%	44%	46%	45%	49%	45%	43%	52% i	42%	41%	43%	47%	43%	42%	49%	45%	42%	54% opr	44%
Fairly satisfied	604	296	308	82	111	246	165	45	50	91	171	186	212	113	94	513	47	27	18
	40%	40%	40%	40%	37%	40%	42%	33%	43%	46% g	40%	39%	43%	41%	36%	40%	42%	37%	43%
Neither	111	54	56	14	28	43	25	9	9	15	39	39	29	24	19	98	9	2	2
	7%	7%	7%	7%	9%	7%	6%	7%	8%	7%	9%	8%	6%	9%	7%	8% qr	8% q	3%	4%
Fairly dissatisfied	61	30	31	11	11	28	10	7	3	9	20	14	22	14	10	54	4	*	2
	4%	4%	4%	6%	4%	5%	3%	5%	3%	5%	5%	3%	5%	5%	4%	4% q	4% q	1%	6% q
Very dissatisfied	30	20	9	3	2	18	7	4	1	2	7	8	9	6	7	26	2	1	*
	2%	3% b	1%	2%	1%	3% d	2%	3%	1%	1%	2%	2%	2%	2%	3%	2%	2%	1%	1%
Don't know	25	7	18	2	2	6	16	1	4	*	6	9	8	3	5	19	3	3	1
	2%	1%	2% a	1%	1%	1%	4% cde	1%	3% i	*% i	1%	2%	2%	1%	2%	1%	2%	4% 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 60

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

QE20A (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 with fixed broadband at home

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2243	149	193	164	163	167	166	157	152	1573	670	1319	915	1347	561
Effective Weighted Sample	1480	143	178	155	155	159	157	150	141	1208	308	871	652	974	436
Total	1513	176	239	127	114	127	151	122	232	1300	213	994	511	979	493
Very satisfied	682	49	123	46	55	54	71	65	114	600	82	465	215	442	222
	45%	28%	51%	36%	49%	43%	47%	53%	49%	46%	39%	47%	42%	45%	45%
			ac		ac	a	a	ac	ac	j					
Fairly satisfied	604	86	85	60	44	60	64	37	77	515	90	390	207	398	189
	40%	49%	35%	47%	39%	47%	42%	30%	33%	40%	42%	39%	40%	41%	38%
		bgh		bgh		bgh	g								
Neither	111	22	15	12	4	10	9	8	19	96	15	71	40	71	38
	7%	13%	6%	9%	3%	8%	6%	6%	8%	7%	7%	7%	8%	7%	8%
		df		d											
Fairly dissatisfied	61	12	7	5	6	-	4	9	11	50	11	41	20	34	25
	4%	7%	3%	4%	6%	-%	3%	7%	5%	4%	5%	4%	4%	4%	5%
		e	e	e	e		e	e	e						
Very dissatisfied	30	2	5	3	4	1	3	3	7	23	6	19	11	18	11
	2%	1%	2%	2%	3%	1%	2%	2%	3%	2%	3%	2%	2%	2%	2%
Don't know	25	5	5	2	-	1	1	1	5	17	9	9	17	15	9
	2%	3%	2%	1%	-%	1%	1%	1%	2%	1%	4%	1%	3%	2%	2%
		d									i		k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 61

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

QE20B (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 with fixed broadband at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	2243	1098	1145	294	385	948	616	242	211	298	533	661	747	434	401	1311	294	303	335
Effective Weighted Sample	1480	728	752	187	243	640	429	154	124	198	390	443	493	293	255	1142	195	207	309
Total	1513	733	780	205	300	619	389	139	114	199	424	479	495	275	264	1287	113	72	42
Very satisfied	574 38%	267 36%	307 39%	78 38%	127 42%	233 38%	136 35%	64 46% ij	44 39%	68 34%	155 37%	180 38%	179 36%	104 38%	112 43%	491 38%	38 34%	31 43%	15 36%
Fairly satisfied	609 40%	303 41%	306 39%	87 43%	124 41%	246 40%	152 39%	41 30%	54 47% g	88 44% g	175 41% g	204 43% m	208 42%	97 35%	100 38%	520 40%	41 37%	29 41%	19 45%
Neither	124 8%	67 9%	57 7%	13 7%	22 7%	54 9%	34 9%	10 8% h	1 1% h	17 8% h	36 9% h	34 7%	41 8%	32 12% kn	17 7%	106 8%	12 11% q	3 5%	2 6%
Fairly dissatisfied	112 7%	52 7%	60 8%	15 7%	16 5%	47 8%	33 9%	11 8%	7 6%	17 8%	34 8%	34 7%	42 8%	22 8%	15 6%	95 7%	11 10% q	3 4%	3 7%
Very dissatisfied	65 4%	36 5%	29 4%	10 5%	8 3%	29 5%	18 5%	11 8%	3 3%	8 4%	16 4%	19 4%	18 4%	16 6%	12 5%	54 4%	7 6%	3 4%	2 4%
Don't know	29 2%	9 1%	21 3% a	2 1%	3 1%	9 1%	16 4% cde	1 1%	4 4% i	1 *%	7 2%	9 2%	8 2%	5 2%	7 3%	22 2%	4 3%	3 4% o	1 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 61

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

QE20B (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 with fixed broadband at home

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2243	149	193	164	163	167	166	157	152	1573	670	1319	915	1347	561
Effective Weighted Sample	1480	143	178	155	155	159	157	150	141	1208	308	871	652	974	436
Total	1513	176	239	127	114	127	151	122	232	1300	213	994	511	979	493
Very satisfied	574	48	105	42	45	48	61	54	86	515	59	398	176	361	198
	38%	27%	44%	33%	40%	38%	41%	44%	37%	40%	28%	40%	34%	37%	40%
			ac		a		a	ac		j		l			
Fairly satisfied	609	80	85	52	48	60	57	44	94	522	88	389	212	394	197
	40%	46%	35%	41%	42%	47%	38%	36%	41%	40%	41%	39%	42%	40%	40%
					bg										
Neither	124	20	12	15	6	12	9	12	20	97	27	78	45	85	37
	8%	11%	5%	12%	5%	9%	6%	10%	8%	7%	13%	8%	9%	9%	7%
		b		bd							i				
Fairly dissatisfied	112	11	26	12	8	4	13	7	13	93	19	83	29	79	30
	7%	6%	11%	9%	7%	3%	9%	6%	6%	7%	9%	8%	6%	8%	6%
			e	e			e								
Very dissatisfied	65	10	7	3	6	1	9	4	15	54	11	36	29	44	19
	4%	6%	3%	3%	5%	1%	6%	3%	6%	4%	5%	4%	6%	5%	4%
		e			e		e		e			k			
Don't know	29	6	3	2	1	3	1	2	5	21	8	10	19	16	12
	2%	3%	1%	1%	1%	2%	1%	1%	2%	2%	4%	1%	4%	2%	2%
											i		k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 62

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

QE20C (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 with fixed broadband at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K-	£11.5K-	£17.5K-	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2243	1098	1145	294	385	948	616	242	211	298	533	661	747	434	401	1311	294	303	335
Effective Weighted Sample	1480	728	752	187	243	640	429	154	124	198	390	443	493	293	255	1142	195	207	309
Total	1513	733	780	205	300	619	389	139	114	199	424	479	495	275	264	1287	113	72	42
Very satisfied	703	339	364	90	137	301	175	71	54	89	188	226	225	127	126	596	51	38	18
	46%	46%	47%	44%	46%	49%	45%	51%	47%	45%	44%	47%	45%	46%	48%	46%	45%	52%	44%
Fairly satisfied	602	291	310	86	121	235	159	47	52	85	183	202	195	103	102	514	44	26	17
	40%	40%	40%	42%	40%	38%	41%	34%	46%	43%	43%	42%	39%	37%	39%	40%	40%	36%	41%
								g			g								
Neither	96	54	42	14	24	37	21	6	2	8	26	27	33	23	13	82	9	2	2
	6%	7%	5%	7%	8%	6%	5%	4%	2%	4%	6%	6%	7%	8%	5%	6%	8%	3%	5%
											h						q		
Fairly dissatisfied	60	24	36	9	13	24	14	10	2	12	10	8	24	14	15	52	3	3	2
	4%	3%	5%	4%	4%	4%	4%	8%	2%	6%	2%	2%	5%	5%	6%	4%	3%	4%	5%
								hj		j			k	k	k				
Very dissatisfied	27	17	10	5	3	15	5	3	1	4	10	8	10	6	3	24	2	1	1
	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%
Don't know	26	7	18	2	2	7	15	1	4	*	7	9	9	3	5	19	3	3	1
	2%	1%	2%	1%	1%	1%	4%	1%	3%	%	2%	2%	2%	1%	2%	2%	2%	4%	3%
			a				cde		i									o	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 62

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QE20C (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 with fixed broadband at home

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2243	149	193	164	163	167	166	157	152	1573	670	1319	915	1347	561
Effective Weighted Sample	1480	143	178	155	155	159	157	150	141	1208	308	871	652	974	436
Total	1513	176	239	127	114	127	151	122	232	1300	213	994	511	979	493
Very satisfied	703	51	129	56	59	57	72	68	105	610	93	490	213	463	222
	46%	29%	54%	45%	52%	45%	47%	55%	45%	47%	44%	49%	42%	47%	45%
			a	a	a	a	a	a	a			l			
Fairly satisfied	602	87	83	49	41	62	68	36	88	519	83	378	216	392	193
	40%	50%	35%	39%	36%	49%	45%	29%	38%	40%	39%	38%	42%	40%	39%
		bdgh				bdg	g								
Neither	96	21	11	10	3	5	6	7	18	80	16	64	32	61	33
	6%	12%	5%	8%	2%	4%	4%	6%	8%	6%	8%	6%	6%	6%	7%
		bdef		d					d						
Fairly dissatisfied	60	6	9	7	6	1	2	8	13	50	10	33	27	34	23
	4%	4%	4%	6%	5%	1%	1%	6%	5%	4%	5%	3%	5%	4%	5%
				ef	e			ef	e						
Very dissatisfied	27	5	4	1	4	1	3	2	3	25	2	20	7	13	13
	2%	3%	2%	1%	4%	1%	2%	2%	1%	2%	1%	2%	1%	1%	3%
Don't know	26	5	3	2	1	1	1	1	5	17	9	9	16	16	9
	2%	3%	1%	2%	1%	1%	1%	1%	2%	1%	4%	1%	3%	2%	2%
											i		k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QE21 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Have you or anyone in your household ever used a fixed wireless internet connection at home? (SINGLE CODE)

Base : Those with fixed broadband at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2243	1098	1145	294	385	948	616	242	211	298	533	661	747	434	401	1311	294	303	335
Effective Weighted Sample	1480	728	752	187	243	640	429	154	124	198	390	443	493	293	255	1142	195	207	309
Total	1513	733	780	205	300	619	389	139	114	199	424	479	495	275	264	1287	113	72	42
Yes & currently using	1131	553	577	171	246	467	247	94	81	151	342	382	374	190	185	979	74	50	28
	75%	75%	74%	83%	82%	75%	63%	68%	71%	76%	81%	80%	75%	69%	70%	76%	66%	69%	67%
				ef	ef	f					gh	mn	m		pqr				
Yes but stopped using	33	21	12	4	6	14	9	4	1	3	8	13	7	5	7	25	5	1	1
	2%	3%	2%	2%	2%	2%	2%	3%	1%	2%	2%	3%	1%	2%	3%	2%	5%	2%	3%
																	o		
No never used	314	150	165	26	46	127	115	37	27	40	69	78	100	72	64	260	29	16	9
	21%	20%	21%	13%	15%	21%	30%	27%	24%	20%	16%	16%	20%	26%	24%	20%	26%	22%	23%
						c	cde	j						kl	k				
Don't know	36	9	27	5	2	11	18	3	5	4	5	5	15	8	7	23	4	5	3
	2%	1%	3%	2%	1%	2%	5%	2%	4%	2%	1%	1%	3%	3%	3%	2%	4%	7%	8%
			a				de		j				k				o	o	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QE21 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Have you or anyone in your household ever used a fixed wireless internet connection at home? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2243	149	193	164	163	167	166	157	152	1573	670	1319	915	1347	561
Effective Weighted Sample	1480	143	178	155	155	159	157	150	141	1208	308	871	652	974	436
Total	1513	176	239	127	114	127	151	122	232	1300	213	994	511	979	493
Yes & currently using	1131	130	191	104	68	77	119	102	189	965	166	768	356	745	358
	75%	74%	80%	82%	59%	60%	79%	84%	82%	74%	78%	77%	70%	76%	73%
		de	de	de			de	ade	de			l			
Yes but stopped using	33	-	3	4	3	3	1	1	9	26	7	19	13	23	9
	2%	-%	1%	3%	3%	3%	1%	1%	4%	2%	3%	2%	3%	2%	2%
				a	a	a			a						
No never used	314	43	40	15	40	46	30	15	30	282	32	196	116	189	116
	21%	24%	17%	12%	35%	36%	20%	13%	13%	22%	15%	20%	23%	19%	23%
		cgh			abcfgh	abcfgh				j					
Don't know	36	4	5	4	3	1	1	3	4	28	8	11	25	22	10
	2%	2%	2%	3%	2%	*%	1%	3%	2%	2%	4%	1%	5%	2%	2%
													k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 64

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

QE22 (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	FEMALE		16-24 ~c	25-34 ~d	35-54 e	55+ f	UNDER				AB ~k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K ~i	£30K+ ~j								
Significance Level: 95%			b																
Unweighted total	920	434	486	82	76	158	604	378	131	60	32	78	185	193	464	475	158	154	133
Effective Weighted Sample	596	281	315	54	48	101	403	244	85	41	22	52	125	123	300	412	112	101	122
Total	527	247	280	61	49	97	320	189	76	46	24	53	118	95	261	411	70	30	15
Certain to	20	10	10	**	**	8	1	3	2	**	**	**	5	4	7	15	3	1	*
	4%	4%	3%	**	**	8%	*%	2%	3%	**	**	**	4%	5%	3%	4%	5%	4%	1%
						f													
Very likely	18	4	14	**	**	3	4	6	3	**	**	**	4	4	9	15	*	2	1
	3%	2%	5%	**	**	3%	1%	3%	3%	**	**	**	3%	4%	3%	4%	*%	6%	4%
			a													p		p	p
Likely	44	24	20	**	**	9	12	14	7	**	**	**	14	7	22	34	6	2	2
	8%	10%	7%	**	**	9%	4%	7%	10%	**	**	**	12%	7%	8%	8%	9%	7%	11%
						f													
Unlikely	61	24	37	**	**	19	29	14	17	**	**	**	13	10	32	49	6	5	1
	12%	10%	13%	**	**	20%	9%	7%	23%	**	**	**	11%	11%	12%	12%	8%	17%	8%
						f			g									r	
Very unlikely	74	40	33	**	**	12	46	31	8	**	**	**	15	16	39	54	11	5	4
	14%	16%	12%	**	**	12%	15%	16%	11%	**	**	**	13%	16%	15%	13%	16%	16%	25%
																		o	
Certain not to	240	111	129	**	**	18	206	106	31	**	**	**	43	37	130	186	36	11	7
	46%	45%	46%	**	**	18%	64%	56%	40%	**	**	**	36%	39%	50%	45%	52%	36%	47%
						e		h							lm		q		
Don't know	70	33	37	**	**	29	22	16	8	**	**	**	24	18	23	58	7	4	1
	13%	13%	13%	**	**	30%	7%	8%	10%	**	**	**	20%	19%	9%	14%	10%	13%	4%
						f							n	n		r		r	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 64

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QE22 (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	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	920	74	36	60	48	67	58	68	64	655	265	192	721	462	325
Effective Weighted Sample	596	71	33	58	45	63	55	65	60	512	105	122	497	309	255
Total	527	77	42	39	29	46	46	44	87	474	53	148	375	277	235
Certain to	20	**	**	**	**	**	**	**	**	16	4	14	5	10	9
	4%	**	**	**	**	**	**	**	**	3%	7%	9% 	1%	4%	4%
Very likely	18	**	**	**	**	**	**	**	**	15	2	4	14	11	6
	3%	**	**	**	**	**	**	**	**	3%	5%	3%	4%	4%	2%
Likely	44	**	**	**	**	**	**	**	**	40	4	20	24	18	24
	8%	**	**	**	**	**	**	**	**	8%	7%	14% 	6%	7%	10%
Unlikely	61	**	**	**	**	**	**	**	**	56	6	23	39	34	26
	12%	**	**	**	**	**	**	**	**	12%	11%	15%	10%	12%	11%
Very unlikely	74	**	**	**	**	**	**	**	**	67	6	14	59	42	28
	14%	**	**	**	**	**	**	**	**	14%	12%	10%	16%	15%	12%
Certain not to	240	**	**	**	**	**	**	**	**	215	25	33	204	125	107
	46%	**	**	**	**	**	**	**	**	45%	46%	22%	54% k	45%	46%
Don't know	70	**	**	**	**	**	**	**	**	64	6	40	30	35	35
	13%	**	**	**	**	**	**	**	**	13%	12%	27% 	8%	13%	15%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 65

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QE23A (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTICODE) UNPROMPTED

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

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 ~c	25-34 ~d	35-54 ~e	55+ f	UNDER				AB ~k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ ~i	£30K+ ~j								
Significance Level: 95%																			
Unweighted total	687	327	360	34	30	86	537	305	102	34	16	60	127	135	365	349	118	114	106
Effective Weighted Sample	445	214	231	22	19	53	358	197	69	22	11	41	86	86	236	303	84	74	97
Total	375	175	199	26	20	49	281	150	56	24	13	40	71	62	201	289	53	21	12
No need	197	94	102	**	**	**	153	68	35	**	**	**	44	38	93	151	25	12	8
	52%	54%	51%	**	**	**	54%	45%	63%	**	**	**	62%	60%	47%	52%	47%	59%	68%
								g					n	n					op
Don't want a computer	126	58	67	**	**	**	109	51	18	**	**	**	19	21	73	100	15	8	3
	34%	33%	34%	**	**	**	39%	34%	32%	**	**	**	26%	33%	36%	35%	29%	38%	24%
																r			
Too old to use the internet	96	42	55	**	**	**	96	49	11	**	**	**	14	11	59	74	14	5	3
	26%	24%	27%	**	**	**	34%	33%	19%	**	**	**	20%	18%	29%	26%	26%	26%	22%
								h							m				
Don't know how you use computers/ the internet	94	42	52	**	**	**	82	42	15	**	**	**	14	12	57	62	24	6	3
	25%	24%	26%	**	**	**	29%	28%	26%	**	**	**	20%	20%	28%	21%	45%	28%	24%
																	oqr		
Too expensive to set up	60	27	33	**	**	**	24	29	8	**	**	**	7	7	44	45	10	4	1
	16%	15%	16%	**	**	**	9%	20%	14%	**	**	**	10%	11%	22%	16%	18%	20%	9%
															lm				
Computer is too expensive to buy	41	21	20	**	**	**	23	20	7	**	**	**	5	6	31	30	8	3	*
	11%	12%	10%	**	**	**	8%	13%	13%	**	**	**	6%	9%	15%	10%	16%	12%	3%
															l	r	r	r	
Charges are too expensive	26	12	14	**	**	**	8	12	3	**	**	**	2	2	22	17	7	2	1
	7%	7%	7%	**	**	**	3%	8%	5%	**	**	**	3%	3%	11%	6%	13%	9%	6%
															lm		o		
Friends/ family member checks things on the internet for me	26	11	16	**	**	**	20	6	2	**	**	**	5	5	11	19	4	3	*
	7%	6%	8%	**	**	**	7%	4%	4%	**	**	**	7%	8%	6%	6%	8%	15%	2%
																		or	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE23A (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTICODE) UNPROMPTED

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

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 ~c	25-34 ~d	35-54 ~e	55+ f	UNDER				AB ~k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ ~i	£30K+ ~j								
Significance Level: 95%																			
Unweighted total	687	327	360	34	30	86	537	305	102	34	16	60	127	135	365	349	118	114	106
Effective Weighted Sample	445	214	231	22	19	53	358	197	69	22	11	41	86	86	236	303	84	74	97
Total	375	175	199	26	20	49	281	150	56	24	13	40	71	62	201	289	53	21	12
Worries/ concerns about privacy issues	24 7%	9 5%	15 8%	** **	** **	** **	19 7%	6 4%	2 3%	** **	** **	** **	6 9%	4 6%	11 5%	23 8% pr	1 2%	* 2%	- -%
Concerned about security/ fraud	20 5%	8 5%	12 6%	** **	** **	** **	17 6%	3 2%	2 4%	** **	** **	** **	5 8%	3 5%	9 5%	20 7% pr	- -%	* 1%	- -%
Don't have a phone line	19 5%	9 5%	11 5%	** **	** **	** **	5 2%	6 4%	3 6%	** **	** **	** **	2 3%	1 2%	11 6%	15 5%	3 5%	1 7%	* 4%
Satisfied with using the internet elsewhere	12 3%	10 6% b	2 1%	** **	** **	** **	4 1%	2 1%	2 3%	** **	** **	** **	2 3%	3 4%	4 2%	9 3%	2 4%	1 3%	* 4%
Satisfied with using the internet at work	3 1%	3 2% b	- -%	** **	** **	** **	1 *%	* *%	- -%	** **	** **	** **	1 2% n	1 2% n	* *%	3 1%	- -%	* *%	- -%
Other	47 13%	20 12%	27 13%	** **	** **	** **	31 11%	16 10%	4 8%	** **	** **	** **	12 17%	6 9%	22 11%	44 15% pq	1 2%	1 6%	1 8% p
Don't know	3 1%	3 1%	* *%	** **	** **	** **	3 1%	* *%	- -%	** **	** **	** **	* *%	1 2% n	* *%	2 1%	* *%	* 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE23A (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTICODE) 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	~k	l	m	n
Unweighted total	687	47	28	49	38	44	37	58	48	490	197	91	590	348	233
Effective Weighted Sample	445	45	26	48	36	42	36	56	45	383	78	56	402	234	184
Total	375	46	33	31	23	29	28	37	63	338	36	70	302	201	161
No need	197	**	**	**	**	**	**	**	**	175	22	**	155	118	71
	52%	**	**	**	**	**	**	**	**	52%	59%	**	51%	58% n	44%
Don't want a computer	126	**	**	**	**	**	**	**	**	117	9	**	106	67	56
	34%	**	**	**	**	**	**	**	**	34%	25%	**	35%	33%	35%
Too old to use the internet	96	**	**	**	**	**	**	**	**	86	10	**	92	51	42
	26%	**	**	**	**	**	**	**	**	26%	27%	**	31%	26%	26%
Don't know how you use computers/ the internet	94	**	**	**	**	**	**	**	**	86	8	**	82	47	44
	25%	**	**	**	**	**	**	**	**	25%	22%	**	27%	23%	27%
Too expensive to set up	60	**	**	**	**	**	**	**	**	55	5	**	41	37	22
	16%	**	**	**	**	**	**	**	**	16%	14%	**	14%	18%	13%
Computer is too expensive to buy	41	**	**	**	**	**	**	**	**	39	2	**	33	17	23
	11%	**	**	**	**	**	**	**	**	11%	6%	**	11%	9%	14%
Charges are too expensive	26	**	**	**	**	**	**	**	**	24	2	**	17	11	14
	7%	**	**	**	**	**	**	**	**	7%	7%	**	6%	6%	9%
Friends/ family member checks things on the internet for me	26	**	**	**	**	**	**	**	**	24	2	**	21	18	8
	7%	**	**	**	**	**	**	**	**	7%	5%	**	7%	9%	5%
Worries/ concerns about privacy issues	24	**	**	**	**	**	**	**	**	24	*	**	23	10	15
	7%	**	**	**	**	**	**	**	**	7%	1%	**	8%	5%	9%

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

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QE23A (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTICODE) 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	~k	l	m	n
Unweighted total	687	47	28	49	38	44	37	58	48	490	197	91	590	348	233
Effective Weighted Sample	445	45	26	48	36	42	36	56	45	383	78	56	402	234	184
Total	375	46	33	31	23	29	28	37	63	338	36	70	302	201	161
Concerned about security/ fraud	20	**	**	**	**	**	**	**	**	20	*	**	18	8	12
	5%	**	**	**	**	**	**	**	**	6%	*%	**	6%	4%	7%
										j					
Don't have a phone line	19	**	**	**	**	**	**	**	**	17	2	**	11	12	7
	5%	**	**	**	**	**	**	**	**	5%	5%	**	3%	6%	4%
Satisfied with using the internet elsewhere	12	**	**	**	**	**	**	**	**	12	*	**	7	5	6
	3%	**	**	**	**	**	**	**	**	3%	1%	**	2%	3%	4%
Satisfied with using the internet at work	3	**	**	**	**	**	**	**	**	3	*	**	*	2	1
	1%	**	**	**	**	**	**	**	**	1%	*%	**	*%	1%	1%
Other	47	**	**	**	**	**	**	**	**	41	6	**	30	21	25
	13%	**	**	**	**	**	**	**	**	12%	16%	**	10%	10%	16%
Don't know	3	**	**	**	**	**	**	**	**	2	*	**	3	3	-
	1%	**	**	**	**	**	**	**	**	1%	1%	**	1%	1%	-%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE23B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 ~c	25-34 ~d	35-54 ~e	55+ f	UNDER				AB ~k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ ~i	£30K+ ~j								
Significance Level: 95%																			
Unweighted total	687	327	360	34	30	86	537	305	102	34	16	60	127	135	365	349	118	114	106
Effective Weighted Sample	445	214	231	22	19	53	358	197	69	22	11	41	86	86	236	303	84	74	97
Total	375	175	199	26	20	49	281	150	56	24	13	40	71	62	201	289	53	21	12
No need	108 29%	53 30%	55 27%	** **	** **	** **	81 29%	41 27%	20 36%	** **	** **	** **	26 36%	22 35%	50 25%	83 29%	12 22%	7 33%	6 48% op
Too old to use the internet	56 15%	22 13%	33 17%	** **	** **	** **	56 20%	30 20%	6 10%	** **	** **	** **	8 11%	7 12%	32 16%	43 15%	9 16%	2 11%	2 13%
Don't want a computer	55 15%	25 14%	30 15%	** **	** **	** **	47 17%	20 13%	10 18%	** **	** **	** **	10 14%	9 14%	31 16%	47 16% pr	4 8%	3 15%	1 8%
Don't know how you use computers/ the internet	51 14%	22 12%	30 15%	** **	** **	** **	44 16%	20 13%	11 19%	** **	** **	** **	8 12%	8 13%	31 16%	31 11%	16 30% oqr	3 16%	1 10%
Too expensive to set up	24 7%	11 6%	13 7%	** **	** **	** **	7 3%	13 8%	2 4%	** **	** **	** **	2 3%	4 7%	18 9%	21 7%	2 4%	1 5%	1 4%
Friends/family member checks things on the internet for me	11 3%	5 3%	6 3%	** **	** **	** **	7 3%	2 1%	1 2%	** **	** **	** **	2 3%	4 6% n	2 1%	7 3%	3 5% r	1 3%	- -%
Computer is too expensive to buy	10 3%	6 4%	4 2%	** **	** **	** **	2 1%	4 2%	1 2%	** **	** **	** **	1 2%	* *% or	9 4%	5 2%	4 8%	1 4%	* 1%
Worries/ concerns about privacy issues	8 2%	4 2%	4 2%	** **	** **	** **	6 2%	- -%	2 3% g	** **	** **	** **	3 4%	- -%	2 1%	8 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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QE23B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 ~c	25-34 ~d	35-54 ~e	55+ f	UNDER				AB ~k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ ~i	£30K+ ~j								
Significance Level: 95%																			
Unweighted total	687	327	360	34	30	86	537	305	102	34	16	60	127	135	365	349	118	114	106
Effective Weighted Sample	445	214	231	22	19	53	358	197	69	22	11	41	86	86	236	303	84	74	97
Total	375	175	199	26	20	49	281	150	56	24	13	40	71	62	201	289	53	21	12
Charges are too expensive	7 2%	2 1%	5 3%	** **	** **	** **	1 *%	6 4%	* *%	** **	** **	** **	* *%	* *%	7 4%	4 2%	1 2%	1 7%	* 2%
																		o	
Satisfied with using the internet elsewhere	4 1%	3 2%	1 *%	** **	** **	** **	1 *%	1 1%	1 1%	** **	** **	** **	1 1%	1 1%	2 1%	2 1%	1 3%	- -%	* 2%
Other	38 10%	20 11%	18 9%	** **	** **	** **	26 9%	14 9%	3 5%	** **	** **	** **	10 14%	6 10%	17 8%	35 12%	1 1%	1 6%	1 12%
																p			p
Don't know	3 1%	3 1%	* *%	** **	** **	** **	3 1%	* *%	- -%	** **	** **	** **	* *%	1 2%	* *%	2 1%	* *%	* 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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QE23B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	~k	l	m	n
Unweighted total	687	47	28	49	38	44	37	58	48	490	197	91	590	348	233
Effective Weighted Sample	445	45	26	48	36	42	36	56	45	383	78	56	402	234	184
Total	375	46	33	31	23	29	28	37	63	338	36	70	302	201	161
No need	108	**	**	**	**	**	**	**	**	97	11	**	85	67	35
	29%	**	**	**	**	**	**	**	**	29%	30%	**	28%	33% n	22%
Too old to use the internet	56	**	**	**	**	**	**	**	**	51	4	**	53	28	26
	15%	**	**	**	**	**	**	**	**	15%	12%	**	18%	14%	16%
Don't want a computer	55	**	**	**	**	**	**	**	**	49	6	**	45	34	21
	15%	**	**	**	**	**	**	**	**	15%	16%	**	15%	17%	13%
Don't know how you use computers/ the internet	51	**	**	**	**	**	**	**	**	46	6	**	45	24	26
	14%	**	**	**	**	**	**	**	**	14%	15%	**	15%	12%	16%
Too expensive to set up	24	**	**	**	**	**	**	**	**	22	2	**	16	13	10
	7%	**	**	**	**	**	**	**	**	7%	6%	**	5%	7%	6%
Friends/family member checks things on the internet for me	11	**	**	**	**	**	**	**	**	10	*	**	8	6	5
	3%	**	**	**	**	**	**	**	**	3%	1%	**	3%	3%	3%
Computer is too expensive to buy	10	**	**	**	**	**	**	**	**	10	1	**	9	5	5
	3%	**	**	**	**	**	**	**	**	3%	2%	**	3%	2%	3%
Worries/ concerns about privacy issues	8	**	**	**	**	**	**	**	**	8	-	**	6	2	6
	2%	**	**	**	**	**	**	**	**	2%	-%	**	2%	1%	4% m
Charges are too expensive	7	**	**	**	**	**	**	**	**	6	1	**	5	4	3
	2%	**	**	**	**	**	**	**	**	2%	3%	**	2%	2%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 66

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

QE23B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	~k	l	m	n
Unweighted total	687	47	28	49	38	44	37	58	48	490	197	91	590	348	233
Effective Weighted Sample	445	45	26	48	36	42	36	56	45	383	78	56	402	234	184
Total	375	46	33	31	23	29	28	37	63	338	36	70	302	201	161
Satisfied with using the internet elsewhere	4	**	**	**	**	**	**	**	**	4	-	**	2	2	2
	1%	**	**	**	**	**	**	**	**	1%	-%	**	1%	1%	1%
Other	38	**	**	**	**	**	**	**	**	33	5	**	25	16	21
	10%	**	**	**	**	**	**	**	**	10%	14%	**	8%	8%	13%
Don't know	3	**	**	**	**	**	**	**	**	2	*	**	3	3	-
	1%	**	**	**	**	**	**	**	**	1%	1%	**	1%	1%	-%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 67

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QE24 (QEN11). 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			
		FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-	£17.5K-	£30K+								
		a	b	c	d	e	f	g	h	~i	j	k	l	m	n	~o	p	q	~r
Significance Level: 95%																			
Unweighted total	980	475	505	124	156	344	356	203	111	91	115	207	289	203	281	-	487	493	-
Effective Weighted Sample	612	293	319	83	105	218	207	128	72	60	75	131	179	115	189	-	330	329	-
Total	308	147	161	42	55	106	106	65	38	30	36	65	85	59	99	-	197	111	-
Yes	100	54	45	17	19	41	23	11	13	**	17	32	30	21	17	-	66	34	-
	32%	37%	28%	40%	34%	39%	22%	17%	33%	**	48%	49%	35%	36%	17%	-%	33%	30%	-%
		b		f	f	f			g		g	lmn	n	n					
No	191	85	106	23	34	61	73	50	24	**	18	30	51	36	74	-	123	68	-
	62%	58%	65%	56%	62%	57%	69%	77%	62%	**	50%	47%	60%	61%	74%	-%	62%	61%	-%
							ce	hj					k	k	klm				
Don't know	18	7	10	2	2	4	10	4	2	**	1	3	5	2	8	-	8	10	-
	6%	5%	6%	4%	4%	4%	9%	6%	5%	**	2%	4%	6%	4%	8%	-%	4%	9%	-%
							e											p	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 67

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QE24 (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	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	980	-	-	-	-	-	-	-	-	480	500	486	491	680	300
Effective Weighted Sample	612	-	-	-	-	-	-	-	-	427	471	318	293	398	224
Total	308	-	-	-	-	-	-	-	-	252	56	161	146	178	130
Yes	100	-	-	-	-	-	-	-	-	82	17	68	31	63	36
	32%	-%	-%	-%	-%	-%	-%	-%	-%	33%	31%	43% l	21%	35%	28%
No	191	-	-	-	-	-	-	-	-	159	32	86	104	105	86
	62%	-%	-%	-%	-%	-%	-%	-%	-%	63% j	57%	53%	71% k	59%	66%
Don't know	18	-	-	-	-	-	-	-	-	11	7	7	11	10	8
	6%	-%	-%	-%	-%	-%	-%	-%	-%	4%	12% i	4%	8%	6%	6%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 68

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QE25 (QE29). Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	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	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Yes	1653	835	818	272	351	623	406	195	141	224	419	480	544	293	336	1408	133	74	37
	73%	77%	70%	83%	86%	80%	55%	52%	65%	80%	89%	85%	81%	71%	55%	75%	68%	67%	60%
		b		f	ef	f			g	gh	ghi	mn	mn	n		pqr	r	r	
No	565	228	336	50	54	146	314	173	74	53	43	73	117	116	259	448	61	32	23
	25%	21%	29%	15%	13%	19%	43%	46%	34%	19%	9%	13%	17%	28%	43%	24%	31%	29%	37%
			a			d	cde	hij	ij	j			k	kl	klm		o	o	oq
Don't know	38	18	20	5	3	12	19	10	1	3	10	13	8	4	13	29	2	5	2
	2%	2%	2%	1%	1%	1%	3%	3%	1%	1%	2%	2%	1%	1%	2%	2%	1%	4%	3%
							d	h	*									op	o

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 68

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QE25 (QE29). 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Yes	1653	209	252	136	128	141	148	122	271	1445	208	1056	588	1055	561
	73%	75%	82%	73%	79%	71%	71%	65%	76%	74%	71%	84%	60%	76%	69%
		g	cefg		fg				g			l		n	
No	565	59	53	49	33	56	58	60	80	486	79	190	372	305	237
	25%	21%	17%	26%	20%	28%	28%	32%	23%	25%	27%	15%	38%	22%	29%
				b		bd	b	abdh					k		m
Don't know	38	12	2	2	1	1	4	5	3	34	5	15	23	22	14
	2%	4%	1%	1%	1%	*%	2%	2%	1%	2%	2%	1%	2%	2%	2%
		bcdeh						e					k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 69

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QE26 (QE29A). And do you or anyone in your household have access to internet voice services at home? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Yes	522	248	274	93	127	179	123	55	42	57	168	202	182	64	74	459	29	20	14
	23%	23%	23%	28%	31%	23%	17%	14%	19%	20%	36%	36%	27%	16%	12%	24%	15%	18%	22%
				f	ef	f				g	ghi	lmn	mn			pq			p
No	1665	800	865	225	272	575	593	310	169	217	286	345	470	332	518	1374	163	83	46
	74%	74%	74%	69%	67%	74%	80%	82%	78%	78%	61%	61%	70%	80%	85%	73%	83%	74%	74%
						d	cde	j	j	j			k	kl	klm		opr		
Don't know	69	34	35	10	9	27	23	13	6	6	18	19	16	17	16	53	4	9	2
	3%	3%	3%	3%	2%	3%	3%	4%	3%	2%	4%	3%	2%	4%	3%	3%	2%	8%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 69

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QE26 (QE29A). And do you or anyone in your household have access to internet voice services 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Yes	522	74	108	44	41	39	46	26	82	456	66	352	170	345	163
	23%	26%	35%	23%	25%	20%	22%	14%	23%	23%	23%	28%	17%	25%	20%
		g	acdefgh	g	g		g		g			l		n	
No	1665	197	190	139	117	155	161	155	260	1450	215	874	779	997	623
	74%	70%	62%	75%	71%	78%	77%	83%	73%	74%	74%	69%	79%	72%	77%
				b	b	ab	b	abcdh	b			k		m	
Don't know	69	9	9	4	6	4	4	6	12	58	10	33	35	40	26
	3%	3%	3%	2%	3%	2%	2%	3%	3%	3%	4%	3%	4%	3%	3%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 70

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QE27 (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 : Those with access to internet voice services at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K- £17.5K	£17.5K- £29.9K	£30K+									
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	r
Unweighted total	712	350	362	120	145	275	172	83	62	87	207	255	263	98	96	439	85	86	102
Effective Weighted Sample	470	235	236	79	91	185	126	56	37	56	152	173	171	64	64	379	53	58	95
Total	522	248	274	93	127	179	123	55	42	57	168	202	182	64	74	459	29	20	14
Yes & currently using	409	189	220	77	101	144	88	**	**	**	137	168	144	**	**	362	**	**	11
	78%	76%	80%	83%	79%	81%	71%	**	**	**	82%	83%	79%	**	**	79%	**	**	79%
Yes but stopped using	55	31	24	8	11	18	18	**	**	**	13	17	20	**	**	46	**	**	1
	11%	13%	9%	9%	9%	10%	15%	**	**	**	8%	8%	11%	**	**	10%	**	**	9%
No never used	53	24	29	7	15	16	15	**	**	**	16	14	18	**	**	46	**	**	2
	10%	10%	11%	8%	12%	9%	12%	**	**	**	9%	7%	10%	**	**	10%	**	**	12%
Don't know	5	4	1	1	*	2	2	**	**	**	2	3	*	**	**	5	**	**	-
	1%	2%	*%	1%	*%	1%	2%	**	**	**	1%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 70

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QE27 (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 : Those with access to 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	712	60	82	55	60	49	49	34	50	517	195	431	280	447	163
Effective Weighted Sample	470	57	75	52	57	47	46	32	47	391	90	283	204	318	131
Total	522	74	108	44	41	39	46	26	82	456	66	352	170	345	163
Yes & currently using	409	**	**	**	**	**	**	**	**	358	52	276	133	263	135
	78%	**	**	**	**	**	**	**	**	78%	78%	78%	78%	76%	83%
Yes but stopped using	55	**	**	**	**	**	**	**	**	47	8	34	21	41	12
	11%	**	**	**	**	**	**	**	**	10%	11%	10%	13%	12%	8%
No never used	53	**	**	**	**	**	**	**	**	46	7	39	14	37	14
	10%	**	**	**	**	**	**	**	**	10%	10%	11%	8%	11%	9%
Don't know	5	**	**	**	**	**	**	**	**	5	*	3	2	4	1
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	*%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 71

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QE28 (QE31). Which supplier does/ did your household use to make voice calls using the internet? (SINGLE CODE)

Base : Those who have ever used internet voice services at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- ~g	£11.5K- ~h	£17.5K- ~i	£30K+ j								
Significance Level: 95%																			
Unweighted total	639	314	325	111	129	251	148	73	55	76	188	234	237	84	84	393	78	77	91
Effective Weighted Sample	420	210	211	73	80	167	110	47	33	48	138	159	154	55	54	339	48	52	85
Total	464	220	244	85	112	162	106	45	39	49	150	185	164	54	61	408	26	17	12
Skype	393	185	208	67	100	135	91	**	**	**	126	155	141	**	**	348	**	**	**
	85%	84%	85%	79%	90%	83%	86%	**	**	**	84%	84%	86%	**	**	85%	**	**	**
MSN Messenger	33	17	16	10	9	8	5	**	**	**	5	5	14	**	**	26	**	**	**
	7%	8%	6%	11%	8%	5%	5%	**	**	**	3%	3%	9% k	**	**	6%	**	**	**
BT Broadband voice/Home Hub	16	8	9	3	3	6	6	**	**	**	7	8	4	**	**	12	**	**	**
	4%	4%	3%	3%	3%	3%	5%	**	**	**	5%	4%	2%	**	**	3%	**	**	**
BT Communicator	13	5	8	4	2	7	1	**	**	**	10	9	4	**	**	12	**	**	**
	3%	2%	3%	4%	1%	4%	1%	**	**	**	7%	5%	3%	**	**	3%	**	**	**
Orange broadband/ Wanadoo/ Livebox	7	3	4	*	3	3	1	**	**	**	2	2	5	**	**	6	**	**	**
	1%	1%	2%	*%	3%	2%	1%	**	**	**	1%	1%	3%	**	**	1%	**	**	**
Vonage	3	3	*	-	1	*	2	**	**	**	1	2	-	**	**	2	**	**	**
	1%	2%	*%	-%	1%	*%	2%	**	**	**	1%	1%	-%	**	**	1%	**	**	**
Other	20	13	7	4	3	8	5	**	**	**	4	9	8	**	**	17	**	**	**
	4%	6%	3%	5%	2%	5%	5%	**	**	**	3%	5%	5%	**	**	4%	**	**	**
Don't know	12	4	8	4	-	6	2	**	**	**	2	2	3	**	**	10	**	**	**
	3%	2%	3%	5%	-%	4%	2%	**	**	**	2%	1%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QE28 (QE31). Which supplier does/ did your household use to make voice calls using the internet? (SINGLE 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	639	58	65	50	54	46	39	32	49	461	178	384	254	401	147
Effective Weighted Sample	420	56	59	48	51	44	37	30	46	349	80	250	185	285	117
Total	464	71	82	41	37	36	36	24	81	405	59	310	154	304	148
Skype	393	**	**	**	**	**	**	**	**	342	51	260	132	254	127
	85%	**	**	**	**	**	**	**	**	84%	86%	84%	86%	84%	86%
MSN Messenger	33	**	**	**	**	**	**	**	**	31	2	21	12	18	13
	7%	**	**	**	**	**	**	**	**	8%	3%	7%	8%	6%	9%
BT Broadband voice/Home Hub	16	**	**	**	**	**	**	**	**	12	5	12	5	14	2
	4%	**	**	**	**	**	**	**	**	3%	8%	4%	3%	5%	1%
											i				
BT Communicator	13	**	**	**	**	**	**	**	**	12	1	9	5	6	7
	3%	**	**	**	**	**	**	**	**	3%	2%	3%	3%	2%	5%
Orange broadband/ Wanadoo/ Livebox	7	**	**	**	**	**	**	**	**	6	1	4	2	4	2
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	2%	1%	2%
Vonage	3	**	**	**	**	**	**	**	**	1	2	3	1	3	*
	1%	**	**	**	**	**	**	**	**	*%	4%	1%	*%	1%	*%
											i				
Other	20	**	**	**	**	**	**	**	**	18	1	14	5	14	5
	4%	**	**	**	**	**	**	**	**	5%	2%	5%	3%	5%	3%
Don't know	12	**	**	**	**	**	**	**	**	12	*	8	3	8	3
	3%	**	**	**	**	**	**	**	**	3%	*%	3%	2%	3%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 72

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTICODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Only terrestrial TV (Channels 1-4/1-5)	92 4%	43 4%	49 4%	14 4%	9 2%	17 2%	52 7% de	39 10% hij	8 3%	3 1%	6 1%	13 2%	24 4%	14 3%	41 7% klm	79 4% q	6 3%	1 1%	6 10% opq
Terrestrial TV	332 15%	167 15%	165 14%	34 10%	53 13%	122 16% c	123 17% c	47 13%	33 15%	41 14%	73 15%	88 16%	94 14%	72 18% n	77 13%	300 16% pq	14 7% q	2 2%	16 26% opq
Cable TV (through Virgin Media - previously NTL and Telewest)	357 16%	175 16%	182 16%	65 20% f	71 18% f	131 17% f	90 12%	50 13%	25 12%	43 15%	88 19% gh	91 16%	111 17%	73 18%	82 13%	314 17% qr	28 14% q	8 8%	7 11%
Satellite TV (Sky)	879 39%	431 40%	447 38%	117 36%	177 43% f	336 43% cf	249 34%	95 25%	73 34%	126 45% gh	227 48% gh	246 43% n	266 40% n	164 40% n	202 33%	715 38%	78 40%	55 49% op	31 49% op
Satellite TV (Other)	48 2%	28 3%	20 2%	3 1%	11 3%	13 2%	20 3%	4 1%	7 3%	5 2%	8 2%	13 2%	19 3% m	4 1%	12 2%	40 2%	2 1%	4 4% p	1 2%
Freeview (through a set-top box or digital television set) with ONLY free channels	1133 50%	541 50%	592 50%	174 53% d	181 44%	397 51% d	380 51% d	186 49%	127 58% gij	139 50%	228 48%	265 47%	337 50%	222 54% k	308 51%	934 50%	109 56% oq	52 47%	37 59% oq

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	96 4%	50 5%	46 4%	10 3%	16 4%	31 4%	39 5%	18 5%	10 5%	11 4%	18 4%	27 5%	24 4%	17 4%	28 5%	79 4% p	3 2%	8 7% op	6 9% op
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	42 2%	18 2%	24 2%	3 1%	15 4% cf	18 2% f	6 1%	3 1%	1 *%	4 1%	13 3% gh	18 3% n	12 2%	6 2%	6 1%	32 2%	7 4% o	2 2%	1 2%
No TV in household	47 2%	23 2%	23 2%	17 5% ef	10 2%	10 1%	10 1%	15 4% ij	3 1%	2 1%	7 2%	12 2%	25 4% mn	4 1%	6 1%	40 2% r	5 2% r	2 2% r	* *%
Don't know	2 *%	* *%	2 *%	- -%	* *%	- -%	2 *%	1 *%	- -%	- -%	- -%	1 *%	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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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Only terrestrial TV (Channels 1-4/1-5)	92	12	24	2	8	12	5	8	8	78	13	25	67	53	32
	4%	4%	8%	1%	5%	6%	2%	4%	2%	4%	5%	2%	7%	4%	4%
		c	cfh		c	cfh		c					k		
Terrestrial TV	332	19	75	14	13	80	31	35	33	282	50	186	146	196	119
	15%	7%	24%	8%	8%	40%	15%	19%	9%	14%	17%	15%	15%	14%	15%
			acdfh			abcdfgh	acd	acdh							
Cable TV (through Virgin Media - previously NTL and Telewest)	357	37	56	19	28	42	33	25	74	345	12	218	136	209	140
	16%	13%	18%	10%	17%	22%	16%	13%	21%	18%	4%	17%	14%	15%	17%
			c		c	acg			acg	j		l			
Satellite TV (Sky)	879	112	101	61	59	69	104	84	124	752	127	551	323	539	309
	39%	40%	33%	33%	36%	35%	49%	45%	35%	38%	43%	44%	33%	39%	38%
							abcdeh	bceh			i	l			
Satellite TV (Other)	48	3	14	5	4	2	5	2	5	39	9	29	19	33	13
	2%	1%	4%	3%	3%	1%	2%	1%	1%	2%	3%	2%	2%	2%	2%
			aeg												
Freeview (through a set-top box or digital television set) with ONLY free channels	1133	103	132	136	74	96	91	93	210	980	153	623	505	726	370
	50%	37%	43%	73%	45%	49%	43%	50%	59%	50%	52%	49%	51%	53%	46%
				abdefgh		a		a	abdefg					n	

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

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	96 4%	6 2%	18 6% af	4 2%	8 5% f	9 5% f	2 1%	9 5% f	22 6% acf	79 4%	17 6%	50 4%	47 5%	66 5% n	24 3%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	42 2%	2 1%	9 3% e	3 1%	4 3%	1 1%	2 1%	2 1%	9 2%	34 2%	8 3%	35 3% l	7 1%	25 2%	16 2%
No TV in household	47 2%	18 6% bcdefgh	6 2%	2 1%	3 2%	2 1%	2 1%	4 2%	3 1%	42 2%	4 1%	23 2%	24 2%	13 1%	33 4% m
Don't know	2 *%	- -%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	2 *%	2 *%	- -%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 73

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

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Only terrestrial TV (Channels 1-4/1-5)	56 2%	23 2%	33 3%	10 3% e	6 1%	7 1%	34 5% de	28 7% hij	6 3%	3 1%	5 1%	6 1%	14 2%	10 2%	26 4% kl	46 2% q	5 3% q	* *% opq	5 8%
Terrestrial TV	61 3%	32 3%	29 2%	5 1%	5 1%	16 2%	35 5% cde	17 5% ij	6 3%	4 2%	6 1%	16 3%	17 3%	8 2%	20 3%	58 3% pq	1 *% r	1 1% r	2 4% pq
Cable TV (through Virgin Media - previously NTL and Telewest)	341 15%	165 15%	176 15%	63 19% f	70 17% f	121 16% f	87 12%	47 13%	25 12%	42 15%	82 17% g	87 15%	105 16%	71 17% n	78 13%	300 16% qr	26 13% q	8 8%	7 11%
Satellite TV (Sky)	863 38%	422 39%	440 38%	115 35%	176 43% cf	327 42% cf	245 33%	94 25%	69 32%	125 45% gh	221 47% gh	240 42% n	264 39% n	160 39% n	199 33%	702 37%	76 39%	54 49% op	30 49% op
Satellite TV (Other)	39 2%	22 2%	18 2%	2 1%	10 2% c	11 1%	17 2%	3 1%	6 3%	5 2%	6 1%	11 2%	12 2%	4 1%	12 2%	35 2% p	1 *% r	2 2% p	1 2% p
Freeview (through a set-top box or digital television set) with ONLY free channels	753 33%	349 32%	403 34%	108 33%	112 27%	254 33%	278 38% de	155 41% ij	96 44% ij	89 32%	124 26%	161 28%	210 31%	142 34% k	240 39% kl	630 33% r	75 38% r	35 31% r	13 21%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	60 3%	33 3%	27 2%	6 2%	8 2%	18 2%	28 4%	15 4%	5 2%	6 2%	11 2%	17 3%	10 2%	9 2%	23 4% l	49 3% p	1 1%	6 6% op	3 4% op
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	34 2%	12 1%	22 2%	3 1%	12 3% f	16 2% f	4 1%	2 *% g	1 *% h	4 1% i	10 2% j	15 3% k	11 2% l	4 1% m	4 1% n	25 1% o	7 3% p	2 2% q	1 1% r
No TV in household	47 2%	23 2%	23 2%	17 5% ef	10 2%	10 1%	10 1%	15 4% ij	3 1% h	2 1% i	7 2% j	12 2% k	25 4% l	4 1% m	6 1% n	40 2% o	5 2% p	2 2% q	* *% r
Don't know	2 *% r	* *% a	2 *% b	- -% c	* *% d	- -% e	2 *% f	1 *% g	- -% h	- -% i	- -% j	1 *% k	1 *% l	- -% m	1 *% n	2 *% o	- -% p	- -% q	* *% r
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Only terrestrial TV (Channels 1-4/1-5)	56	10	13	2	1	6	5	3	6	50	6	15	41	28	23
	2%	4%	4%	1%	1%	3%	2%	2%	2%	3%	2%	1%	4%	2%	3%
		d	cd										k		
Terrestrial TV	61	2	19	3	8	13	2	9	2	51	10	18	43	41	18
	3%	1%	6%	1%	5%	7%	1%	5%	1%	3%	4%	1%	4%	3%	2%
			acfh		acfh	acfh		acfh					k		
Cable TV (through Virgin Media - previously NTL and Telewest)	341	36	52	18	27	40	33	22	72	329	12	210	128	199	136
	15%	13%	17%	10%	17%	20%	16%	12%	20%	17%	4%	17%	13%	14%	17%
			c		c	acg	c		acg	j		l			
Satellite TV (Sky)	863	112	97	59	59	66	103	84	122	740	123	541	316	528	304
	38%	40%	32%	32%	36%	33%	49%	45%	34%	38%	42%	43%	32%	38%	37%
							bcdeh	bceh				l			
Satellite TV (Other)	39	3	11	5	4	1	5	2	5	32	8	22	17	28	11
	2%	1%	4%	2%	2%	*%	2%	1%	1%	2%	3%	2%	2%	2%	1%
			e	e			e								
Freeview (through a set-top box or digital television set) with ONLY free channels	753	93	91	91	53	65	57	56	125	645	107	376	374	480	260
	33%	33%	29%	49%	32%	33%	27%	30%	35%	33%	37%	30%	38%	35%	32%
				abdefgh									k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	60 3%	6 2%	11 3%	3 1%	5 3%	5 2%	2 1%	5 3%	13 4%	46 2%	13 5% i	26 2%	34 3% k	41 3%	16 2%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	34 2%	1 *%	8 2% af	3 1%	4 2% f	1 1%	- -%	2 1%	7 2% f	27 1%	7 2%	29 2% l	5 1%	21 2%	12 1%
No TV in household	47 2%	18 6% bcdefgh	6 2%	2 1%	3 2%	2 1%	2 1%	4 2%	3 1%	42 2%	4 1%	23 2%	24 2%	13 1%	33 4% m
Don't know	2 *%	- -%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	2 *%	2 *%	- -%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 74

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

QH2 (QH50). How many TV sets are there in ALL rooms of your house? (SINGLE CODE)

Base : Those with a TV in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r		
		MALE a	b					£11.5K- £17.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j										
Significance Level: 95%		Total																			
Unweighted total		3412	1650	1762	439	527	1192	1254	672	380	406	590	771	980	694	967	1941	479	483	509	
Effective Weighted Sample		2233	1089	1144	280	333	802	852	427	234	271	431	514	644	461	624	1682	323	321	468	
Total		2207	1058	1149	311	398	771	728	362	214	278	465	554	643	409	601	1844	192	109	62	
One		(1.0)	599	291	308	73	112	175	239	181	70	80	78	121	164	93	221	487	67	29	15
			27%	28%	27%	24%	28%	23%	33% ce	50% hij	33% j	29% j	17% k	22% l	25% m	23% n	37% klm	26% o	35% pqr	27% q	25% r
Two		(2.0)	777	369	408	94	155	241	288	98	76	105	185	219	229	145	184	640	73	42	21
			35%	35%	36%	30%	39% ce	31% ce	40% ce	27% ce	36% g	38% g	40% g	39% n	36% l	35% m	31% n	35% o	38% p	39% q	35% r
Three		(3.0)	463	208	255	80	73	184	125	53	30	57	113	123	133	95	112	399	29	22	13
			21%	20%	22%	26% df	18% df	24% df	17% df	15% df	14% g	21% g	24% gh	22% l	21% m	23% n	19% o	22% p	15% q	20% r	21% p
Four		(4.0)	242	117	125	42	45	108	48	25	20	25	49	60	76	52	55	207	17	12	6
			11%	11%	11%	13% f	11% f	14% f	7% f	7% f	9% f	9% f	11% f	11% l	12% m	13% n	9% o	11% p	9% q	11% r	10% p
Five or more		(5.0)	110	65	44	18	11	56	24	3	14	12	34	29	39	18	24	96	5	3	5
			5%	6% b	4%	6% b	3% b	7% df	3% b	1% b	7% g	4% g	7% g	5% l	6% m	4% n	4% o	5% p	3% q	3% r	8% opq
Don't know		20	11	9	4	2	9	5	3	3	2	5	2	5	6	7	19	*	1	*	
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1% %	1%	2% %	1%	1%	1% %	1% %	1% %	1% %
Mean number of TV sets		2.3	2.3	2.3	2.5 df	2.2 f	2.5 df	2.1	1.8	2.2	2.2	2.5 ghi	2.4 n	2.4 n	2.4 n	2.1	2.3 p	2.1 p	2.2 p	2.4 pq	
Standard deviation		1.13	1.17	1.10	1.16	1.06	1.20	1.03	.98	1.19	1.09	1.12	1.10	1.16	1.11	1.13	1.14	1.05	1.06	1.22	
Standard error		.02	.03	.03	.06	.05	.03	.03	.04	.06	.05	.05	.04	.04	.04	.04	.03	.05	.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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 74

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QH2 (QH50). How many TV sets are there in ALL rooms of your house? (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted total		3412	231	244	246	236	262	238	246	238	2406	1006	1638	1758	1961	942	
Effective Weighted Sample		2233	220	225	233	224	249	225	233	221	1850	436	1076	1233	1390	730	
Total		2207	262	301	183	160	195	208	183	352	1920	287	1237	957	1367	779	
One	(1.0)	599	98	76	50	37	50	51	42	84	528	71	279	319	329	254	
		27%	37%	25%	27%	23%	26%	24%	23%	24%	28%	25%	23%	33%	24%	33%	
			bcdefgh											k		m	
Two	(2.0)	777	108	120	60	54	57	70	50	121	685	92	440	330	483	272	
		35%	41%	40%	33%	34%	29%	34%	27%	34%	36%	32%	36%	34%	35%	35%	
			eg		eg												
Three	(3.0)	463	40	53	45	32	46	48	47	89	394	69	278	181	298	152	
		21%	15%	18%	25%	20%	24%	23%	25%	25%	21%	24%	23%	19%	22%	19%	
					a		a	a	ab	a			l				
Four	(4.0)	242	8	33	20	26	31	25	28	37	211	31	159	82	165	71	
		11%	3%	11%	11%	16%	16%	12%	15%	11%	11%	11%	13%	9%	12%	9%	
				a	a	a	a	a	a	a			l		n		
Five or more	(5.0)	110	7	17	6	12	9	8	15	21	85	24	70	40	76	29	
		5%	3%	6%	3%	8%	5%	4%	8%	6%	4%	8%	6%	4%	6%	4%	
						ac			acf			i					
Don't know		20	1	2	2	-	2	8	2	2	18	2	11	9	17	2	
		1%	1%	1%	1%	-%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	
			abcdegh													n	*
Mean number of TV sets		2.3	1.9	2.3	2.3	2.5	2.4	2.3	2.6	2.4	2.3	2.5	2.4	2.2	2.4	2.2	
				a	a	ac	a	a	abcf	a		i	l		n		
Standard deviation		1.13	.95	1.14	1.10	1.22	1.18	1.10	1.23	1.14	1.12	1.21	1.14	1.11	1.14	1.09	
Standard error		.02	.06	.07	.07	.08	.07	.07	.08	.07	.02	.04	.03	.03	.03	.04	
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n																	

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 75

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QH3 (QH51). SHOWCARD When did you last buy a TV set for the MAIN viewing room in your house? (SINGLE CODE)

Base : Those with a TV in the household

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K- £17.5K	£17.5K- £29.9K	£30K+									
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3412	1650	1762	439	527	1192	1254	672	380	406	590	771	980	694	967	1941	479	483	509
Effective Weighted Sample	2233	1089	1144	280	333	802	852	427	234	271	431	514	644	461	624	1682	323	321	468
Total	2207	1058	1149	311	398	771	728	362	214	278	465	554	643	409	601	1844	192	109	62
In the last 6 months	207	97	111	36	45	65	61	30	26	23	47	60	61	33	53	176	14	12	6
	9%	9%	10%	12%	11%	8%	8%	8%	12%	8%	10%	11%	10%	8%	9%	10%	7%	11%	9%
6-12 months ago	334	161	173	58	55	133	88	36	36	50	80	75	102	72	85	280	31	14	8
	15%	15%	15%	19%	14%	17%	12%	10%	17%	18%	17%	13%	16%	18%	14%	15%	16%	13%	13%
				f		f			g	g	g								
More than a year ago, up to 2 years ago	512	247	265	63	107	191	152	68	37	67	134	155	136	110	111	425	51	24	13
	23%	23%	23%	20%	27%	25%	21%	19%	17%	24%	29%	28%	21%	27%	19%	23%	26%	22%	21%
					f				h	gh	gh	ln		ln					
More than 2 years ago, up to 3 years ago	360	167	193	38	76	124	121	56	38	49	85	99	104	63	93	304	24	20	11
	16%	16%	17%	12%	19%	16%	17%	15%	18%	18%	18%	18%	16%	15%	16%	16%	13%	19%	18%
					c													p	p
More than 3 years ago	726	355	371	81	107	242	296	162	75	82	116	155	218	123	230	606	63	35	22
	33%	34%	32%	26%	27%	31%	41%	45%	35%	30%	25%	28%	34%	30%	38%	33%	33%	32%	35%
							cde	hij	j				k		km				
Don't know	68	32	36	35	8	16	9	12	2	6	3	10	22	9	27	54	8	4	2
	3%	3%	3%	11%	2%	2%	1%	3%	1%	2%	1%	2%	3%	2%	5%	3%	4%	3%	4%
				def				j							km				
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 75

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QH3 (QH51). SHOWCARD When did you last buy a TV set for the MAIN viewing room in your house? (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3412	231	244	246	236	262	238	246	238	2406	1006	1638	1758	1961	942
Effective Weighted Sample	2233	220	225	233	224	249	225	233	221	1850	436	1076	1233	1390	730
Total	2207	262	301	183	160	195	208	183	352	1920	287	1237	957	1367	779
In the last 6 months	207	15	22	19	19	19	24	14	43	177	30	120	86	128	74
	9%	6%	7%	11%	12%	10%	11%	8%	12%	9%	11%	10%	9%	9%	9%
					a		a		a						
6-12 months ago	334	28	41	37	34	25	28	30	58	287	46	202	128	216	110
	15%	11%	14%	20%	21%	13%	14%	16%	16%	15%	16%	16%	13%	16%	14%
				ae	abef							l			
More than a year ago, up to 2 years ago	512	69	74	38	29	49	41	40	84	453	59	304	207	325	174
	23%	26%	25%	21%	18%	25%	20%	22%	24%	24%	21%	25%	22%	24%	22%
		d													
More than 2 years ago, up to 3 years ago	360	59	39	26	28	35	28	25	64	315	45	209	149	228	120
	16%	22%	13%	14%	17%	18%	13%	14%	18%	16%	16%	17%	16%	17%	15%
		bcfg													
More than 3 years ago	726	87	120	58	44	53	85	65	93	629	97	373	350	436	268
	33%	33%	40%	32%	27%	27%	41%	36%	26%	33%	34%	30%	37%	32%	34%
			deh				deh	eh					k		
Don't know	68	3	5	4	6	15	3	8	9	59	10	30	38	34	32
	3%	1%	2%	2%	4%	8%	1%	5%	3%	3%	3%	2%	4%	2%	4%
					abcfh			af					k		m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 76

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

QH4 (QH52). SHOWCARD Which, if any, of these features do you have on the MAIN TV in your house? (MULTICODE)

Base : Those with a TV in the household

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	3412	1650	1762	439	527	1192	1254	672	380	406	590	771	980	694	967	1941	479	483	509
Effective Weighted Sample	2233	1089	1144	280	333	802	852	427	234	271	431	514	644	461	624	1682	323	321	468
Total	2207	1058	1149	311	398	771	728	362	214	278	465	554	643	409	601	1844	192	109	62
Access to digital TV channels (without the need for a separate set-top box, i.e. built-in Freeview or Freesat)	1244 56%	597 56%	647 56%	165 53%	244 61% cf	449 58% f	386 53%	160 44%	125 58% g	170 61% g	265 57% g	336 61% n	373 58% n	252 62% n	282 47%	1015 55%	125 65% o	65 60%	38 62% o
Built-in DVD player (i.e. not a standalone DVD player that you need to connect to your TV)	151 7%	84 8%	67 6%	17 5%	30 7%	48 6%	56 8%	16 4%	13 6%	19 7%	41 9% g	47 9%	43 7%	26 6%	35 6%	124 7%	17 9%	6 6%	4 6%
Access to the internet (to access web pages or video streamed through the TV using any means, e.g. games console)	104 5%	56 5%	48 4%	10 3%	26 6% f	48 6% cf	21 3%	11 3%	8 4%	15 5%	32 7% g	41 7% n	33 5% n	18 4% n	12 2%	89 5%	5 3%	6 6% p	4 6% p
3D-capability (i.e. 3D ready - ability to watch programmes in 3D)	36 2%	21 2%	15 1%	5 2%	8 2% f	19 3% f	4 1%	3 1%	1 *%	4 2%	11 2% h	14 3% n	14 2% n	6 1%	3 *%	30 2%	4 2%	2 2%	1 1%
None of these	799 36%	385 36%	414 36%	123 39% d	126 32%	261 34%	290 40% de	180 50% hij	78 36%	91 33%	163 35%	172 31%	221 34%	133 32%	273 45% klm	691 37% pr	52 27%	37 34%	19 31%
Don't know	66 3%	23 2%	44 4% a	12 4%	11 3%	21 3%	22 3%	12 3%	5 2%	6 2%	9 2%	11 2%	17 3%	13 3%	25 4% k	51 3%	8 4%	4 4%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 76

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

QH4 (QH52). SHOWCARD Which, if any, of these features do you have on the MAIN TV in your house? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3412	231	244	246	236	262	238	246	238	2406	1006	1638	1758	1961	942
Effective Weighted Sample	2233	220	225	233	224	249	225	233	221	1850	436	1076	1233	1390	730
Total	2207	262	301	183	160	195	208	183	352	1920	287	1237	957	1367	779
Access to digital TV channels (without the need for a separate set-top box, i.e. built-in Freeview or Freesat)	1244	78	183	117	107	101	93	94	244	1062	182	756	484	837	369
	56%	30%	61% aefg	64% aefg	67% aefg	52% a	45% a	52% a	69% aefg	55%	63% i	61% l	51%	61% n	47%
Built-in DVD player (i.e. not a standalone DVD player that you need to connect to your TV)	151	32	24	9	8	18	6	7	21	132	19	97	51	85	62
	7%	12% cdfgh	8% f	5%	5%	9% fg	3%	4%	6%	7%	7%	8% l	5%	6% n	8%
Access to the internet (to access web pages or video streamed through the TV using any means, e.g. games console)	104	5	26	10	6	7	15	10	10	94	10	80	24	84	16
	5%	2%	9% adeh	5%	4%	3%	7% ah	6% a	3%	5%	4%	6% l	3%	6% n	2%
3D-capability (i.e. 3D ready - ability to watch programmes in 3D)	36	2	12	6	2	1	3	1	3	31	5	27	9	29	6
	2%	1%	4% aegh	3% e	1%	*%	1%	1%	1%	2%	2%	2% l	1%	2% n	1%
None of these	799	152	85	58	46	84	97	80	90	714	85	387	406	433	346
	36%	58% bcdefgh	28%	32%	29%	43% bcdh	46% bcdh	44% bcdh	26%	37% j	30%	31%	42% k	32%	44% m
Don't know	66	6	12	6	1	3	13	6	5	54	12	32	34	38	25
	3%	2%	4% d	3% d	1%	1%	6% adeh	3%	1%	3%	4%	3%	4%	3%	3%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 77

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QH5 (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	FEMALE						UNDER	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	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	3412	1650	1762	439	527	1192	1254	672	380	406	590	771	980	694	967	1941	479	483	509
Effective Weighted Sample	2233	1089	1144	280	333	802	852	427	234	271	431	514	644	461	624	1682	323	321	468
Total	2207	1058	1149	311	398	771	728	362	214	278	465	554	643	409	601	1844	192	109	62
Yes, the main TV in the household is an HDTV set or HD ready	1356	680	676	187	262	510	397	164	128	172	339	382	388	280	306	1134	121	65	36
	61%	64%	59%	60%	66%	66%	55%	45%	60%	62%	73%	69%	60%	69%	51%	61%	63%	60%	59%
		b			f	f			g	g	ghi	ln	n	ln					
No	707	324	382	105	116	225	261	161	75	93	117	148	214	107	238	600	51	35	20
	32%	31%	33%	34%	29%	29%	36%	44%	35%	33%	25%	27%	33%	26%	40%	33%	27%	32%	33%
							de	hij	j	j			km		klm	p			
Don't know	144	53	91	19	20	35	70	38	11	13	10	24	42	22	57	111	20	8	5
	7%	5%	8%	6%	5%	5%	10%	10%	5%	5%	2%	4%	6%	5%	9%	6%	10%	8%	8%
			a				de	hij	j						klm		o		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 77

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QH5 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3412	231	244	246	236	262	238	246	238	2406	1006	1638	1758	1961	942
Effective Weighted Sample	2233	220	225	233	224	249	225	233	221	1850	436	1076	1233	1390	730
Total	2207	262	301	183	160	195	208	183	352	1920	287	1237	957	1367	779
Yes, the main TV in the household is an HDTV set or HD ready	1356 61%	130 50%	185 61% a	116 63% a	93 58%	138 71% abdfg	127 61% a	109 60% a	235 67% a	1164 61%	192 67% i	836 68% l	511 53%	883 65% n	437 56%
No	707 32%	112 43% cefh	102 34% e	53 29%	59 37% eh	44 22%	65 31% e	70 38% ceh	94 27%	632 33% j	75 26%	340 28%	363 38% k	407 30%	279 36% m
Don't know	144 7%	20 8% g	14 5%	14 7% g	8 5%	13 7% g	16 8% g	4 2%	23 6% g	124 6%	20 7%	60 5%	84 9% k	77 6%	63 8% m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 78

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QH6 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE						UNDER											
	Total	MALE		16-24	25-34	35-54	55+	£11.5K- £17.5K	£17.5K- £29.9K	£30K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2035	1026	1009	257	353	776	649	293	222	262	436	525	600	448	462	1177	287	286	285
Effective Weighted Sample	1351	688	663	164	224	526	454	183	139	180	316	350	392	310	304	1019	200	192	264
Total	1356	680	676	187	262	510	397	164	128	172	339	382	388	280	306	1134	121	65	36
Yes	726	374	351	102	153	268	202	74	54	88	205	225	215	155	131	600	69	33	24
	54%	55%	52%	55%	58%	52%	51%	45%	42%	51%	61% ghi	59% n	55% n	55% n	43%	53%	57%	50%	65% oq
No	590	291	299	80	99	231	181	84	71	81	130	145	165	118	163	500	48	31	11
	44%	43%	44%	43%	38%	45%	46%	51% j	55% j	47%	38%	38%	42%	42%	53% klm	44% r	40%	47% r	31%
Don't know	40	15	25	5	10	12	14	6	4	4	4	12	8	8	12	33	4	2	1
	3%	2%	4%	2%	4%	2%	4%	4%	3%	2%	1%	3%	2%	3%	4%	3%	3%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 78

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QH6 (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	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2035	114	149	154	136	182	141	144	157	1450	585	1115	912	1232	518
Effective Weighted Sample	1351	109	137	146	130	173	134	137	146	1107	270	738	652	882	404
Total	1356	130	185	116	93	138	127	109	235	1164	192	836	511	883	437
Yes	726	89	115	57	51	58	57	43	130	629	97	477	244	458	244
	54%	68%	62%	49%	55%	42%	45%	39%	55%	54%	51%	57%	48%	52%	56%
		cdefgh	cefg		eg				eg			l			
No	590	38	61	57	40	78	67	64	96	500	90	344	242	400	179
	44%	29%	33%	49%	43%	57%	52%	58%	41%	43%	47%	41%	47%	45%	41%
				ab	a	abdh	ab	abdh					k		
Don't know	40	3	9	2	2	2	3	3	9	35	5	15	25	25	14
	3%	2%	5%	2%	2%	2%	3%	3%	4%	3%	3%	2%	5%	3%	3%
													k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 79

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QH7 (QH55). Which supplier provides your HD TV service, for your main TV set?

Base : Those with an HD TV service for their main TV set

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	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	1094	561	533	148	199	425	322	134	97	139	273	307	334	248	205	593	169	147	185
Effective Weighted Sample	699	367	332	91	124	273	218	79	55	90	194	200	207	164	130	515	116	100	171
Total	726	374	351	102	153	268	202	74	54	88	205	225	215	155	131	600	69	33	24
Sky (via satellite dish)	411	218	193	60	94	146	111	37	**	50	128	133	129	78	71	325	49	22	15
	57%	58%	55%	59%	61%	55%	55%	50%	**	57%	62%	59%	60%	50%	54%	54%	71% o	66% o	62%
Virgin Media (via cable)	157	79	79	27	38	63	29	14	**	19	49	50	48	36	23	143	9	2	4
	22%	21%	22%	26% f	25% f	24% f	15%	19%	**	22%	24%	22%	22%	24%	17%	24% pqr	12%	7%	15%
Freeviw (via TV aerial)	125	62	63	12	18	49	46	20	**	11	24	35	27	33	31	103	10	8	4
	17%	17%	18%	12%	12%	18%	23% cd	27% ij	**	12%	12%	15%	12%	21% l	24% l	17%	15%	23%	18%
Freesat (via satellite dish)	20	13	8	2	1	6	13	-	**	6	2	5	7	5	3	19	*	1	*
	3%	3%	2%	1%	*%	2%	6% de	-% de	**	7% gi	1%	2%	3%	3%	2%	3%	*% p	4% p	1% p
Don't know	11	3	9	2	3	3	3	2	**	1	2	2	4	2	3	10	1	*	1
	2%	1%	2%	2%	2%	1%	2%	3%	**	2%	1%	1%	2%	1%	3%	2%	1%	*% q	3% 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QH7 (QH55). Which supplier provides your HD TV service, for your main TV set?

Base : Those with an HD TV service for their main TV set

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	1094	78	89	73	72	76	65	55	85	767	327	646	444	634	275
Effective Weighted Sample	699	74	83	69	69	73	61	53	79	576	140	412	307	444	214
Total	726	89	115	57	51	58	57	43	130	629	97	477	244	458	244
Sky (via satellite dish)	411	**	**	**	**	**	**	**	**	352	59	274	135	268	128
	57%	**	**	**	**	**	**	**	**	56%	61%	57%	55%	59%	53%
Virgin Media (via cable)	157	**	**	**	**	**	**	**	**	152	6	114	41	95	58
	22%	**	**	**	**	**	**	**	**	24%	6%	24%	17%	21%	24%
										j		l			
Freeviw (via TV aerial)	125	**	**	**	**	**	**	**	**	104	22	71	55	68	53
	17%	**	**	**	**	**	**	**	**	17%	22%	15%	22%	15%	22%
													k		m
Freesat (via satellite dish)	20	**	**	**	**	**	**	**	**	13	7	10	10	19	1
	3%	**	**	**	**	**	**	**	**	2%	8%	2%	4%	4%	*%
											i			n	
Don't know	11	**	**	**	**	**	**	**	**	8	4	8	3	7	4
	2%	**	**	**	**	**	**	**	**	1%	4%	2%	1%	2%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 80

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTICODE)

Base : Those with Satellite TV

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	1525	767	758	188	273	590	474	205	147	218	330	380	474	319	352	782	226	255	262
Effective Weighted Sample	942	482	461	110	159	382	305	114	82	139	220	239	292	202	217	679	143	173	241
Total	924	458	466	121	188	348	268	99	80	132	234	259	284	167	214	754	80	58	32
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	805 87%	400 87%	405 87%	109 91% f	168 90% f	306 88% f	221 83%	86 87%	67 84%	117 89%	220 94% gh	225 87%	242 85%	156 93% kln	182 85%	653 87%	74 93% oq	48 83%	29 93% oq
Sky satellite dish for free to air services only - you pay no monthly subscription fee	55 6%	29 6%	26 6%	5 4%	10 5%	19 5%	21 8%	6 6%	3 4%	6 4%	7 3%	19 7%	15 5%	8 5%	13 6%	45 6%	3 4%	5 9%	1 5%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	15 2%	8 2%	7 1%	* *% e	* *% e	5 2%	9 3% d	1 1%	1 1%	3 2% j	- -%	2 1%	4 2%	3 2%	5 2%	12 2%	* *% p	2 3% p	1 2%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	10 1%	6 1%	4 1%	3 2% e	1 1%	1 *% e	5 2%	* *% e	1 1%	1 1%	3 1%	5 2% n	4 1%	1 1%	* *% e	10 1%	- -% e	1 1%	* *% e
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	3 *% o	* *% o	3 1%	* *% o	2 1%	1 *% o	- -% o	* *% o	2 2%	- -% o	* *% o	- -% o	* *% o	- -% o	3 1%	3 *% o	- -% o	- -% o	1 2% o

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTICODE)

Base : Those with Satellite TV

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1525	767	758	188	273	590	474	205	147	218	330	380	474	319	352	782	226	255	262
Effective Weighted Sample	942	482	461	110	159	382	305	114	82	139	220	239	292	202	217	679	143	173	241
Total	924	458	466	121	188	348	268	99	80	132	234	259	284	167	214	754	80	58	32
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	4	4	-	-	1	3	1	2	-	1	1	2	-	2	-	4	-	-	*
	*%	1%	-%	-%	*%	1%	*%	2%	-%	1%	1%	1%	-%	1%	-%	1%	-%	-%	*%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	4	*	4	-	3	1	-	1	1	-	2	3	1	-	1	3	1	*	-
	*%	*%	1%	-%	1%	*%	-%	1%	1%	-%	1%	1%	*%	-%	*%	*%	1%	*%	-%
Don't know	35	13	22	4	5	13	14	5	6	5	4	6	17	*	12	30	2	3	-
	4%	3%	5%	3%	3%	4%	5%	5%	7%	4%	2%	2%	6%	*%	5%	4%	2%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 80

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

QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	~h	i	j	k	l	m	n
Unweighted total	1525	97	90	87	93	95	122	112	86	1007	518	836	681	877	386
Effective Weighted Sample	942	93	83	83	89	91	115	106	79	758	214	518	453	596	291
Total	924	115	113	66	64	71	109	87	129	789	135	578	340	569	322
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	805 87%	** **	** **	** **	** **	** **	92 84%	79 91%	** **	693 88%	112 83%	511 88%	290 85%	495 87%	280 87%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	55 6%	** **	** **	** **	** **	** **	8 8%	3 3%	** **	42 5%	13 9% i	32 6%	22 7%	32 6%	21 6%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	15 2%	** **	** **	** **	** **	** **	2 2%	2 3%	** **	11 1%	4 3%	4 1%	11 3% k	10 2%	5 1%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	10 1%	** **	** **	** **	** **	** **	3 3%	- -%	** **	7 1%	3 2%	7 1%	3 1%	9 2%	1 *%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	3 *%	** **	** **	** **	** **	** **	- -%	1 1%	** **	3 *%	* *%	1 *%	2 1%	2 *%	1 *%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	~h	i	j	k	l	m	n
Unweighted total	1525	97	90	87	93	95	122	112	86	1007	518	836	681	877	386
Effective Weighted Sample	942	93	83	83	89	91	115	106	79	758	214	518	453	596	291
Total	924	115	113	66	64	71	109	87	129	789	135	578	340	569	322
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	4	**	**	**	**	**	-	-	**	4	-	3	1	3	1
	*%	**	**	**	**	**	-%	-%	**	1%	-%	1%	*%	*%	*%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	4	**	**	**	**	**	-	1	**	4	*	3	1	3	1
	*%	**	**	**	**	**	-%	2%	**	*%	*%	*%	*%	1%	*%
Don't know	35	**	**	**	**	**	4	1	**	31	4	22	12	21	14
	4%	**	**	**	**	**	3%	1%	**	4%	3%	4%	4%	4%	4%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QH9A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky TV

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1460	726	734	182	262	570	446	196	136	210	321	364	449	312	335	742	222	243	253
Effective Weighted Sample	900	453	447	106	152	369	285	109	75	131	214	227	275	197	207	646	139	164	232
Total	879	431	447	117	177	336	249	95	73	126	227	246	266	164	202	715	78	55	31
Yes	649	317	333	89	138	253	169	56	49	92	188	196	199	116	138	535	53	39	21
	74%	73%	74%	76%	78%	75%	68%	58%	68%	73%	82%	80%	75%	71%	68%	75%	68%	72%	70%
					f	f				g	ghi	mn							
No	215	109	107	27	38	79	71	37	24	34	36	47	63	45	61	170	22	15	9
	25%	25%	24%	23%	22%	24%	29%	39%	32%	27%	16%	19%	24%	27%	30%	24%	29%	27%	28%
								ij	j	j				k	k				
Don't know	14	6	8	2	*	3	9	2	-	*	4	2	5	3	3	10	2	1	1
	2%	1%	2%	2%	*%	1%	3%	3%	-%	*%	2%	1%	2%	2%	2%	1%	3%	2%	2%
							de												

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 81

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QH9A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky TV

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	~h	i	j	k	l	m	n
Unweighted total	1460	95	81	79	86	93	116	109	83	960	500	804	648	838	369
Effective Weighted Sample	900	91	75	75	82	89	110	103	76	726	202	497	429	568	279
Total	879	112	101	61	59	69	104	84	124	752	127	551	323	539	309
Yes	649	**	**	**	**	**	76	66	**	558	91	419	227	421	207
	74%	**	**	**	**	**	73%	79%	**	74%	72%	76% l	70%	78% n	67%
No	215	**	**	**	**	**	27	17	**	183	33	128	86	110	96
	25%	**	**	**	**	**	26%	20%	**	24%	26%	23%	27%	20%	31% m
Don't know	14	**	**	**	**	**	1	1	**	11	3	4	10	8	6
	2%	**	**	**	**	**	1%	1%	**	1%	2%	1%	3% k	1%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 82

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QH9B (QR1B). Does your household have V+? (SINGLE CODE)

Base : Those with Cable TV

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 ~c	25-34 ~d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 ~m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
		MALE a						£11.5K- ~g	£11.5K- ~h	£17.5K- £29.9K ~i	£30K+ ~j								
Significance Level: 95%																			
Unweighted total	434	205	229	71	70	165	128	84	38	47	89	103	135	88	108	317	47	23	47
Effective Weighted Sample	330	155	175	57	53	127	98	63	28	39	78	78	103	70	80	271	42	19	46
Total	357	175	182	65	71	131	90	50	25	43	88	91	111	73	82	314	28	8	7
Yes	172	83	89	**	**	63	37	**	**	**	**	61	51	**	23	153	**	**	**
	48%	47%	49%	**	**	48%	41%	**	**	**	**	67% ln	46% n	**	29%	49%	**	**	**
No	159	83	77	**	**	58	45	**	**	**	**	22	48	**	55	138	**	**	**
	45%	47%	42%	**	**	44%	49%	**	**	**	**	25%	43% k	**	68% kl	44%	**	**	**
Don't know	26	9	16	**	**	10	8	**	**	**	**	8	12	**	3	23	**	**	**
	7%	5%	9%	**	**	8%	9%	**	**	**	**	9%	11%	**	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 82

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QH9B (QR1B). Does your household have V+? (SINGLE CODE)

Base : Those with Cable TV

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	~j	k	l	m	n
Unweighted total	434	34	43	24	40	59	36	35	46	411	23	226	205	224	163
Effective Weighted Sample	330	33	40	23	38	56	34	33	44	317	13	174	168	184	134
Total	357	37	56	19	28	42	33	25	74	345	12	218	136	209	140
Yes	172	**	**	**	**	**	**	**	**	166	**	121	48	106	62
	48%	**	**	**	**	**	**	**	**	48%	**	56% l	35%	51%	44%
No	159	**	**	**	**	**	**	**	**	153	**	83	76	84	71
	45%	**	**	**	**	**	**	**	**	45%	**	38%	56% k	40%	51%
Don't know	26	**	**	**	**	**	**	**	**	25	**	14	12	19	7
	7%	**	**	**	**	**	**	**	**	7%	**	6%	9%	9%	5%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 83

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QH9C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE						UNDER											
	Total	MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	44	22	22	6	4	9	25	6	2	8	3	9	13	10	12	27	1	10	6
Effective Weighted Sample	31	18	13	4	2	9	17	3	2	6	3	7	10	7	8	24	1	7	5
Total	25	15	10	3	2	7	13	1	2	4	3	6	8	5	5	22	*	2	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 83

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QH9C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	44	-	6	7	2	2	6	3	1	27	17	15	29	30	8
Effective Weighted Sample	31	-	5	7	2	2	5	3	1	21	10	11	20	22	7
Total	25	-	6	5	1	2	5	2	1	18	7	11	14	19	5
Yes	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 84

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QH9D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1972	963	1009	264	284	673	751	390	247	227	332	440	555	408	569	1070	291	272	339
Effective Weighted Sample	1252	609	643	158	171	442	502	246	146	143	236	285	352	266	354	923	192	179	313
Total	1219	584	634	181	197	424	417	203	135	149	243	290	360	235	334	1005	112	60	41
Yes	213	92	120	22	35	70	85	22	20	21	44	65	61	42	45	176	22	9	5
	17%	16%	19%	12%	18%	17%	20%	11%	15%	14%	18%	22%	17%	18%	14%	18%	20%	15%	13%
							c				g	n				r	r		
No	892	439	453	145	140	313	294	169	108	117	164	197	263	173	259	736	77	45	34
	73%	75%	71%	80%	71%	74%	71%	83%	80%	78%	68%	68%	73%	74%	78%	73%	68%	75%	82%
				f				j	j	j					k				opq
Don't know	114	53	60	14	22	41	37	12	6	12	35	29	36	20	29	92	13	6	2
	9%	9%	10%	8%	11%	10%	9%	6%	5%	8%	14%	10%	10%	9%	9%	9%	12%	10%	5%
											gh					r	r	r	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QH9D (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1972	96	123	191	119	137	112	134	158	1349	623	925	1042	1153	480
Effective Weighted Sample	1252	92	114	181	113	130	106	127	146	1018	274	587	709	809	367
Total	1219	109	146	140	81	103	94	101	231	1050	169	667	548	784	393
Yes	213	**	33	27	23	25	13	15	32	174	38	113	97	150	57
	17%	**	22%	20%	28%	24%	14%	15%	14%	17%	23%	17%	18%	19%	15%
					fgh	fh					i				
No	892	**	100	95	52	67	77	76	172	778	114	484	406	557	301
	73%	**	68%	68%	64%	65%	82%	76%	75%	74%	67%	73%	74%	71%	77%
							bcde			j				m	
Don't know	114	**	14	18	6	11	4	9	27	97	17	70	44	77	35
	9%	**	9%	13%	7%	11%	4%	9%	12%	9%	10%	10%	8%	10%	9%
				f					f						

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 85

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QH9E (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 Broadband TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	~o	~p	~q	~r
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n				
Unweighted total	62	27	35	7	15	31	9	9	4	6	17	19	19	11	13	27	13	11	11
Effective Weighted Sample	37	17	20	4	10	17	7	4	2	5	11	14	10	6	8	23	11	6	10
Total	42	18	24	3	15	18	6	3	1	4	13	18	12	6	6	32	7	2	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QH9E (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 Broadband TV

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	62	2	6	3	5	1	2	3	5	36	26	48	14	33	18
Effective Weighted Sample	37	2	6	3	5	1	2	3	5	27	11	28	9	21	14
Total	42	2	9	3	4	1	2	2	9	34	8	35	7	25	16
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 86

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QH10 (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	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	1558	755	803	187	288	611	472	178	142	219	374	444	474	316	324	885	231	211	231
Effective Weighted Sample	1018	496	523	123	177	407	325	103	81	150	262	296	312	213	203	768	153	147	213
Total	1030	497	534	136	215	387	293	90	78	141	280	325	307	193	205	863	88	50	29
More than once a week	488	227	261	61	104	191	133	45	37	72	130	148	154	89	97	399	53	25	12
	47%	46%	49%	45%	48%	49%	45%	50%	47%	51%	47%	46%	50%	46%	47%	46%	60% oqr	49%	41%
Once a week	153	69	83	23	36	54	40	16	9	18	43	53	41	31	28	129	11	7	5
	15%	14%	16%	17%	17%	14%	14%	17%	11%	12%	15%	16%	13%	16%	14%	15%	13%	15%	18%
Once every 2-3 weeks	63	33	29	10	11	28	14	8	4	8	19	20	15	14	14	50	8	3	2
	6%	7%	6%	7%	5%	7%	5%	9%	5%	5%	7%	6%	5%	7%	7%	6%	9%	5%	8%
Once a month	32	14	18	4	6	12	10	1	3	7	9	5	9	7	10	27	2	2	1
	3%	3%	3%	3%	3%	3%	3%	1%	4%	5%	3%	2%	3%	4%	5% k	3%	2%	3%	5%
Once every 2-4 months	22	13	9	2	6	5	9	2	-	1	8	6	8	5	3	21	*	1	*
	2%	3%	2%	2%	3%	1%	3%	2%	-%	1%	3%	2%	3%	3%	1%	2%	-%	2%	-%
Less often than every 4 months	51	25	26	8	14	15	14	*	3	7	14	20	16	8	7	47	2	1	1
	5%	5%	5%	6%	6%	4%	5%	-%	4%	5%	5%	6%	5%	4%	3%	5%	2%	1%	5%
									g	g	g					q			
Never	116	63	53	12	22	44	38	10	15	17	36	40	29	22	24	104	4	4	3
	11%	13%	10%	9%	10%	11%	13%	11%	19%	12%	13%	12%	10%	12%	12%	12% p	5%	8%	11% p
Don't know	106	52	54	17	17	38	34	7	8	12	20	32	36	17	22	86	8	9	3
	10%	10%	10%	12%	8%	10%	12%	8%	10%	8%	7%	10%	12%	9%	11%	10%	9%	18% op	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 86

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QH10 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1558	80	114	109	117	121	113	112	119	1088	470	882	667	949	378
Effective Weighted Sample	1018	76	105	103	111	115	107	107	111	834	209	576	468	673	295
Total	1030	93	142	83	82	94	103	87	180	889	142	651	370	675	327
More than once a week	488	**	68	48	41	41	44	56	75	405	83	313	172	328	148
	47%	**	48%	58% efh	50%	43%	43%	64% bdefh	42%	46%	59% i	48%	47%	49%	45%
Once a week	153	**	23	8	17	19	15	10	24	131	21	94	55	109	38
	15%	**	16%	9%	21% c	21% c	14%	12%	13%	15%	15%	14%	15%	16%	12%
Once every 2-3 weeks	63	**	7	3	4	3	9	5	8	58	5	47	16	32	28
	6%	**	5%	3%	5%	3%	9%	6%	4%	7%	3%	7%	4%	5%	9% m
Once a month	32	**	6	5	3	5	2	2	3	30	3	18	14	16	15
	3%	**	4%	6%	4%	5%	2%	2%	2%	3%	2%	3%	4%	2%	4%
Once every 2-4 months	22	**	7	2	3	-	2	-	3	19	3	14	8	13	9
	2%	**	5% eg	3%	4% e	-%	2%	-%	2%	2%	2%	2%	2%	2%	3%
Less often than every 4 months	51	**	7	1	2	6	4	1	14	46	5	36	14	33	16
	5%	**	5%	1%	2%	6% cg	4%	1%	8% cg	5%	4%	6%	4%	5%	5%
Never	116	**	17	11	6	7	15	7	25	104	12	68	48	66	47
	11%	**	12%	13%	7%	7%	14%	8%	14%	12%	9%	10%	13%	10%	14% m
Don't know	106	**	7	5	6	13	13	7	28	96	10	61	43	77	26
	10%	**	5%	6%	7%	14% b	12%	8%	16% bcd	11%	7%	9%	12%	11%	8%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 87

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QH11 (QH42A). Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY)

Base : Those with multichannel TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3243	1574	1669	420	512	1154	1157	591	368	398	582	748	946	664	885	1850	468	477	448
Effective Weighted Sample	2132	1040	1092	267	326	782	790	378	227	267	426	499	621	443	579	1603	314	317	414
Total	2116	1015	1100	297	390	753	676	324	206	275	459	541	620	395	561	1766	186	108	56
Yes	464	229	236	80	111	189	85	39	24	62	136	146	143	91	85	391	45	15	14
	22%	23%	21%	27%	28%	25%	13%	12%	12%	23%	30%	27%	23%	23%	15%	22%	24%	14%	25%
				f	f	f				gh	ghi	n	n	n		q	q		q
No	1563	742	821	201	269	538	554	266	176	207	312	373	455	284	452	1296	139	86	41
	74%	73%	75%	68%	69%	71%	82%	82%	85%	75%	68%	69%	73%	72%	81%	73%	75%	80%	74%
							cde	ij	ij	j					klm			or	
Don't know	88	44	44	15	10	27	36	18	6	6	11	22	21	20	24	78	2	7	1
	4%	4%	4%	5%	3%	4%	5%	6%	3%	2%	2%	4%	3%	5%	4%	4%	1%	6%	2%
							d	ij								pr		pr	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 87

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QH11 (QH42A). Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY)

Base : Those with multichannel TV

		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3243	219	224	242	223	245	231	234	232	2297	946	1600	1629	1893	902
Effective Weighted Sample	2132	209	206	229	212	233	218	222	215	1769	414	1057	1147	1335	697
Total	2116	250	277	181	152	184	204	175	344	1842	274	1213	891	1313	747
Yes	464	61	62	28	38	45	44	32	81	412	52	331	131	288	162
	22%	24%	23%	15%	25%	25%	21%	18%	24%	22%	19%	27%	15%	22%	22%
		c			c	c			c			l			
No	1563	185	198	136	110	127	153	140	246	1353	210	835	719	974	548
	74%	74%	71%	76%	73%	69%	75%	80% beh	72%	73%	77%	69%	81% k	74%	73%
Don't know	88	4	17	16	3	11	7	3	17	76	12	47	41	51	37
	4%	2%	6%	9%	2%	6%	3%	2%	5%	4%	4%	4%	5%	4%	5%
			adg	adfg		adg			g						
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n															

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 88

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QH12 (QH42B). How often, if ever, do you use your 'on demand' TV service to watch TV programmes after they've been shown?

Base : Those who ever watch TV programmes 'on demand' through their TV service

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES ~q	NI r
		MALE a						£11.5K- ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ j								
Significance Level: 95%																			
Unweighted total	662	325	337	107	153	277	125	68	51	89	174	188	208	134	132	384	107	64	107
Effective Weighted Sample	439	219	220	70	91	192	89	39	28	62	128	125	138	96	83	334	75	43	100
Total	464	229	236	80	111	189	85	39	24	62	136	146	143	91	85	391	45	15	14
Every day	40 9%	19 8%	22 9%	9 11%	11 10%	13 7%	7 8%	** **	** **	** **	13 9%	7 5%	13 9%	11 12% k	9 10%	32 8%	6 13%	** **	2 13%
A few times a week	137 30%	70 30%	67 29%	28 35% f	42 38% ef	49 26%	17 20%	** **	** **	** **	52 38%	46 31%	42 30%	29 31%	20 24%	109 28%	21 46% or	** **	4 28%
Once a week	88 19%	45 20%	43 18%	11 14%	26 24%	37 20%	13 15%	** **	** **	** **	23 17%	29 20%	25 18%	12 13%	21 25% m	74 19%	7 17%	** **	3 19%
A few times a month	65 14%	32 14%	33 14%	13 16%	10 9%	26 14%	16 19% d	** **	** **	** **	23 17%	23 16%	23 16%	11 13%	8 10%	55 14%	6 14%	** **	2 12%
Once a month	53 11%	21 9%	31 13%	14 18% f	9 8%	24 13%	6 7%	** **	** **	** **	12 9%	16 11%	15 11%	12 13%	9 11%	49 12% p	1 3%	** **	1 10%
Less often	76 16%	39 17%	37 16%	4 6%	12 11%	36 19% c	24 28% cd	** **	** **	** **	14 10%	24 17%	21 15%	14 15%	17 20%	68 17% p	3 6%	** **	2 17% p
Don't know	5 1%	3 1%	2 1%	- -%	* *%	3 2%	2 2%	** **	** **	** **	- -%	* *%	3 2%	2 2%	* *%	4 1%	* 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 88

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QH12 (QH42B). How often, if ever, do you use your 'on demand' TV service to watch TV programmes after they've been shown?

Base : Those who ever watch TV programmes 'on demand' through their TV service

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	662	52	48	33	53	60	47	40	51	487	175	428	231	372	183
Effective Weighted Sample	439	50	45	31	51	58	45	38	47	373	76	286	163	270	145
Total	464	61	62	28	38	45	44	32	81	412	52	331	131	288	162
Every day	40	**	**	**	**	**	**	**	**	28	13	28	12	27	11
	9%	**	**	**	**	**	**	**	**	7%	24% i	9%	9%	9%	7%
A few times a week	137	**	**	**	**	**	**	**	**	126	11	105	30	83	50
	30%	**	**	**	**	**	**	**	**	31%	21%	32% l	23%	29%	31%
Once a week	88	**	**	**	**	**	**	**	**	79	9	62	24	54	32
	19%	**	**	**	**	**	**	**	**	19%	18%	19%	19%	19%	19%
A few times a month	65	**	**	**	**	**	**	**	**	58	7	41	24	39	24
	14%	**	**	**	**	**	**	**	**	14%	13%	12%	19%	14%	15%
Once a month	53	**	**	**	**	**	**	**	**	48	4	35	18	35	16
	11%	**	**	**	**	**	**	**	**	12%	9%	11%	13%	12%	10%
Less often	76	**	**	**	**	**	**	**	**	70	7	55	22	47	27
	16%	**	**	**	**	**	**	**	**	17%	13%	17%	16%	16%	16%
Don't know	5	**	**	**	**	**	**	**	**	4	1	4	1	3	2
	1%	**	**	**	**	**	**	**	**	1%	3%	1%	1%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 89

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QH13 (QH43A). Do you ever watch TV programmes online or download programmes from UK TV broadcasters' website (such as BBC iPlayer, ITV Player, Channel 4 On-Demand/ 4OD, Demand Five, or Sky Player) after they've been shown? I don't mean watching live programmes online.

Base : Those with access to the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE						UNDER											
	Total	MALE		16-24	25-34	35-54	55+	£11.5K- £17.5K	£17.5K- £29.9K	£30K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2694	1314	1380	420	506	1086	682	362	266	367	577	722	877	530	565	1578	362	353	401
Effective Weighted Sample	1783	877	907	269	320	739	476	231	157	248	423	484	581	360	364	1374	243	241	370
Total	1828	882	946	296	387	714	431	210	152	251	459	527	595	332	373	1553	141	84	50
Yes	625	318	306	132	152	240	102	61	35	75	210	229	225	93	77	542	44	24	15
	34%	36%	32%	44% ef	39% f	34% f	24%	29%	23%	30%	46% ghi	43% mn	38% mn	28% n	21%	35% q	31%	28%	30%
No	1085	503	581	147	205	423	310	131	106	163	228	275	327	221	262	916	87	49	33
	59%	57%	61%	50%	53%	59% c	72% cde	62% j	70% j	65% j	50%	52%	55%	66% kl	70% kl	59%	62%	58%	66% o
Don't know	119	60	58	18	30	51	19	18	11	13	21	24	43	18	33	95	10	11	2
	6%	7%	6%	6%	8% f	7%	4%	9% j	7%	5%	4%	5%	7%	6%	9% k	6%	7%	14% opr	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 89

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

QH13 (QH43A). Do you ever watch TV programmes online or download programmes from UK TV broadcasters' website (such as BBC iPlayer, ITV Player, Channel 4 On-Demand/ 4OD, Demand Five, or Sky Player) after they've been shown? I don't mean watching live programmes online.

Base : Those with access to 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2694	191	221	198	193	211	189	189	186	1903	791	1537	1147	1586	707
Effective Weighted Sample	1783	183	203	188	184	201	179	180	173	1465	360	1018	817	1145	552
Total	1828	224	275	153	136	162	171	147	285	1579	249	1171	647	1161	617
Yes	625	96	95	53	52	44	65	53	86	535	89	420	203	409	201
	34%	43%	34%	35%	38%	27%	38%	36%	30%	34%	36%	36%	31%	35%	33%
		eh			e		e					l			
No	1085	109	161	94	77	111	95	91	178	937	147	674	405	686	366
	59%	49%	58%	61%	57%	68%	56%	62%	63%	59%	59%	58%	63%	59%	59%
				a		abdf		a	a				k		
Don't know	119	20	20	6	7	8	11	3	20	106	13	77	39	66	50
	6%	9%	7%	4%	5%	5%	7%	2%	7%	7%	5%	7%	6%	6%	8%
		cg	g				g		g						

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 90

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QH14 (QH43B). How often, if ever, do you watch TV programmes online or download from UK TV broadcasters' websites after they've been shown?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES ~q	NI r
		MALE a	b					£11.5K- ~g	£11.5K- ~h	£17.5K- £29.9K i	£30K+ j								
Significance Level: 95%																			
Unweighted total	866	440	426	170	192	352	152	91	55	111	252	296	311	150	109	539	122	99	106
Effective Weighted Sample	599	310	289	118	125	250	114	59	36	76	194	209	217	103	74	477	79	69	99
Total	625	318	306	132	152	240	102	61	35	75	210	229	225	93	77	542	44	24	15
Every day	21 3%	8 2%	14 4%	6 4%	4 2%	10 4%	2 2%	** **	** **	* *%	5 2%	7 3%	12 5% m	* *%	3 4%	21 4%	* *%	** **	* 1%
A few times a week	125 20%	66 21%	58 19%	43 33% ef	33 22% e	29 12%	19 18%	** **	** **	18 23%	47 23%	35 15%	51 22%	25 27% k	14 18%	110 20%	7 15%	** **	3 22%
Once a week	106 17%	54 17%	52 17%	23 17%	33 21% f	41 17%	10 10%	** **	** **	14 19%	26 12%	43 19% m	41 18%	9 10%	12 16%	85 16%	9 21%	** **	4 29% o
A few times a month	111 18%	58 18%	53 17%	21 16%	29 19%	42 18%	18 18%	** **	** **	10 14%	33 15%	43 19%	40 18%	13 14%	14 19%	92 17%	11 24%	** **	3 18%
Once a month	87 14%	44 14%	43 14%	12 9%	13 8%	38 16% d	23 23% cd	** **	** **	12 16%	29 14%	30 13%	28 12%	20 21% l	10 12%	76 14%	6 13%	** **	2 13%
Less often	161 26%	82 26%	79 26%	23 18%	34 22%	75 31% c	29 29% c	** **	** **	20 27%	70 33%	68 30% l	48 21%	24 25%	22 28%	146 27% r	10 23%	** **	2 17%
Don't know	14 2%	6 2%	8 3%	3 3%	6 4% f	5 2%	- -%	** **	** **	- -%	1 *%	3 1%	6 3%	2 2%	3 4%	13 2%	1 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 90

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QH14 (QH43B). How often, if ever, do you watch TV programmes online or download from UK TV broadcasters' websites after they've been shown?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	866	80	79	69	69	54	68	64	56	627	239	534	330	545	215
Effective Weighted Sample	599	77	72	66	66	52	64	61	52	490	121	367	243	404	171
Total	625	96	95	53	52	44	65	53	86	535	89	420	203	409	201
Every day	21	**	**	**	**	**	**	**	**	19	2	14	7	13	8
	3%	**	**	**	**	**	**	**	**	4%	2%	3%	4%	3%	4%
A few times a week	125	**	**	**	**	**	**	**	**	111	14	82	42	80	41
	20%	**	**	**	**	**	**	**	**	21%	15%	20%	21%	20%	20%
Once a week	106	**	**	**	**	**	**	**	**	94	12	74	32	69	33
	17%	**	**	**	**	**	**	**	**	18%	14%	18%	16%	17%	16%
A few times a month	111	**	**	**	**	**	**	**	**	99	12	75	35	67	41
	18%	**	**	**	**	**	**	**	**	18%	14%	18%	17%	16%	21%
Once a month	87	**	**	**	**	**	**	**	**	66	21	46	40	60	24
	14%	**	**	**	**	**	**	**	**	12%	23% i	11%	20% k	15%	12%
Less often	161	**	**	**	**	**	**	**	**	134	27	119	42	111	47
	26%	**	**	**	**	**	**	**	**	25%	30%	28% l	21%	27%	23%
Don't know	14	**	**	**	**	**	**	**	**	13	1	10	4	9	5
	2%	**	**	**	**	**	**	**	**	2%	1%	2%	2%	2%	3%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 91

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QH15 (QH43C). Would you say that watching TV programmes in this way makes you watch MORE, LESS or ABOUT THE SAME amount of television than you used to?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES ~q	NI r
		MALE a						£11.5K- ~g	£17.5K- ~h	£29.9K i	£30K+ j								
Significance Level: 95%																			
Unweighted total	866	440	426	170	192	352	152	91	55	111	252	296	311	150	109	539	122	99	106
Effective Weighted Sample	599	310	289	118	125	250	114	59	36	76	194	209	217	103	74	477	79	69	99
Total	625	318	306	132	152	240	102	61	35	75	210	229	225	93	77	542	44	24	15
More	102	48	54	33	30	27	12	**	**	12	45	39	45	10	9	97	1	**	2
	16%	15%	18%	25% ef	20% e	11%	12%	**	**	15%	21%	17%	20% m	10%	11%	18% p	1%	**	17% p
Less	56	25	31	10	16	20	9	**	**	8	18	20	22	8	6	50	2	**	1
	9%	8%	10%	8%	11%	8%	9%	**	**	11%	8%	9%	10%	9%	8%	9%	5%	**	9%
About the same	447	237	211	87	98	186	77	**	**	53	143	165	150	72	60	377	41	**	11
	72%	74%	69%	66%	65%	78% cd	76%	**	**	71%	68%	72%	66%	78% l	78%	70%	92% or	**	74%
Don't know	19	9	10	2	7	7	3	**	**	2	4	5	8	3	3	17	1	**	-
	3%	3%	3%	2%	5%	3%	3%	**	**	3%	2%	2%	4%	3%	4%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 91

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QH15 (QH43C). Would you say that watching TV programmes in this way makes you watch MORE, LESS or ABOUT THE SAME amount of television than you used to?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	866	80	79	69	69	54	68	64	56	627	239	534	330	545	215
Effective Weighted Sample	599	77	72	66	66	52	64	61	52	490	121	367	243	404	171
Total	625	96	95	53	52	44	65	53	86	535	89	420	203	409	201
More	102	**	**	**	**	**	**	**	**	94	8	78	25	56	44
	16%	**	**	**	**	**	**	**	**	18% j	9%	18% l	12%	14%	22% m
Less	56	**	**	**	**	**	**	**	**	49	7	34	21	36	18
	9%	**	**	**	**	**	**	**	**	9%	8%	8%	11%	9%	9%
About the same	447	**	**	**	**	**	**	**	**	377	71	296	149	302	135
	72%	**	**	**	**	**	**	**	**	70% i	80% i	71%	74%	74%	67%
Don't know	19	**	**	**	**	**	**	**	**	16	3	12	7	15	4
	3%	**	**	**	**	**	**	**	**	3%	3%	3%	4%	4%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 92

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QH16 (QH43D). Would you say that watching TV programmes in this way makes you watch more of the SAME SORTS of programmes that you used to watch, or DIFFERENT programmes than those you used to watch, or no real change?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES ~q	NI r
		MALE a	b					£11.5K- ~g	£11.5K- ~h	£17.5K- ~i	£30K+ j								
Significance Level: 95%																			
Unweighted total	866	440	426	170	192	352	152	91	55	111	252	296	311	150	109	539	122	99	106
Effective Weighted Sample	599	310	289	118	125	250	114	59	36	76	194	209	217	103	74	477	79	69	99
Total	625	318	306	132	152	240	102	61	35	75	210	229	225	93	77	542	44	24	15
Same sorts of programmes	155	85	70	36	39	53	27	**	**	23	56	58	57	22	17	139	7	**	4
	25%	27%	23%	27%	26%	22%	26%	**	**	31%	27%	25%	25%	24%	22%	26%	15%	**	27%
																p			
Different programmes	96	45	50	28	24	32	12	**	**	11	31	27	41	18	9	87	4	**	3
	15%	14%	16%	21% ef	16%	13%	11%	**	**	14%	15%	12%	18%	19%	12%	16%	10%	**	18%
No real change	344	170	174	63	77	144	60	**	**	35	114	135	114	50	45	289	32	**	8
	55%	53%	57%	48%	51%	60% c	59%	**	**	47%	54%	59%	51%	53%	59%	53%	73% or	**	51%
Don't know	30	18	12	4	11	11	4	**	**	6	9	9	12	4	5	27	1	**	1
	5%	6%	4%	3%	8%	5%	3%	**	**	8%	4%	4%	5%	4%	7%	5%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 92

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QH16 (QH43D). Would you say that watching TV programmes in this way makes you watch more of the SAME SORTS of programmes that you used to watch, or DIFFERENT programmes than those you used to watch, or no real change?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	866	80	79	69	69	54	68	64	56	627	239	534	330	545	215
Effective Weighted Sample	599	77	72	66	66	52	64	61	52	490	121	367	243	404	171
Total	625	96	95	53	52	44	65	53	86	535	89	420	203	409	201
Same sorts of programmes	155	**	**	**	**	**	**	**	**	131	24	107	47	108	43
	25%	**	**	**	**	**	**	**	**	24%	27%	26%	23%	26%	21%
Different programmes	96	**	**	**	**	**	**	**	**	91	5	70	24	48	45
	15%	**	**	**	**	**	**	**	**	17%	6%	17%	12%	12%	22%
										j				m	
No real change	344	**	**	**	**	**	**	**	**	288	56	221	123	233	103
	55%	**	**	**	**	**	**	**	**	54%	63%	53%	60%	57%	51%
Don't know	30	**	**	**	**	**	**	**	**	26	4	21	9	19	10
	5%	**	**	**	**	**	**	**	**	5%	5%	5%	5%	5%	5%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 93

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QCHECK. Can I just check that you have the following services? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Landline phone	1908	913	995	221	314	679	693	256	172	234	445	539	567	358	444	1610	156	89	53
	85%	84%	85%	67%	77%	87%	94%	68%	79%	84%	94%	95%	85%	87%	73%	85%	80%	80%	84%
					c	cd	cde		g	g	ghi	lmn	n	n		pq			
Mobile phone	2054	981	1072	321	405	762	566	298	189	270	465	533	630	383	508	1731	168	97	57
	91%	91%	91%	98%	99%	98%	76%	79%	87%	97%	98%	94%	94%	93%	84%	92%	86%	87%	92%
				f	ef	f			g	gh	gh	n	n	n		pq			p
Fixed Broadband internet access	1513	733	780	205	300	619	389	139	114	199	424	479	495	275	264	1287	113	72	42
	67%	68%	66%	63%	74%	79%	53%	37%	53%	71%	90%	85%	74%	67%	43%	68%	57%	64%	67%
				f	cf	cdf			g	gh	ghi	lmn	mn	n		p			p
Mobile broadband internet access	380	178	202	93	105	142	40	48	28	55	107	113	116	60	92	336	18	18	8
	17%	16%	17%	28%	26%	18%	5%	13%	13%	20%	23%	20%	17%	14%	15%	18%	9%	16%	13%
				ef	ef	f				gh	gh	mn				pr		p	
Narrowband internet access	14	5	9	*	3	1	9	*	1	3	3	4	7	1	2	12	-	1	*
	1%	*%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	-%	1%	1%
							e												
TV service with additional channels you pay to receive	1193	582	611	173	253	452	315	138	93	163	316	332	360	231	270	989	107	59	38
	53%	54%	52%	53%	62%	58%	43%	36%	43%	58%	67%	59%	54%	56%	44%	52%	55%	53%	61%
				f	cf	f				gh	ghi	n	n	n					oq
No, none of these	14	8	6	1	1	3	8	10	-	-	-	1	1	*	12	7	6	2	-
	1%	1%	*%	*%	*%	*%	1%	3%	-%	-%	-%	*%	*%	*%	2%	*%	3%	1%	-%
								hij							klm		or	or	

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

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QCHECK. Can I just check that you have the following services? (MULTICODE)

Base : All respondents

		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Landline phone	1908	231	280	159	142	164	188	157	289	1644	263	1089	808	1210	645
	85%	82%	91%	85%	87%	83%	89%	84%	81%	84%	90%	86%	82%	88%	79%
			aegh				ah				i	l		n	
Mobile phone	2054	252	294	163	153	179	198	172	320	1785	269	1241	803	1276	721
	91%	90%	96%	88%	94%	91%	94%	92%	90%	91%	92%	99%	82%	92%	89%
			aceh		c		c					l		n	
Fixed Broadband internet access	1513	176	239	127	114	127	151	122	232	1300	213	994	511	979	493
	67%	63%	78%	68%	70%	64%	72%	65%	65%	66%	73%	79%	52%	71%	61%
			acegh		a		a				i	l		n	
Mobile broadband internet access	380	39	44	56	34	32	27	33	71	338	42	249	131	238	134
	17%	14%	14%	30%	21%	16%	13%	17%	20%	17%	14%	20%	13%	17%	17%
				abdefgh	af				f			l			
Narrowband internet access	14	1	5	1	-	-	5	-	-	9	5	8	6	11	2
	1%	*%	2%	*%	-%	-%	2%	-%	-%	*%	2%	1%	1%	1%	*%
			degh				degh				i				
TV service with additional channels you pay to receive	1193	135	160	79	88	108	125	106	188	1062	131	755	430	728	427
	53%	48%	52%	42%	54%	55%	59%	57%	53%	54%	45%	60%	44%	53%	53%
			c		c	c	ac	c	c	j		l			
No, none of these	14	2	-	1	1	2	-	-	1	13	1	1	12	7	7
	1%	1%	-%	*%	*%	1%	-%	-%	*%	1%	*%	*%	1%	*%	1%
													k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

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? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Landline phone	1638	797	841	90	274	641	633	235	161	213	400	464	473	311	390	1386	132	77	43
	73%	74%	72%	27%	67%	82%	86%	62%	74%	76%	85%	82%	71%	75%	64%	74%	67%	69%	68%
					c	cd	cde		g	g	ghi	lmn	n	n		pr			
Mobile phone	1736	843	893	242	357	655	481	260	168	238	414	448	544	326	418	1462	141	82	50
	77%	78%	76%	74%	88%	84%	65%	69%	77%	85%	88%	79%	81%	79%	69%	78%	72%	73%	81%
				f	cf	cf			g	gh	gh	n	n	n		p			pq
Fixed Broadband internet access	1279	630	649	85	262	583	349	128	107	178	377	413	402	238	226	1090	96	61	33
	57%	58%	55%	26%	64%	75%	47%	34%	49%	64%	80%	73%	60%	58%	37%	58%	49%	55%	53%
					cf	cdf	c		g	gh	ghi	lmn	n	n		pr			
Mobile broadband internet access	282	135	147	54	86	108	34	39	26	42	82	74	82	45	81	246	15	15	6
	12%	13%	12%	16%	21%	14%	5%	10%	12%	15%	17%	13%	12%	11%	13%	13%	8%	13%	10%
				f	ef	f					g					p		p	
Narrowband internet access	7	4	3	-	*	1	6	*	1	*	3	2	4	-	1	7	-	*	*
	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%
							e												
TV service with additional channels you pay to receive	918	453	465	66	200	397	254	106	83	128	268	269	268	176	204	765	79	44	29
	41%	42%	40%	20%	49%	51%	34%	28%	38%	46%	57%	47%	40%	43%	34%	41%	40%	40%	47%
					cf	cf	c		g	g	ghi	ln	n	n					o
None of these	178	73	105	59	18	37	64	32	14	16	17	34	47	33	64	140	20	13	5
	8%	7%	9%	18%	4%	5%	9%	8%	6%	6%	4%	6%	7%	8%	11%	7%	10%	12%	8%
				def			de	j							kl			o	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 94

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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? (MULTICODE)

Base : All respondents

		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Landline phone	1638	196	236	134	128	137	156	136	263	1421	217	959	668	1041	554
	73%	70%	77%	72%	79% ae	69%	74%	73%	74%	72%	74%	76% l	68%	75% n	68%
Mobile phone	1736	208	248	137	127	148	174	149	270	1528	208	1064	668	1086	599
	77%	74%	81%	74%	78%	75%	83% ace	80%	76%	78% j	71%	84% l	68%	79% n	74%
Fixed Broadband internet access	1279	147	201	103	99	107	122	100	211	1107	172	866	405	837	410
	57%	53%	65% aceg	55%	61%	54%	58%	54%	60%	56%	59%	69% l	41%	61% n	51%
Mobile broadband internet access	282	26	34	42	23	24	19	28	49	248	34	186	96	180	95
	12%	9%	11% abdefgh	23% f	14%	12%	9%	15% f	14%	13%	12%	15% l	10%	13%	12%
Narrowband internet access	7	-	4	-	-	-	2	-	-	6	1	4	3	7	-
	*%	-%	1%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	-%
TV service with additional channels you pay to receive	918	104	115	62	60	89	88	79	168	831	87	595	315	566	322
	41%	37%	37%	33%	37%	45% c	42%	42% c	47% abcd	42% j	30%	47% l	32%	41%	40%
None of these	178	24	17	15	13	20	16	14	22	145	33	66	112	104	68
	8%	9%	6%	8%	8%	10%	7%	7%	6%	7%	11% i	5%	11% k	8%	8%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 95

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QG1. Do you receive any of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Yes	1202	580	622	149	244	493	316	135	92	163	331	361	374	227	240	1023	97	52	29
	53%	54%	53%	45%	60%	63%	43%	36%	43%	58%	70%	64%	56%	55%	39%	54%	49%	47%	46%
				cf	cf	cf				gh	ghi	lmn	n	n		qr			
No	972	467	505	137	158	274	403	233	122	113	135	182	269	169	352	796	90	55	31
	43%	43%	43%	42%	39%	35%	54%	62%	56%	40%	29%	32%	40%	41%	58%	42%	46%	49%	50%
				e			cde	ij	ij	j			k	k	klm			o	o
Don't know	82	35	48	42	6	14	20	10	2	3	6	23	27	17	16	67	10	4	2
	4%	3%	4%	13%	2%	2%	3%	3%	1%	1%	1%	4%	4%	4%	3%	4%	5%	4%	3%
				def															

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QG1. Do you receive any 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Yes	1202	132	185	92	90	109	107	98	211	1064	138	768	427	766	406
	53%	47%	60% acf	49%	55%	55%	51%	52%	60% ac	54% j	47%	61% l	43%	55% n	50%
No	972	141	107	85	68	81	98	82	133	837	135	457	510	559	381
	43%	50% beh	35%	46% b	42%	41%	47% b	44% b	38%	43%	46%	36% k	52% k	40%	47% m
Don't know	82	7	15	9	6	7	6	7	10	63	20	36	47	56	24
	4%	3%	5%	5%	3%	4%	3%	4%	3%	3%	7% i	3%	5% k	4%	3%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 96

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QG2. Is this ONE deal or package, or more than one? (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			
		FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1692	815	877	173	305	727	487	225	164	221	398	482	522	336	352	1042	227	199	224
Effective Weighted Sample	1161	564	597	124	198	504	351	149	101	154	299	329	357	237	240	902	161	141	208
Total	1202	580	622	149	244	493	316	135	92	163	331	361	374	227	240	1023	97	52	29
One deal or package	1129	546	583	139	229	459	301	129	86	157	311	336	351	211	231	963	94	47	25
	94%	94%	94%	94%	94%	93%	95%	96%	94%	96%	94%	93%	94%	93%	96%	94% r	97% qr	90%	86%
Two packages from one supplier	44	21	23	6	9	18	11	3	3	4	11	14	14	11	5	36	1	4	3
	4%	4%	4%	4%	4%	4%	3%	2%	3%	2%	3%	4%	4%	5%	2%	4%	1%	8% op	9% op
Two packages from different suppliers	9	4	6	-	3	5	1	*	*	*	5	3	2	2	2	8	1	*	1
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1% op	3% oq
Three or more packages	11	6	5	1	2	6	2	-	2	1	4	5	2	3	1	10	1	*	*
	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1% op	2% oq
Don't know	9	4	5	3	-	5	1	2	1	2	*	2	4	1	1	7	1	1	*
	1%	1%	1%	2%	-%	1%	1%	2% j	1%	1%	1%	1%	1%	1%	1%	1%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
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QG2. Is this ONE deal or package, or more than one? (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1692	113	147	119	131	145	119	127	141	1278	414	968	717	1019	449
Effective Weighted Sample	1161	108	136	113	124	138	112	121	131	987	197	659	535	754	359
Total	1202	132	185	92	90	109	107	98	211	1064	138	768	427	766	406
One deal or package	1129	130	154	83	86	108	104	91	206	997	132	718	404	709	395
	94%	99%	83%	91%	96%	99%	98%	93%	97%	94%	96%	94%	95%	93%	97%
		bc			b	bcg	bc	b	bc						m
Two packages from one supplier	44	1	20	6	3	-	-	2	5	41	2	28	16	38	3
	4%	1%	11%	6%	3%	-%	-%	2%	2%	4%	2%	4%	4%	5%	1%
			ade fgh	aef	e									n	
Two packages from different suppliers	9	-	1	1	1	-	1	3	1	8	1	6	3	4	4
	1%	-%	*%	1%	1%	-%	1%	3%	*%	1%	1%	1%	1%	1%	1%
								e							
Three or more packages	11	-	7	2	-	-	-	-	-	10	1	9	2	9	1
	1%	-%	4%	3%	-%	-%	-%	-%	-%	1%	1%	1%	*%	1%	*%
			ade fgh												
Don't know	9	1	3	-	-	1	1	2	-	8	1	7	2	6	3
	1%	1%	1%	-%	-%	1%	1%	2%	-%	1%	1%	1%	*%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
Table 97

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QG3 (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? (MULTICODE)

Base : Those with at least one deal or package with the same supplier

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE						UNDER											
	Total	MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1680	809	871	169	305	721	485	223	162	218	397	480	515	334	351	1035	226	197	222
Effective Weighted Sample	1152	560	592	122	198	500	350	147	99	152	298	328	352	236	239	895	160	139	206
Total	1193	576	617	146	244	488	315	132	91	162	331	359	369	226	239	1016	96	51	29
Landline phone	1013	491	522	110	194	427	282	105	78	135	281	313	321	191	188	859	86	44	24
	85%	85%	85%	76%	80%	87% cd	89% cd	79%	86%	84%	85%	87% n	87% n	85%	79%	85%	89%	85%	85%
One mobile phone	99	46	52	19	26	37	16	16	10	9	20	21	34	20	24	84	5	7	2
	8%	8%	8%	13% f	11% f	8%	5%	12% j	11%	6%	6%	6%	9%	9%	10%	8%	6%	15% opr	8%
More than one mobile phone	26	13	12	4	2	12	8	6	2	3	7	6	6	8	6	20	2	3	1
	2%	2%	2%	3%	1%	2%	3%	4%	2%	2%	2%	2%	2%	4%	3%	2%	3%	5% o	2%
Internet - Fixed Broadband access	1012	490	522	112	217	429	255	101	74	140	300	316	330	183	183	864	81	45	23
	85%	85%	85%	76%	89% cf	88% cf	81%	76%	81%	87% g	91% gh	88% mn	89% mn	81%	77%	85%	84%	87%	81%
Internet - Mobile Broadband access	89	41	48	22	19	36	12	10	5	11	25	27	27	16	20	83	3	3	1
	7%	7%	8%	15% def	8% f	7% f	4%	8%	6%	7%	7%	8%	7%	7%	8%	8% p	3%	5%	5%
TV service	536	245	291	70	121	216	130	61	31	75	166	162	168	93	114	458	46	19	14
	45%	43%	47%	48%	50%	44%	41%	46%	34%	46%	50% h	45%	45%	41%	48%	45%	47%	38%	47%
Don't know	37	20	18	4	8	15	9	4	5	5	5	11	4	11	11	31	4	1	1
	3%	3%	3%	3%	3%	3%	3%	3%	5%	3%	2%	3% l	1%	5% l	5% l	3%	4%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 97

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

QG3 (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? (MULTICODE)

Base : Those with at least one deal or package with the same supplier

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1680	112	145	119	131	144	118	125	141	1269	411	959	714	1012	446
Effective Weighted Sample	1152	107	134	113	124	137	111	119	131	979	195	652	533	748	356
Total	1193	131	183	92	90	108	105	96	211	1057	136	761	425	761	404
Landline phone	1013	91	159	78	83	94	97	81	177	889	124	649	362	664	325
	85%	69%	87%	85%	92%	87%	92%	85%	84%	84%	91%	85%	85%	87%	81%
			a	a	ah	a	a	a	a		i			n	
One mobile phone	99	16	13	4	6	8	6	16	16	90	8	67	32	54	43
	8%	12%	7%	4%	7%	7%	5%	17%	7%	9%	6%	9%	7%	7%	11%
		c						bcdefh							m
More than one mobile phone	26	3	2	2	2	1	5	2	2	22	4	17	8	12	13
	2%	2%	1%	2%	3%	1%	5%	2%	1%	2%	3%	2%	2%	2%	3%
Internet - Fixed Broadband access	1012	117	156	82	72	95	91	78	171	900	112	663	346	650	339
	85%	89%	86%	90%	81%	88%	87%	81%	81%	85%	82%	87%	81%	85%	84%
												l			
Internet - Mobile Broadband access	89	16	10	10	9	8	2	8	20	81	8	60	29	59	29
	7%	12%	5%	11%	10%	7%	2%	9%	9%	8%	6%	8%	7%	8%	7%
		f		f	f			f	f						
TV service	536	63	70	34	30	58	53	38	110	506	30	350	183	328	195
	45%	48%	39%	37%	34%	54%	50%	40%	52%	48%	22%	46%	43%	43%	48%
		d				bcdg	d		bcd	j					
Don't know	37	1	6	1	1	4	1	2	15	32	5	24	10	26	11
	3%	1%	3%	1%	1%	4%	1%	2%	7%	3%	4%	3%	2%	3%	3%
									acdf						

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QG4 (QG3B). Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-	£17.5K-	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1680	809	871	169	305	721	485	223	162	218	397	480	515	334	351	1035	226	197	222
Effective Weighted Sample	1152	560	592	122	198	500	350	147	99	152	298	328	352	236	239	895	160	139	206
Total	1193	576	617	146	244	488	315	132	91	162	331	359	369	226	239	1016	96	51	29
Yes	804	375	430	79	165	347	213	82	59	109	226	253	253	148	151	681	69	37	17
	67%	65%	70%	54%	68%	71%	68%	62%	65%	68%	68%	70%	68%	65%	63%	67%	71%	71%	61%
				c	c	c	c										r		
No	215	112	103	22	43	87	62	36	17	34	61	58	70	41	46	186	13	9	8
	18%	19%	17%	15%	18%	18%	20%	27%	19%	21%	19%	16%	19%	18%	19%	18%	13%	17%	28%
							j											opq	
Don't know	174	89	85	45	35	53	41	15	15	18	44	48	47	37	41	149	15	6	3
	15%	15%	14%	31%	14%	11%	13%	11%	16%	11%	13%	13%	13%	17%	17%	15%	15%	12%	11%
				def															

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

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QG4 (QG3B). Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1680	112	145	119	131	144	118	125	141	1269	411	959	714	1012	446
Effective Weighted Sample	1152	107	134	113	124	137	111	119	131	979	195	652	533	748	356
Total	1193	131	183	92	90	108	105	96	211	1057	136	761	425	761	404
Yes	804	80	133	54	73	75	54	61	152	714	90	530	268	517	270
	67%	61%	73%	58%	82%	69%	51%	64%	72%	68%	66%	70%	63%	68%	67%
			acf		acefg	f			cf			l			
No	215	25	29	18	4	18	34	18	40	192	23	130	85	141	66
	18%	19%	16%	20%	4%	17%	32%	19%	19%	18%	17%	17%	20%	19%	16%
		d	d	d		d	abcdegh	d	d						
Don't know	174	27	20	20	13	15	18	17	19	151	23	101	72	103	68
	15%	20%	11%	22%	14%	14%	17%	18%	9%	14%	17%	13%	17%	13%	17%
		bh		bh				h							

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QG5 (QG3C). Do you receive one bill for this bundle of services, or more than one bill? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-	£17.5K-	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1680	809	871	169	305	721	485	223	162	218	397	480	515	334	351	1035	226	197	222
Effective Weighted Sample	1152	560	592	122	198	500	350	147	99	152	298	328	352	236	239	895	160	139	206
Total	1193	576	617	146	244	488	315	132	91	162	331	359	369	226	239	1016	96	51	29
One bill	1123	542	581	132	228	464	299	128	88	156	313	339	347	207	230	961	89	48	26
	94%	94%	94%	90%	93%	95%	95%	96%	96%	96%	95%	95%	94%	92%	96% m	95% r	92%	93%	91%
More than one bill	33	16	17	1	9	15	9	4	2	5	15	12	10	9	3	27	2	3	1
	3%	3%	3%	*%	4%	3%	3%	3%	2%	3%	4%	3%	3%	4%	1%	3%	2%	5%	5%
Don't know	36	18	18	13	6	9	7	1	1	1	3	8	13	10	6	29	5	1	1
	3%	3%	3%	9% def	3%	2%	2%	1%	2%	1%	1%	2%	3%	4%	2%	3%	5%	2%	5%

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

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QG5 (QG3C). Do you receive one bill for this bundle of services, or more than one bill? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1680	112	145	119	131	144	118	125	141	1269	411	959	714	1012	446
Effective Weighted Sample	1152	107	134	113	124	137	111	119	131	979	195	652	533	748	356
Total	1193	131	183	92	90	108	105	96	211	1057	136	761	425	761	404
One bill	1123	124	169	84	83	102	100	89	209	994	129	715	402	715	382
	94%	95%	93%	91%	92%	95%	95%	92%	99% bcdg	94%	95%	94%	94%	94%	95%
More than one bill	33	4	10	4	2	1	2	2	2	29	5	23	10	23	9
	3%	3%	6% eh	4%	2%	1%	2%	2%	1%	3%	4%	3%	2%	3%	2%
Don't know	36	3	3	4	5	4	3	6	-	34	2	23	13	23	12
	3%	2%	2%	5% h	6% h	4% h	3% h	6% h	-%	3%	1%	3%	3%	3%	3%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QG6 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	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	1680	809	871	169	305	721	485	223	162	218	397	480	515	334	351	1035	226	197	222
Effective Weighted Sample	1152	560	592	122	198	500	350	147	99	152	298	328	352	236	239	895	160	139	206
Total	1193	576	617	146	244	488	315	132	91	162	331	359	369	226	239	1016	96	51	29
Virgin Media (previously NTL/ Telewest)	353	173	180	50	81	134	88	48	25	44	90	99	104	70	80	314	25	7	7
	30%	30%	29%	34%	33%	28%	28%	37%	27%	27%	27%	28%	28%	31%	33%	31%	26%	14%	26%
								j								q	q		q
BT	303	151	152	32	56	130	85	21	27	40	99	120	90	51	42	249	32	15	8
	25%	26%	25%	22%	23%	27%	27%	16%	29%	25%	30%	33%	24%	23%	17%	24%	33%	28%	26%
									g	g	g	lmn	n				o		
Sky	275	120	154	36	67	109	62	26	16	43	86	83	89	46	58	236	16	14	9
	23%	21%	25%	25%	28%	22%	20%	20%	18%	27%	26%	23%	24%	20%	24%	23%	17%	26%	30%
					f													p	op
Talk Talk/ Carphone Warehouse	149	84	66	10	14	73	53	17	17	22	29	29	50	37	34	124	11	11	4
	13%	15%	11%	7%	6%	15%	17%	13%	18%	13%	9%	8%	13%	17%	14%	12%	12%	21%	12%
		b				cd	cd		j				k	k	k			opr	
Orange	25	11	14	5	11	8	2	4	2	3	7	7	8	6	4	22	1	1	*
	2%	2%	2%	3%	4%	2%	1%	3%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	1%
				f	ef														
O2	18	9	8	6	5	3	4	7	*	3	3	4	7	3	4	16	1	-	*
	1%	2%	1%	4%	2%	1%	1%	6%	6%	2%	1%	1%	2%	1%	2%	2%	1%	-%	2%
				e				hj											
Vodafone	9	2	8	2	3	5	-	2	-	1	5	2	2	3	3	9	*	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				f															
T-Mobile	7	4	3	2	1	3	1	2	1	-	-	*	2	2	2	6	-	1	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
AOL	6	4	2	-	*	4	2	*	*	*	3	2	3	1	*	5	1	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	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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QG6 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1680	809	871	169	305	721	485	223	162	218	397	480	515	334	351	1035	226	197	222
Effective Weighted Sample	1152	560	592	122	198	500	350	147	99	152	298	328	352	236	239	895	160	139	206
Total	1193	576	617	146	244	488	315	132	91	162	331	359	369	226	239	1016	96	51	29
Other	41	16	25	3	3	17	18	5	3	5	7	11	13	6	11	29	9	2	*
	3%	3%	4%	2%	1%	3%	6% d	4%	4%	3%	2%	3%	4%	3%	5%	3%	9% or	4%	1%
Don't know	7	2	5	*	4	1	2	-	-	1	2	3	1	1	2	7	*	*	-
	1%	*%	1%	*%	2%	*%	1%	-%	-%	1%	1%	1%	*%	*%	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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QG6 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1680	112	145	119	131	144	118	125	141	1269	411	959	714	1012	446
Effective Weighted Sample	1152	107	134	113	124	137	111	119	131	979	195	652	533	748	356
Total	1193	131	183	92	90	108	105	96	211	1057	136	761	425	761	404
Virgin Media (previously NTL/ Telewest)	353	32	53	20	25	44	37	24	78	338	15	216	134	205	140
	30%	24%	29%	22%	28%	41%	35%	25%	37%	32%	11%	28%	31%	27%	35%
						abcdg	c		acg	j					m
BT	303	29	49	30	28	23	26	23	40	240	63	194	109	212	83
	25%	22%	27%	33%	32%	21%	25%	23%	19%	23%	47%	25%	26%	28%	21%
				eh	h						i			n	
Sky	275	39	40	20	14	21	21	22	59	256	18	182	90	171	95
	23%	30%	22%	21%	16%	19%	20%	23%	28%	24%	13%	24%	21%	23%	24%
		d							d	j					
Talk Talk/ Carphone Warehouse	149	16	21	11	16	11	13	13	23	129	21	91	58	103	43
	13%	12%	11%	12%	18%	10%	13%	13%	11%	12%	15%	12%	14%	14%	11%
Orange	25	5	2	4	1	3	3	3	2	21	3	17	7	13	11
	2%	3%	1%	4%	1%	3%	2%	4%	1%	2%	2%	2%	2%	2%	3%
O2	18	3	2	-	1	-	2	3	4	17	*	13	5	8	9
	1%	2%	1%	-%	2%	-%	2%	4%	2%	2%	-%	2%	1%	1%	2%
								ce							
Vodafone	9	2	1	1	-	-	-	1	3	9	*	7	3	7	2
	1%	2%	1%	1%	-%	-%	-%	1%	1%	1%	-%	1%	1%	1%	1%
T-Mobile	7	3	-	-	1	-	-	1	-	7	-	5	2	3	4
	1%	3%	-%	-%	1%	-%	-%	2%	-%	1%	-%	1%	-%	-%	1%
AOL	6	1	-	1	1	-	-	2	-	3	3	6	*	5	1
	1%	1%	-%	1%	1%	-%	-%	2%	-%	-%	2%	1%	-%	1%	-%
											i	l			
Other	41	-	9	5	2	6	2	2	2	29	12	24	17	30	11
	3%	-%	5%	5%	2%	6%	2%	3%	1%	3%	9%	3%	4%	4%	3%
			a	a		ah					i				

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

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QG6 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1680	112	145	119	131	144	118	125	141	1269	411	959	714	1012	446
Effective Weighted Sample	1152	107	134	113	124	137	111	119	131	979	195	652	533	748	356
Total	1193	131	183	92	90	108	105	96	211	1057	136	761	425	761	404
Don't know	7	-	5	-	1	-	-	1	-	7	*	6	1	4	3
	1%	-%	3%	-%	1%	-%	-%	1%	-%	1%	*%	1%	*%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 101

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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					
		FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r		
		MALE a	b					£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j										
Significance Level: 95%		Total																			
Unweighted total		3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511	
Effective Weighted Sample		2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470	
Total		2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62	
7 days a week		(7.0)	1033	530	503	116	155	388	374	142	102	133	232	285	337	186	225	867	83	46	37
			46%	49%	43%	35%	38%	50%	51%	38%	47%	48%	49%	50%	50%	45%	37%	46%	42%	42%	59%
				b			cd	cd		g	g	g	n	n	n					opq	
6 days a week		(6.0)	75	40	35	11	11	24	29	7	12	12	19	20	26	12	17	65	5	4	2
			3%	4%	3%	3%	3%	3%	4%	2%	5%	4%	4%	4%	4%	3%	3%	3%	2%	4%	3%
										g											
5 days a week		(5.0)	173	87	86	27	33	85	29	14	14	31	48	52	55	31	35	147	10	11	4
			8%	8%	7%	8%	8%	11%	4%	4%	6%	11%	10%	9%	8%	8%	6%	8%	5%	10%	6%
					f	f	f				g	g	n						p		
3 or 4 days a week		(3.5)	187	79	108	35	39	58	56	32	20	22	33	44	48	36	59	157	16	11	3
			8%	7%	9%	11%	10%	7%	8%	9%	9%	8%	7%	8%	7%	9%	10%	8%	8%	10%	6%
																			r		
1 or 2 days a week		(1.5)	223	90	133	36	48	68	71	47	16	25	57	56	52	44	70	186	23	10	4
			10%	8%	11%	11%	12%	9%	10%	13%	7%	9%	12%	10%	8%	11%	12%	10%	12%	9%	6%
					a				h								l	r	r		
Less often		(0.5)	134	60	73	18	18	43	56	23	8	8	27	34	33	30	37	119	5	7	2
			6%	6%	6%	5%	4%	5%	8%	6%	4%	3%	6%	6%	5%	7%	6%	6%	3%	6%	4%
								d	i								pr		p		
Never/ do not listen to the radio		(0.0)	423	193	230	85	104	114	120	109	44	45	54	73	114	71	165	338	53	22	10
			19%	18%	20%	26%	25%	15%	16%	29%	20%	16%	11%	13%	17%	17%	27%	18%	27%	20%	16%
					ef	ef			hij	j				k		klm		oqr			
Don't know			7	2	5	-	1	2	5	2	-	3	2	2	2	3	1	7	-	*	-
			1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
Mean number of days during an average week		4.3	4.5	4.1	3.6	3.8	4.6	4.4	3.5	4.4	4.6	4.7	4.7	4.6	4.2	3.6	4.3	3.9	4.1	4.9	
			b				cd	cd		g	g	g	mn	mn	n		p			opq	
Standard deviation		2.94	2.92	2.95	2.97	2.99	2.81	2.96	3.08	2.94	2.80	2.76	2.80	2.88	2.93	3.03	2.93	3.07	2.93	2.87	
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																					

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Standard error	.05	.07	.07	.14	.13	.08	.08	.12	.15	.14	.11	.10	.09	.11	.10	.07	.14	.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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total		3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample		2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total		2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
7 days a week	(7.0)	1033	102	164	95	75	89	114	81	147	878	155	596	434	696	300
		46%	37%	54% agh	51% ah	46% a	45%	54% agh	43%	41%	45%	53% i	47%	44%	50% n	37%
6 days a week	(6.0)	75	18	7	1	4	3	10	5	15	68	7	52	23	40	34
		3%	7% bcde	2%	*% c	3% c	2%	5% c	3% c	4% c	3%	2%	4% l	2%	3%	4%
5 days a week	(5.0)	173	28	22	7	15	17	15	17	25	160	13	124	49	92	77
		8%	10% c	7%	4%	9% c	9% c	7%	9% c	7%	8% j	4%	10% l	5%	7%	9% m
3 or 4 days a week	(3.5)	187	30	28	16	13	16	14	17	22	166	21	100	83	111	72
		8%	11%	9%	9%	8%	8%	7%	9%	6%	8%	7%	8%	8%	8%	9%
1 or 2 days a week	(1.5)	223	25	37	22	19	21	18	15	30	193	30	110	113	138	81
		10%	9%	12%	12%	12%	10%	8%	8%	8%	10%	10%	9%	11% k	10%	10%
Less often	(0.5)	134	13	18	19	9	12	3	11	36	116	18	62	69	94	38
		6%	5% f	6% f	10% af	6% f	6% f	1%	6% f	10% af	6%	6%	5%	7% k	7%	5%
Never/ do not listen to the radio	(0.0)	423	64	31	26	25	37	36	40	79	379	45	211	209	206	207
		19%	23% bcd	10%	14%	15%	19% b	17% b	22% bc	22% bcd	19% j	15%	17%	21% k	15%	25% m
Don't know		7	-	-	-	4	2	-	1	1	5	3	4	3	5	2
		*% abcf	-%	-%	-%	2% i	1%	-%	*% i	*% i	*% i	1% i	*% i	*% n	*% n	
Mean number of days during an average week		4.3	4.0	4.8 aegh	4.3	4.4	4.2	4.8 aegh	4.1	3.9	4.2	4.6 i	4.5 l	4.0	4.5 n	3.8
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n																

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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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Standard deviation	2.94	2.91	2.73	2.97	2.87	2.95	2.82	2.97	3.06	2.94	2.93	2.86	3.03	2.89	2.98
Standard error	.05	.19	.17	.19	.19	.18	.18	.19	.20	.06	.09	.07	.07	.07	.10
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n															

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 102

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QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Traditional set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2811	1389	1422	327	410	1027	1047	498	311	347	538	688	831	577	715	1629	357	397	428
Effective Weighted Sample	1853	920	935	215	254	697	716	323	189	230	393	455	557	386	465	1417	241	264	394
Total	1825	887	939	242	303	665	615	267	173	232	417	491	553	339	442	1541	143	89	52
Every day	264	145	120	38	30	75	121	48	29	28	54	64	81	51	69	230	11	11	12
	14%	16%	13%	16%	10%	11%	20%	18%	17%	12%	13%	13%	15%	15%	16%	15%	8%	13%	23%
		b					de								p				opq
At least weekly	147	74	73	8	24	51	64	25	15	15	34	36	47	22	42	118	18	8	3
	8%	8%	8%	3%	8%	8%	10%	9%	9%	7%	8%	7%	8%	7%	9%	8%	13%	9%	7%
					c	c	c										or		
At least monthly	67	39	28	10	6	22	28	9	8	8	12	9	18	15	25	57	7	1	2
	4%	4%	3%	4%	2%	3%	5%	3%	5%	3%	3%	2%	3%	4%	6%	4%	5%	1%	4%
														k	k	q	q		q
Have tried it once	61	29	32	3	14	21	23	13	8	7	12	17	20	11	13	48	2	7	3
	3%	3%	3%	1%	5%	3%	4%	5%	4%	3%	3%	3%	4%	3%	3%	3%	2%	8%	7%
					c												op	op	
Never	823	386	436	113	141	321	247	112	64	111	193	231	242	157	192	688	71	35	28
	45%	44%	47%	47%	46%	48%	40%	42%	37%	48%	46%	47%	44%	46%	43%	45%	50%	39%	54%
						f			h	h	h						q		oq
Do not have access to device	463	214	250	69	88	174	132	60	49	61	111	134	145	83	102	399	33	27	3
	25%	24%	27%	28%	29%	26%	21%	22%	28%	27%	27%	27%	26%	25%	23%	26%	23%	31%	7%
				f	f	f										r	r	r	

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

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QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Traditional 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2811	191	226	217	198	213	199	195	190	1981	830	1400	1399	1664	719
Effective Weighted Sample	1853	182	208	206	188	202	188	185	175	1529	365	920	993	1194	565
Total	1825	217	277	160	135	158	174	146	274	1580	245	1044	771	1171	603
Every day	264	21	48	19	26	18	64	11	24	215	49	136	127	173	80
	14%	10%	17%	12%	19%	11%	36%	7%	9%	14%	20%	13%	16%	15%	13%
			agh		acegh		abcdegh				i		k		
At least weekly	147	33	14	14	5	14	16	11	11	130	17	72	75	77	67
	8%	15%	5%	9%	4%	9%	9%	8%	4%	8%	7%	7%	10%	7%	11%
		bcdegh		d		d	dh						k		m
At least monthly	67	8	11	9	2	11	2	4	9	58	9	32	33	46	19
	4%	4%	4%	5%	1%	7%	1%	3%	3%	4%	4%	3%	4%	4%	3%
				df		df									
Have tried it once	61	1	15	8	4	5	4	2	11	57	4	32	29	46	11
	3%	*%	5%	5%	3%	3%	2%	1%	4%	4%	2%	3%	4%	4%	2%
			ag	ag		a			a	j				n	
Never	823	72	132	62	71	103	60	77	111	700	122	494	327	522	273
	45%	33%	48%	39%	52%	65%	34%	53%	41%	44%	50%	47%	42%	45%	45%
			af		acfh	abcdfgh		acfh			i	l			
Do not have access to device	463	80	56	50	28	8	29	42	107	419	44	279	180	307	153
	25%	37%	20%	31%	21%	5%	16%	29%	39%	27%	18%	27%	23%	26%	25%
		bdef	e	bdef	e		e	ef	bdefg	j					

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

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QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Traditional set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2811	1389	1422	327	410	1027	1047	498	311	347	538	688	831	577	715	1629	357	397	428
Effective Weighted Sample	1853	920	935	215	254	697	716	323	189	230	393	455	557	386	465	1417	241	264	394
Total	1825	887	939	242	303	665	615	267	173	232	417	491	553	339	442	1541	143	89	52
Every day	566	310	255	69	82	174	240	89	64	66	99	156	173	104	133	478	35	31	22
	31%	35%	27%	29%	27%	26%	39%	33%	37%	28%	24%	32%	31%	31%	30%	31%	24%	34%	43%
		b					cde	j	j							p	p	opq	
At least weekly	334	151	184	37	56	128	113	56	32	43	71	83	101	48	102	272	33	22	7
	18%	17%	20%	15%	19%	19%	18%	21%	18%	19%	17%	17%	18%	14%	23%	18%	23%	25%	13%
															km	r	or	or	
At least monthly	104	55	50	16	12	39	37	9	13	11	20	19	30	22	33	88	10	3	2
	6%	6%	5%	7%	4%	6%	6%	3%	8%	5%	5%	4%	5%	7%	7%	6%	7%	4%	4%
									g						k				
Have tried it once	58	28	30	4	8	28	18	10	6	2	13	21	11	10	16	51	1	5	1
	3%	3%	3%	2%	3%	4%	3%	4%	4%	1%	3%	4%	2%	3%	4%	3%	1%	6%	2%
								i	i		i	l				p		pr	
Never	463	212	251	66	82	183	132	64	30	70	130	122	143	107	92	395	36	16	17
	25%	24%	27%	27%	27%	28%	22%	24%	18%	30%	31%	25%	26%	32%	21%	26%	25%	17%	33%
						f				h	gh			kn		q	q		opq
Do not have access to device	300	131	169	50	62	113	75	39	27	40	83	90	95	48	66	257	28	13	3
	16%	15%	18%	21%	21%	17%	12%	15%	16%	17%	20%	18%	17%	14%	15%	17%	19%	14%	5%
				f	f	f										r	r	r	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 103

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QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Traditional 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2811	191	226	217	198	213	199	195	190	1981	830	1400	1399	1664	719
Effective Weighted Sample	1853	182	208	206	188	202	188	185	175	1529	365	920	993	1194	565
Total	1825	217	277	160	135	158	174	146	274	1580	245	1044	771	1171	603
Every day	566	50	102	53	21	66	63	43	81	479	87	294	270	401	142
	31%	23%	37%	33%	16%	42%	36%	30%	30%	30%	35%	28%	35%	34%	24%
			ad	ad		adgh	ad	d	d				k	n	
At least weekly	334	58	35	24	23	34	21	35	42	300	34	185	149	193	134
	18%	27%	13%	15%	17%	21%	12%	24%	15%	19%	14%	18%	19%	16%	22%
		bcdhf				bf		bcdh		j				m	
At least monthly	104	17	19	11	5	12	4	13	7	90	14	53	49	66	36
	6%	8%	7%	7%	4%	7%	2%	9%	3%	6%	6%	5%	6%	6%	6%
		fh	f	f		fh		dff							
Have tried it once	58	5	8	8	2	-	1	2	24	53	5	35	23	40	17
	3%	2%	3%	5%	2%	-%	1%	1%	9%	3%	2%	3%	3%	3%	3%
		e	e	defg					abdefg						
Never	463	38	68	36	64	42	60	36	51	381	82	301	162	281	166
	25%	17%	25%	23%	48%	27%	35%	24%	18%	24%	33%	29%	21%	24%	28%
					abcefg	a	abcgh				i	l			
Do not have access to device	300	49	44	29	19	4	25	16	69	277	23	176	118	190	107
	16%	23%	16%	18%	14%	3%	14%	11%	25%	18%	9%	17%	15%	16%	18%
		defg	e	e	e		e	e	bdefg	j					

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 104

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

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+									
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2811	1389	1422	327	410	1027	1047	498	311	347	538	688	831	577	715	1629	357	397	428
Effective Weighted Sample	1853	920	935	215	254	697	716	323	189	230	393	455	557	386	465	1417	241	264	394
Total	1825	887	939	242	303	665	615	267	173	232	417	491	553	339	442	1541	143	89	52
Every day	33	21	12	12	9	10	3	9	4	8	3	8	5	5	15	28	1	2	2
	2%	2%	1%	5%	3%	1%	1%	3%	3%	3%	1%	2%	1%	2%	3%	2%	1%	2%	4%
				ef	f			j		j					l				op
At least weekly	62	33	29	26	18	12	5	8	3	12	9	12	26	9	15	52	6	2	2
	3%	4%	3%	11%	6%	2%	1%	3%	2%	5%	2%	2%	5%	3%	3%	3%	4%	2%	4%
				ef	ef					hj									
At least monthly	56	39	17	11	19	16	10	4	6	9	11	18	17	9	11	44	9	2	1
	3%	4%	2%	5%	6%	2%	2%	1%	4%	4%	3%	4%	3%	3%	3%	3%	6%	2%	2%
			b	f	ef												oqr		
Have tried it once	78	34	44	22	15	31	10	3	8	5	25	25	27	14	13	72	5	*	1
	4%	4%	5%	9%	5%	5%	2%	1%	5%	2%	6%	5%	5%	4%	3%	5%	4%	1%	3%
				ef	f	f			g		gi					q	q	3%	q
Never	1208	572	636	136	207	484	381	164	117	161	297	329	360	239	280	1007	107	51	43
	66%	65%	68%	56%	68%	73%	62%	61%	68%	70%	71%	67%	65%	71%	63%	65%	75%	57%	83%
				c	c	cf				g	g			n		q	oq		opq
Do not have access to device	388	188	200	35	35	112	205	80	34	36	72	100	117	63	107	338	15	32	2
	21%	21%	21%	14%	12%	17%	33%	30%	20%	15%	17%	20%	21%	19%	24%	22%	11%	36%	4%
						d	cde	hij							m	pr	r	opr	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 104

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

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2811	191	226	217	198	213	199	195	190	1981	830	1400	1399	1664	719
Effective Weighted Sample	1853	182	208	206	188	202	188	185	175	1529	365	920	993	1194	565
Total	1825	217	277	160	135	158	174	146	274	1580	245	1044	771	1171	603
Every day	33	7	3	2	2	2	5	3	4	32	1	17	17	11	20
	2%	3%	1%	1%	2%	1%	3%	2%	2%	2%	*%	2%	2%	1%	3%
										j					m
At least weekly	62	8	7	6	5	5	5	7	9	55	6	41	21	25	35
	3%	4%	3%	4%	4%	3%	3%	5%	3%	3%	3%	4%	3%	2%	6%
															m
At least monthly	56	4	7	4	6	6	1	6	8	50	6	40	16	40	14
	3%	2%	3%	3%	5%	4%	1%	4%	3%	3%	2%	4%	2%	3%	2%
					f	f		f				l			
Have tried it once	78	15	15	7	4	7	3	5	16	69	10	62	17	50	27
	4%	7%	5%	4%	3%	5%	2%	3%	6%	4%	4%	6%	2%	4%	4%
		f	f						f			l			
Never	1208	126	177	100	102	129	125	105	143	1038	171	713	494	768	397
	66%	58%	64%	63%	76%	81%	72%	72%	52%	66%	70%	68%	64%	66%	66%
			h	h	abch	abcfgh	ah	ah							
Do not have access to device	388	57	67	41	15	10	34	19	94	336	52	173	208	276	110
	21%	26%	24%	26%	11%	6%	20%	13%	34%	21%	21%	17%	27%	24%	18%
		deg	deg	deg			de	e	bdefg				k	n	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 105

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QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2811	1389	1422	327	410	1027	1047	498	311	347	538	688	831	577	715	1629	357	397	428
Effective Weighted Sample	1853	920	935	215	254	697	716	323	189	230	393	455	557	386	465	1417	241	264	394
Total	1825	887	939	242	303	665	615	267	173	232	417	491	553	339	442	1541	143	89	52
Every day	111 6%	57 6%	54 6%	24 10% ef	21 7%	36 5%	30 5%	19 7%	13 7%	11 5%	19 5%	28 6%	39 7% m	14 4%	30 7%	92 6%	10 7%	6 6%	3 6%
At least weekly	194 11%	91 10%	103 11%	38 16% ef	48 16% ef	62 9%	47 8%	27 10%	16 9%	32 14%	47 11%	48 10%	53 10%	40 12%	52 12%	155 10%	25 18% oqr	10 11%	4 7%
At least monthly	154 8%	86 10% b	67 7%	17 7%	28 9%	69 10% f	40 7%	8 3%	16 9% g	21 9% g	42 10% g	42 9% n	57 10% n	39 11% n	16 4%	124 8% r	21 15% oqr	6 7%	3 5%
Have tried it once	156 9%	72 8%	84 9%	15 6%	34 11% f	70 10% f	37 6%	19 7%	7 4%	25 11% h	60 14% gh	66 13% lmn	39 7%	24 7%	27 6%	145 9% pqr	4 3%	5 5%	2 4%
Never	997 55%	477 54%	520 55%	123 51%	145 48%	366 55% d	363 59% cd	137 51%	104 60%	130 56%	221 53%	258 53%	288 52%	192 57%	258 58% l	841 55% q	76 53%	42 47%	37 72% opq
Do not have access to device	213 12%	102 12%	111 12%	25 11%	28 9%	62 9%	98 16% cde	57 21% hij	18 10%	13 6%	28 7%	49 10%	77 14% m	29 9%	59 13% m	183 12% pr	7 5%	21 23% opr	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2811	191	226	217	198	213	199	195	190	1981	830	1400	1399	1664	719
Effective Weighted Sample	1853	182	208	206	188	202	188	185	175	1529	365	920	993	1194	565
Total	1825	217	277	160	135	158	174	146	274	1580	245	1044	771	1171	603
Every day	111	14	9	12	7	4	17	9	19	96	15	63	48	65	43
	6%	6%	3%	8% e	5%	3%	10% be	6%	7%	6%	6%	6%	6%	6%	7%
At least weekly	194	24	28	21	14	14	13	17	24	169	25	113	80	111	80
	11%	11%	10%	13%	11%	9%	8%	11%	9%	11%	10%	11%	10%	9%	13% m
At least monthly	154	18	17	14	13	10	12	17	23	134	20	102	51	106	45
	8%	8%	6%	9%	9%	6%	7%	12% b	9%	8%	8%	10% l	7%	9%	8%
Have tried it once	156	38	23	11	12	8	21	8	24	140	17	105	50	98	56
	9%	18% bcdegh	8%	7%	9%	5%	12% eg	5%	9%	9%	7%	10% l	7%	8%	9%
Never	997	100	150	87	80	112	99	85	129	851	146	561	433	632	328
	55%	46%	54%	54%	59% ah	71% abcdfgh	57% a	58% ah	47%	54%	60% i	54%	56%	54%	54%
Do not have access to device	213	22	50	15	9	10	13	10	54	191	22	99	108	160	50
	12%	10%	18% acdefg	9%	7%	6%	7%	7%	20% acdefg	12%	9%	9%	14% k	14% n	8%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 106

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

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2811	1389	1422	327	410	1027	1047	498	311	347	538	688	831	577	715	1629	357	397	428
Effective Weighted Sample	1853	920	935	215	254	697	716	323	189	230	393	455	557	386	465	1417	241	264	394
Total	1825	887	939	242	303	665	615	267	173	232	417	491	553	339	442	1541	143	89	52
Every day	52 3%	29 3%	22 2%	7 3%	11 4%	22 3%	12 2%	8 3%	4 2%	2 1%	11 3%	20 4% n	17 3%	7 2%	8 2%	47 3% p	1 1%	2 2%	1 2%
At least weekly	91 5%	51 6%	40 4%	24 10% ef	25 8% ef	28 4% f	14 2%	9 3%	10 6%	15 6%	29 7% g	30 6% n	37 7% mn	12 4%	12 3%	79 5%	6 4%	5 5%	2 4%
At least monthly	87 5%	51 6% b	36 4%	15 6% f	15 5%	39 6% f	19 3%	5 2%	5 3%	15 7% g	24 6% g	30 6%	28 5%	13 4%	16 4%	70 5% qr	15 10% oqr	2 2%	1 2%
Have tried it once	84 5%	44 5%	40 4%	13 5%	17 6% f	36 5% f	18 3%	3 1%	3 2%	9 4% g	28 7% gh	32 6% n	32 6% n	13 4%	8 2%	72 5% r	5 4%	5 6% r	1 2%
Never	1107 61%	520 59%	587 63%	136 56%	192 63% f	441 66% cf	338 55%	133 50%	98 57%	153 66% gh	283 68% gh	305 62% n	335 61%	223 66% n	244 55%	944 61% pq	76 53%	44 49%	43 82% opq
Do not have access to device	404 22%	192 22%	213 23%	47 19%	44 15%	99 15%	215 35% cde	110 41% hij	53 30% ij	38 16% j	41 10%	75 15%	104 19%	71 21% k	155 35% klm	329 21% r	40 28% or	31 35% or	4 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 106

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

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2811	191	226	217	198	213	199	195	190	1981	830	1400	1399	1664	719
Effective Weighted Sample	1853	182	208	206	188	202	188	185	175	1529	365	920	993	1194	565
Total	1825	217	277	160	135	158	174	146	274	1580	245	1044	771	1171	603
Every day	52 3%	4 2%	9 3%	4 2%	2 2%	3 2%	9 5%	6 4%	11 4%	43 3%	9 4%	38 4% 	13 2%	34 3%	16 3%
At least weekly	91 5%	17 8% h	16 6%	7 4%	7 5%	9 6%	10 6%	7 5%	6 2%	81 5%	10 4%	64 6% 	27 3%	55 5%	34 6%
At least monthly	87 5%	4 2%	11 4%	11 7% a	11 8% ah	7 4%	7 4%	10 7% a	8 3%	72 5%	15 6%	63 6% 	24 3%	63 5%	24 4%
Have tried it once	84 5%	11 5%	12 4%	9 6%	9 6%	6 4%	4 2%	7 5%	14 5%	74 5%	10 4%	65 6% 	19 2%	55 5%	28 5%
Never	1107 61%	133 62% h	176 64% h	102 64% h	84 62% h	110 70% gh	121 69% gh	85 58%	133 49%	944 60%	163 66% i	662 63% 	443 57%	695 59%	370 61%
Do not have access to device	404 22%	48 22% f	52 19%	27 17%	22 16%	23 15%	24 14%	31 21%	102 37% abcdefg	367 23% j	38 15%	152 15%	245 32% k	269 23%	131 22%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2811	1389	1422	327	410	1027	1047	498	311	347	538	688	831	577	715	1629	357	397	428
Effective Weighted Sample	1853	920	935	215	254	697	716	323	189	230	393	455	557	386	465	1417	241	264	394
Total	1825	887	939	242	303	665	615	267	173	232	417	491	553	339	442	1541	143	89	52
Every day	324	159	165	29	45	136	114	27	24	43	102	128	99	47	50	283	23	11	6
	18%	18%	18%	12%	15%	20%	19%	10%	14%	18%	24%	26%	18%	14%	11%	18%	16%	13%	11%
						c	c			g	gh	lmn	n			qr			
At least weekly	134	72	62	21	20	50	42	9	11	14	47	46	55	16	17	119	10	3	1
	7%	8%	7%	9%	7%	8%	7%	3%	6%	6%	11%	9%	10%	5%	4%	8%	7%	4%	2%
											ghi	mn	mn			qr	r		
At least monthly	40	22	18	8	6	13	13	3	2	6	13	15	13	6	6	34	4	*	1
	2%	3%	2%	3%	2%	2%	2%	1%	1%	3%	3%	3%	2%	2%	1%	2%	3%	1%	2%
																	q		
Have tried it once	22	8	14	-	7	11	3	*	4	2	5	4	9	7	2	20	1	1	*
	1%	1%	2%	-%	2%	2%	1%	*%	2%	1%	1%	1%	2%	2%	*%	1%	1%	1%	1%
					cf	f			g		g			n					
Never	429	210	219	57	70	157	145	75	40	46	78	110	124	90	105	336	30	32	31
	23%	24%	23%	24%	23%	24%	24%	28%	23%	20%	19%	22%	22%	26%	24%	22%	21%	36%	59%
								ij									op	op	opq
Do not have access to device	877	416	460	127	154	297	297	152	92	121	171	188	254	172	262	748	74	42	13
	48%	47%	49%	53%	51%	45%	48%	57%	54%	52%	41%	38%	46%	51%	59%	49%	52%	47%	25%
				e				j	j	j			k	k	klm	r	r	r	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2811	191	226	217	198	213	199	195	190	1981	830	1400	1399	1664	719
Effective Weighted Sample	1853	182	208	206	188	202	188	185	175	1529	365	920	993	1194	565
Total	1825	217	277	160	135	158	174	146	274	1580	245	1044	771	1171	603
Every day	324	55	54	39	28	18	38	30	22	273	51	196	128	237	81
	18%	25%	20%	24%	21%	12%	22%	21%	8%	17%	21%	19%	17%	20%	13%
		eh	eh	eh	eh		eh	eh						n	
At least weekly	134	25	21	14	9	16	8	9	17	121	13	84	49	90	43
	7%	12%	7%	9%	7%	10%	4%	6%	6%	8%	5%	8%	6%	8%	7%
		f				f									
At least monthly	40	3	5	6	4	6	2	6	4	33	7	21	20	32	7
	2%	1%	2%	3%	3%	4%	1%	4%	1%	2%	3%	2%	3%	3%	1%
														n	
Have tried it once	22	1	3	-	2	-	2	-	12	20	2	16	6	18	4
	1%	*%	1%	-%	1%	-%	1%	-%	4%	1%	1%	2%	1%	1%	1%
									aceg						
Never	429	19	69	30	35	56	68	26	33	351	78	246	182	265	133
	23%	9%	25%	19%	26%	35%	39%	18%	12%	22%	32%	24%	24%	23%	22%
			ah	a	agh	abcgh	abcdgh	a			i				
Do not have access to device	877	114	124	72	57	63	56	76	187	783	94	482	387	528	335
	48%	53%	45%	45%	42%	40%	32%	52%	68%	50%	38%	46%	50%	45%	56%
		def	f	f				ef	abcdefg	j					m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 108

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - Car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2811	1389	1422	327	410	1027	1047	498	311	347	538	688	831	577	715	1629	357	397	428
Effective Weighted Sample	1853	920	935	215	254	697	716	323	189	230	393	455	557	386	465	1417	241	264	394
Total	1825	887	939	242	303	665	615	267	173	232	417	491	553	339	442	1541	143	89	52
Every day	683	379	304	70	136	300	178	47	50	107	191	216	225	137	105	577	51	25	29
	37%	43%	32%	29%	45%	45%	29%	18%	29%	46%	46%	44%	41%	40%	24%	37%	36%	28%	55%
		b			cf	cf			g	gh	gh	n	n	n		q			opq
At least weekly	491	225	267	63	72	192	163	45	39	72	136	153	153	92	93	425	34	22	10
	27%	25%	28%	26%	24%	29%	27%	17%	23%	31%	33%	31%	28%	27%	21%	28%	24%	24%	19%
									g	gh	gh	n	n	n		r			
At least monthly	79	38	42	10	10	26	33	9	11	7	21	18	29	12	20	69	4	6	1
	4%	4%	4%	4%	3%	4%	5%	3%	6%	3%	5%	4%	5%	4%	4%	4%	3%	6%	1%
																r		r	
Have tried it once	23	10	13	-	2	7	14	5	1	2	5	10	4	3	6	21	-	2	*
	1%	1%	1%	-%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-%	2%	1%
							c											pr	
Never	240	109	132	39	33	72	97	59	35	15	29	50	60	51	79	192	20	17	10
	13%	12%	14%	16%	11%	11%	16%	22%	20%	6%	7%	10%	11%	15%	18%	12%	14%	19%	20%
				e			e	ij	ij					kl	kl			o	o
Do not have access to device	309	127	182	60	51	69	130	102	37	29	35	45	81	44	140	257	33	17	3
	17%	14%	19%	25%	17%	10%	21%	38%	21%	13%	8%	9%	15%	13%	32%	17%	23%	19%	5%
			a	de	e		e	hij	ij				k		klm	r	or	r	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 108

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - Car radio (FM). (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2811	191	226	217	198	213	199	195	190	1981	830	1400	1399	1664	719
Effective Weighted Sample	1853	182	208	206	188	202	188	185	175	1529	365	920	993	1194	565
Total	1825	217	277	160	135	158	174	146	274	1580	245	1044	771	1171	603
Every day	683	44	115	65	50	61	71	53	119	569	114	505	176	484	170
	37%	20%	42%	41%	37%	38%	41%	36%	43%	36%	47%	48%	23%	41%	28%
			a	a	a	a	a	a	a		i	l		n	
At least weekly	491	59	71	49	38	51	48	44	65	420	71	295	194	313	169
	27%	27%	26%	30%	28%	32%	27%	30%	24%	27%	29%	28%	25%	27%	28%
At least monthly	79	27	7	12	5	5	1	4	9	74	6	33	45	52	27
	4%	12%	3%	7%	4%	3%	1%	3%	3%	5%	2%	3%	6%	4%	4%
		bdefgh		bfg						j			k		
Have tried it once	23	2	2	4	1	1	1	1	10	20	3	9	14	18	5
	1%	1%	1%	2%	1%	1%	*%	*%	4%	1%	1%	1%	2%	2%	1%
									bdefg						
Never	240	20	38	12	25	30	29	25	13	209	31	105	135	143	87
	13%	9%	14%	8%	18%	19%	17%	17%	5%	13%	13%	10%	17%	12%	14%
			h		ach	ach	ach	ach					k		
Do not have access to device	309	64	43	19	17	10	25	20	59	290	20	98	207	161	146
	17%	30%	16%	12%	12%	7%	14%	14%	22%	18%	8%	9%	27%	14%	24%
		bdefg	e				e	e	cdeg	j			k		m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 109

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

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - Car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2811	1389	1422	327	410	1027	1047	498	311	347	538	688	831	577	715	1629	357	397	428
Effective Weighted Sample	1853	920	935	215	254	697	716	323	189	230	393	455	557	386	465	1417	241	264	394
Total	1825	887	939	242	303	665	615	267	173	232	417	491	553	339	442	1541	143	89	52
Every day	186	118	68	15	33	87	52	9	14	28	64	63	66	31	25	155	17	6	8
	10%	13%	7%	6%	11%	13%	8%	3%	8%	12%	15%	13%	12%	9%	6%	10%	12%	6%	16%
		b				cf			g	g	gh	n	n	n			q		oq
At least weekly	153	83	70	15	25	65	48	5	12	18	56	42	52	34	25	127	16	7	3
	8%	9%	7%	6%	8%	10%	8%	2%	7%	8%	14%	9%	9%	10%	6%	8%	11%	7%	6%
									g	g	ghi		n	n			r		
At least monthly	35	25	10	5	4	10	15	3	4	8	10	14	11	3	7	30	4	1	1
	2%	3%	1%	2%	1%	2%	2%	1%	3%	3%	2%	3%	2%	1%	2%	2%	3%	1%	1%
		b										m							
Have tried it once	41	20	21	6	10	11	15	9	1	5	7	14	12	6	9	32	2	6	1
	2%	2%	2%	2%	3%	2%	2%	3%	1%	2%	2%	3%	2%	2%	2%	2%	1%	7%	3%
																		opr	
Never	826	396	430	106	131	308	280	114	74	110	179	229	246	166	183	691	65	35	35
	45%	45%	46%	44%	43%	46%	46%	43%	43%	47%	43%	47%	45%	49%	41%	45%	45%	39%	67%
														n					opq
Do not have access to device	585	245	340	95	100	184	206	127	67	63	99	128	164	99	193	506	40	35	4
	32%	28%	36%	39%	33%	28%	33%	48%	39%	27%	24%	26%	30%	29%	44%	33%	28%	40%	7%
			a	e			e	ij	ij						klm	r	r	opr	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 109

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

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2811	191	226	217	198	213	199	195	190	1981	830	1400	1399	1664	719
Effective Weighted Sample	1853	182	208	206	188	202	188	185	175	1529	365	920	993	1194	565
Total	1825	217	277	160	135	158	174	146	274	1580	245	1044	771	1171	603
Every day	186	22	22	13	5	12	51	6	25	163	23	138	48	129	49
	10%	10%	8%	8%	4%	8%	29%	4%	9%	10%	9%	13%	6%	11%	8%
		dg					abcdegh		dg			l			
At least weekly	153	28	21	12	3	10	30	9	14	136	17	96	57	84	66
	8%	13%	8%	7%	2%	6%	17%	6%	5%	9%	7%	9%	7%	7%	11%
		degh	d	d			bcdegh								m
At least monthly	35	8	4	5	2	5	3	3	-	30	5	15	21	27	8
	2%	4%	2%	3%	1%	3%	2%	2%	-%	2%	2%	1%	3%	2%	1%
		h		h		h							k		
Have tried it once	41	4	10	3	1	2	2	1	8	37	4	26	15	30	9
	2%	2%	4%	2%	1%	1%	1%	1%	3%	2%	1%	2%	2%	3%	2%
			g												
Never	826	49	135	70	90	116	56	79	94	683	142	491	332	535	256
	45%	23%	49%	44%	67%	73%	32%	54%	34%	43%	58%	47%	43%	46%	43%
			afh	af	abcfgh	abcfgh	a	acfh	a		i				
Do not have access to device	585	105	84	57	34	14	31	48	132	530	54	279	298	366	215
	32%	49%	30%	36%	25%	9%	18%	33%	48%	34%	22%	27%	39%	31%	36%
		bcdefg	ef	def	e		e	ef	bcdefg	j			k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 110

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QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - Car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2811	1389	1422	327	410	1027	1047	498	311	347	538	688	831	577	715	1629	357	397	428
Effective Weighted Sample	1853	920	935	215	254	697	716	323	189	230	393	455	557	386	465	1417	241	264	394
Total	1825	887	939	242	303	665	615	267	173	232	417	491	553	339	442	1541	143	89	52
Every day	63 3%	34 4%	28 3%	6 2%	8 3%	34 5% f	15 2%	5 2%	5 3%	6 3%	23 6% g	25 5% n	23 4% n	12 4% n	3 1%	50 3%	3 2%	8 9% opr	2 4%
At least weekly	32 2%	14 2%	18 2%	6 2%	5 2%	13 2%	8 1%	* *% g	2 1% g	4 2% g	17 4% g	11 2% n	16 3% mn	3 1%	1 *% p	30 2% p	* *% p	1 1%	1 1%
At least monthly	9 1%	3 *% g	7 1%	2 1%	- -%	4 1%	3 *% g	- -% g	- -% g	- -% g	5 1% g	5 1% n	2 *% n	2 *% n	- -% n	8 1% n	1 1% n	* *% n	- -% n
Have tried it once	15 1%	6 1%	9 1%	2 1%	5 2%	3 *% m	6 1%	2 1% m	- -% m	3 1% m	1 *% m	9 2% m	3 1% m	- -% m	4 1% m	14 1% m	1 1% m	- -% m	- -% m
Never	544 30%	268 30%	276 29%	73 30%	85 28%	191 29%	195 32%	88 33% ij	53 31% ij	57 25% ij	109 26% ij	147 30% ij	153 28% ij	118 35% ij	127 29% ij	438 28% ij	39 27% ij	33 37% op	34 66% opq
Do not have access to device	1161 64%	561 63%	600 64%	153 63%	200 66%	420 63%	388 63%	171 64%	112 65%	162 70%	262 63%	294 60%	355 64%	204 60%	308 70% km	1000 65% qr	99 69% qr	47 53% r	15 29%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 110

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QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2811	191	226	217	198	213	199	195	190	1981	830	1400	1399	1664	719
Effective Weighted Sample	1853	182	208	206	188	202	188	185	175	1529	365	920	993	1194	565
Total	1825	217	277	160	135	158	174	146	274	1580	245	1044	771	1171	603
Every day	63	15	8	4	5	1	9	3	6	55	8	45	17	42	19
	3%	7%	3%	2%	4%	*%	5%	2%	2%	3%	3%	4%	2%	4%	3%
		bcegh			e		e					l			
At least weekly	32	12	8	1	-	3	3	2	3	27	5	22	10	22	10
	2%	5%	3%	*%	-%	2%	1%	1%	1%	2%	2%	2%	1%	2%	2%
		cd fgh	cd			d									
At least monthly	9	4	1	1	1	-	2	-	-	7	2	3	6	9	-
	1%	2%	1%	*%	1%	-%	1%	-%	-%	*%	1%	*%	1%	1%	-%
														n	
Have tried it once	15	-	4	1	-	-	-	-	10	15	-	10	5	12	3
	1%	-%	1%	*%	-%	-%	-%	-%	3%	1%	-%	1%	1%	1%	1%
									acdefg	j					
Never	544	27	87	39	58	78	89	28	32	451	93	321	222	339	172
	30%	12%	32%	24%	43%	49%	51%	19%	12%	29%	38%	31%	29%	29%	28%
			agh	ah	abcgh	abcgh	abcgh	h			i				
Do not have access to device	1161	159	168	116	71	77	73	113	223	1026	135	643	511	747	399
	64%	73%	61%	72%	53%	48%	42%	77%	81%	65%	55%	62%	66%	64%	66%
		bdef	ef	bdef	f			bdef	bcdef	j			k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 111

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

QP3 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the internet? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Yes	1339	657	682	193	260	495	391	161	122	180	349	388	419	238	294	1174	100	39	26
	59%	61%	58%	59%	64%	63%	53%	42%	56%	64%	74%	69%	63%	58%	48%	62%	51%	35%	41%
				f	f				g	g	ghi	lmn	n	n		pqr	qr		
No	862	407	455	119	139	268	336	205	92	94	116	165	236	166	295	671	88	69	35
	38%	38%	39%	36%	34%	34%	45%	54%	43%	34%	24%	29%	35%	40%	49%	36%	45%	62%	56%
							cde	hij	ij	j			k	k	klm		o	op	op
Don't know	55	18	37	15	9	18	12	13	3	6	7	13	14	9	18	41	9	3	2
	2%	2%	3%	5%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%	2%	4%	2%	3%
			a	ef													o		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QP3 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Yes	1339	205	176	114	87	101	125	143	222	1156	183	800	536	852	462
	59%	73%	57%	61%	53%	51%	60%	76%	63%	59%	63%	63%	54%	62%	57%
		bcdefh		e				bcdefh	de			l		n	
No	862	72	126	64	75	89	81	42	121	760	103	433	421	496	332
	38%	26%	41%	34%	46%	45%	39%	22%	34%	39%	35%	34%	43%	36%	41%
			ag	ag	acgh	acgh	ag		g				k		m
Don't know	55	3	5	8	1	7	4	3	11	48	7	28	27	34	18
	2%	1%	1%	4%	1%	3%	2%	2%	3%	2%	2%	2%	3%	2%	2%
				ad											

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

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QP4 (Q1). SHOWCARD Please think about any radio sets that you may have at home that someone listens to in most weeks. In which of these rooms at home do you have one of these radios that someone listens to in most weeks? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a						£11.5K- £17.5K g	£17.5K- £29.9K h	£29.9K- £30K+ i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Kitchen/ Kitchen diner	833 37%	399 37%	433 37%	87 26%	127 31%	314 40% cd	305 41% cd	103 27%	74 34%	106 38% g	201 42% gh	248 44% mn	261 39% n	155 38% n	169 28%	706 37% p	54 28%	44 40% p	29 46% op
Living room/ Lounge	760 34%	388 36% b	372 32%	97 30%	114 28%	236 30%	313 42% cde	125 33%	82 38% j	89 32%	127 27%	198 35%	213 32%	131 32%	219 36%	663 35% pr	47 24%	35 31% pr	15 24%
Adult's bedroom	521 23%	257 24%	265 23%	74 23%	79 19%	169 22%	200 27% de	70 19%	49 23%	67 24%	118 25% g	165 29% mn	182 27% mn	80 19%	94 15%	448 24% p	31 16%	26 24% p	17 27% p
Dining room	101 4%	53 5%	48 4%	12 4%	7 2%	35 5% d	46 6% d	12 3%	11 5%	12 4%	21 4%	30 5%	33 5%	18 4%	20 3%	94 5% pqr	3 2%	2 1%	1 2%
Child's bedroom	93 4%	42 4%	52 4%	20 6% df	12 3% f	53 7% df	8 1%	7 2%	5 2%	17 6% gh	25 5% g	24 4%	35 5% n	18 4%	16 3%	85 5% pq	4 2%	1 1%	4 7% pq
Bathroom/ Shower room/ WC	59 3%	30 3%	29 2%	5 1%	12 3%	21 3%	22 3%	6 2%	4 2%	8 3%	15 3%	24 4% n	22 3% n	9 2% n	4 1%	50 3%	4 2%	3 3%	2 3%
Study/ Home office	53 2%	34 3% b	19 2%	4 1%	4 1%	22 3% d	23 3% d	2 *% g	7 3% g	5 2%	14 3% g	23 4% mn	20 3% mn	4 1%	6 1%	49 3% p	1 1%	2 2%	1 2%
Garage	26 1%	16 2%	9 1%	2 1%	3 1%	8 1%	13 2%	2 *% g	4 2%	2 1%	8 2%	9 2% n	5 1%	11 3% ln	1 *% p	24 1% p	* *% p	1 1%	1 1% p
Spare bedroom	21 1%	12 1%	9 1%	1 *% g	2 1%	8 1%	9 1%	2 *% g	1 *% g	5 2% g	6 1%	7 1%	7 1%	5 1%	2 *% g	20 1% g	* *% g	1 1%	* 1% g

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

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QP4 (Q1). SHOWCARD Please think about any radio sets that you may have at home that someone listens to in most weeks. In which of these rooms at home do you have one of these radios that someone listens to in most weeks? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Conservatory	21	9	12	-	4	6	11	3	1	1	5	11	7	2	1	17	2	1	*
	1%	1%	1%	-%	1%	1%	1%	1%	*%	1%	1%	2%	1%	*%	*%	1%	1%	1%	1%
							c					mn							
Hallway/ Landing	17	9	8	2	4	4	7	1	3	2	5	5	3	3	5	14	1	1	*
	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
Move around as needed/ portable	76	40	35	10	16	23	27	10	4	15	17	18	26	15	16	60	12	2	2
	3%	4%	3%	3%	4%	3%	4%	3%	2%	5%	4%	3%	4%	4%	3%	3%	6%	2%	3%
									h								oqr		
Other	24	14	10	1	4	8	11	*	1	5	10	11	6	4	2	20	1	2	*
	1%	1%	1%	*%	1%	1%	1%	*%	1%	2%	2%	2%	1%	1%	*%	1%	1%	2%	*%
									g		g	n							
None - do not have any radio sets at home that someone listens to in most weeks	640	291	349	123	149	214	154	145	60	80	131	123	183	116	217	513	80	30	16
	28%	27%	30%	38%	37%	27%	21%	38%	28%	29%	28%	22%	27%	28%	36%	27%	41%	27%	26%
				ef	ef	f		hij				k	k	klm		oqr			

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

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QP4 (Q1). SHOWCARD Please think about any radio sets that you may have at home that someone listens to in most weeks. In which of these rooms at home do you have one of these radios that someone listens to in most weeks? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Kitchen/ Kitchen diner	833	83	138	81	60	74	103	74	91	699	134	479	350	570	234
	37%	30%	45% ah	44% ah	37% h	38% h	49% adeh	40% ah	26%	36%	46% i	38%	36%	41% n	29%
Living room/ Lounge	760	111	113	70	68	71	55	69	105	646	114	395	361	493	252
	34%	40% fh	37% f	38% f	42% fh	36% f	26%	37% f	30%	33%	39% i	31%	37% k	36% n	31%
Adult's bedroom	521	51	79	67	40	52	51	45	62	428	93	289	232	376	128
	23%	18%	26% ah	36% abdefgh	25%	26% ah	24%	24%	18%	22%	32% i	23%	24%	27% n	16%
Dining room	101	14	10	5	13	14	7	11	21	90	10	45	56	76	23
	4%	5%	3%	3%	8% bcf	7% c	3%	6%	6%	5%	4%	4%	6% k	6% n	3%
Child's bedroom	93	10	15	16	5	7	9	10	14	76	17	56	37	62	27
	4%	4%	5%	9% adeh	3%	4%	4%	5%	4%	4%	6%	4%	4%	4%	3%
Bathroom/ Shower room/ WC	59	4	11	10	3	8	6	3	4	50	9	39	20	46	11
	3%	1%	4%	6% adgh	2%	4% h	3%	2%	1%	3%	3%	3%	2%	3% n	1%
Study/ Home office	53	3	12	5	6	7	6	1	9	42	11	36	17	45	7
	2%	1%	4% ag	3% g	3% g	4% ag	3%	1%	2%	2%	4% i	3%	2%	3% n	1%
Garage	26	-	9	4	4	1	3	1	2	19	7	14	12	23	2
	1%	-%	3% a	2% a	2% a	1%	1%	1%	1%	1%	2% i	1%	1%	2% n	*%
Spare bedroom	21	-	5	7	2	2	2	-	2	15	6	13	8	16	4
	1%	-%	2% g	4% afgh	1%	1%	1%	-%	*%	1%	2% i	1%	1%	1%	1%

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

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QP4 (Q1). SHOWCARD Please think about any radio sets that you may have at home that someone listens to in most weeks. In which of these rooms at home do you have one of these radios that someone listens to in most weeks? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Conservatory	21	-	3	2	1	3	3	2	3	16	5	12	9	19	2
	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*% n
Hallway/ Landing	17	3	2	1	1	1	4	1	1	14	2	11	6	12	4
	1%	1%	1%	*%	1%	*%	2%	1%	*%	1%	1%	1%	1%	1%	1%
Move around as needed/ portable	76	1	6	11	6	5	9	2	18	61	15	47	29	46	28
	3%	*%	2%	6% abg	4% a	3% a	4% ag	1%	5% ag	3%	5%	4%	3%	3%	3%
Other	24	1	6	2	2	-	3	2	4	18	6	15	9	18	5
	1%	1%	2% e	1%	1%	-%	2% e	1%	1%	1%	2%	1%	1%	1%	1%
None - do not have any radio sets at home that someone listens to in most weeks	640	84	71	43	35	51	54	49	126	587	52	363	271	310	314
	28%	30% d	23%	23%	22%	26%	26%	26%	35% bcdefg	30% j	18%	29%	28%	22%	39% m

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

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QP5 (Q2). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
None	673	310	363	123	159	227	164	150	68	91	135	131	192	123	227	548	78	31	16
	30%	29%	31%	37%	39%	29%	22%	40%	31%	33%	29%	23%	29%	30%	37%	29%	40%	28%	26%
				ef	ef	f		hj					k	k	klm		oqr		
1	844	395	449	112	144	307	281	146	82	91	184	198	244	162	241	702	75	43	24
	37%	36%	38%	34%	35%	39%	38%	39%	38%	32%	39%	35%	36%	39%	40%	37%	38%	39%	39%
2-3	595	295	299	75	95	196	228	69	53	82	115	179	187	108	121	510	34	32	18
	26%	27%	26%	23%	23%	25%	31%	18%	24%	29%	24%	32%	28%	26%	20%	27%	18%	28%	30%
							cde			g	g	n	n	n		p		p	p
4-5	105	60	45	7	7	35	54	9	12	14	28	39	36	13	16	92	6	3	3
	5%	6%	4%	2%	2%	5%	7%	2%	6%	5%	6%	7%	5%	3%	3%	5%	3%	3%	5%
						d	cde		g		g	mn	n						
6-10	20	15	6	2	1	9	8	2	1	1	9	12	5	2	-	20	-	*	*
	1%	1%	*%	1%	*%	1%	1%	*%	*%	*%	2%	2%	1%	1%	-%	1%	-%	*%	*%
		b									g	lmn	n						
Don't know	19	8	11	9	*	5	5	2	1	1	2	6	5	5	3	14	3	2	*
	1%	1%	1%	3%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	2%	*%
				def														or	

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

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QP5 (Q2). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
None	673	81	84	49	45	50	60	48	131	617	56	381	286	333	324
	30%	29%	27%	26%	27%	25%	28%	26%	37% bcdeg	31% j	19%	30%	29%	24%	40% m
1	844	122	105	56	62	81	80	65	131	749	95	462	377	527	292
	37%	44% bcg	34%	30%	38%	41% c	38%	35%	37%	38% j	32%	37%	38%	38%	36%
2-3	595	69	90	62	46	57	55	65	68	491	104	334	260	405	171
	26%	24%	29% h	33% ah	28% h	29% h	26%	35% afh	19%	25%	36% i	26%	26%	29% n	21%
4-5	105	7	23	15	8	5	12	7	15	75	29	60	45	80	21
	5%	3%	8% ae	8% ae	5%	3%	6%	4%	4%	4%	10% i	5%	5%	6% n	3%
6-10	20	-	2	5	2	3	2	-	6	15	5	12	8	18	2
	1%	-%	1%	2% ag	1%	2%	1%	-%	2%	1%	2%	1%	1%	1% n	*%
Don't know	19	1	4	-	1	1	1	2	4	16	3	12	7	18	1
	1%	*%	1%	-%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1% n	*%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 114

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (Q3). Before today, had you heard of digital radios, sometimes called D-A-B radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Yes	1862	938	924	277	347	691	546	252	174	253	435	503	581	348	430	1569	161	87	44
	83%	87%	79%	85%	85%	89%	74%	67%	80%	90%	92%	89%	87%	84%	71%	83%	82%	79%	71%
		b		f	f	f			g	gh	gh	mn	n	n		qr	r	r	
No	318	115	203	41	49	70	158	110	36	24	33	55	66	53	144	254	29	21	15
	14%	11%	17%	12%	12%	9%	21%	29%	17%	9%	7%	10%	10%	13%	24%	13%	15%	19%	24%
			a				cde	hij	ij						klm			o	op
Unsure	76	29	47	9	12	19	35	17	6	3	4	9	22	12	34	64	6	3	3
	3%	3%	4%	3%	3%	2%	5%	4%	3%	1%	1%	2%	3%	3%	6%	3%	3%	3%	5%
							e	ij							klm				

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 114

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QP6 (Q3). Before today, had you heard of digital radios, sometimes called D-A-B 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Yes	1862	242	253	161	134	172	153	158	296	1613	249	1116	737	1161	656
	83%	86%	83%	86%	82%	87%	73%	85%	83%	82%	85%	89%	75%	84%	81%
		f	f	f	f	f		f	f			l			
No	318	24	45	21	23	22	57	25	36	282	37	115	201	178	126
	14%	9%	15%	11%	14%	11%	27%	13%	10%	14%	13%	9%	20%	13%	16%
			a				abcdegh						k		
Unsure	76	14	8	5	6	3	1	4	23	70	6	29	45	43	30
	3%	5%	3%	2%	4%	1%	1%	2%	6%	4%	2%	2%	5%	3%	4%
		ef	f		f				cefg				k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QP7 (Q4). You said earlier that you have (NUMBER AT QP5) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£17.5K	£29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
None	1520	723	798	228	292	508	492	305	160	184	269	314	425	291	490	1243	145	86	47
	67%	67%	68%	70%	72%	65%	67%	81%	74%	66%	57%	55%	64%	70%	81%	66%	74%	77%	75%
					e			hij	ij	j			k	kl	klm		o	o	o
1	549	260	288	64	86	209	189	52	45	70	159	189	184	84	91	477	41	19	12
	24%	24%	25%	20%	21%	27%	26%	14%	21%	25%	34%	33%	28%	20%	15%	25%	21%	17%	20%
						cd	c		g	g	ghi	lmn	mn	n		qr			
2	122	68	53	20	25	45	31	11	7	18	35	43	39	24	16	111	4	5	2
	5%	6%	5%	6%	6%	6%	4%	3%	3%	6%	7%	8%	6%	6%	3%	6%	2%	4%	3%
										g	gh	n	n	n		pr			
3	37	19	19	6	2	10	19	2	4	7	6	13	13	8	4	34	2	1	*
	2%	2%	2%	2%	*%	1%	3%	1%	2%	3%	1%	2%	2%	2%	1%	2%	1%	1%	*%
							d			g		n	n	n		r			
4-5	5	4	1	*	*	1	4	*	-	1	1	2	-	1	2	4	-	*	*
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%
6-10	2	-	2	1	-	-	1	1	-	-	-	-	1	1	-	2	-	-	-
	*%	-%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%
Don't know	22	7	14	7	2	9	3	6	1	*	2	5	6	5	5	15	5	1	1
	1%	1%	1%	2%	1%	1%	*%	2%	*%	*%	*%	1%	1%	1%	1%	1%	2%	1%	1%
				f				i									o		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QP7 (Q4). You said earlier that you have (NUMBER AT QP5) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
None	1520	168	197	119	102	149	138	121	249	1337	183	813	698	879	595
	67%	60%	64%	64%	62%	76%	65%	65%	70%	68%	63%	65%	71%	64%	73%
						abdcfg			a	j		k		m	
1	549	78	84	48	44	39	57	50	77	465	84	336	210	374	163
	24%	28%	27%	26%	27%	20%	27%	26%	22%	24%	29%	27%	21%	27%	20%
		e								i		l		n	
2	122	26	13	12	14	7	13	11	15	105	17	79	43	81	39
	5%	9%	4%	6%	9%	4%	6%	6%	4%	5%	6%	6%	4%	6%	5%
		beh			be							l			
3	37	4	12	6	3	-	2	2	5	32	6	21	16	29	9
	2%	1%	4%	3%	2%	-%	1%	1%	1%	2%	2%	2%	2%	2%	1%
			ef	e	e										
4-5	5	-	-	1	1	-	-	1	2	4	*	1	4	4	1
	*%	-%	-%	*%	*%	-%	-%	*%	1%	*%	*%	*%	*%	*%	*%
6-10	2	-	-	-	-	1	-	-	1	2	-	-	2	2	-
	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%
Don't know	22	4	1	1	-	1	1	2	4	19	3	10	11	14	7
	1%	2%	*%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 116

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QP8 (Q5). In most weeks, how many motor vehicles do you personally use - as a driver or a passenger? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
None	524	221	302	117	107	107	193	198	61	42	38	46	134	73	271	411	74	28	9
	23%	20%	26%	36%	26%	14%	26%	52%	28%	15%	8%	8%	20%	18%	45%	22%	38%	25%	15%
		a	b	def	e		e	hij	ij	j			k	k	klm	r	oqr	r	
1	1239	628	611	155	211	450	423	158	132	182	258	313	384	248	294	1060	84	57	39
	55%	58%	52%	47%	52%	58%	57%	42%	61%	65%	55%	55%	57%	60%	48%	56%	43%	51%	62%
		b				c	c		g	gj	g	n	n	n		p		p	opq
2	438	203	235	43	85	202	108	17	21	49	161	185	140	79	34	372	31	22	12
	19%	19%	20%	13%	21%	26%	15%	4%	10%	18%	34%	33%	21%	19%	6%	20%	16%	20%	19%
					cf	cf			g	gh	ghi	lmn	n	n					
3	35	22	13	9	2	16	8	2	1	3	10	14	8	9	5	28	5	2	1
	2%	2%	1%	3%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%
				df								n							
4 or more	11	6	5	2	2	3	5	2	-	2	4	4	1	4	2	9	*	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			*		*	*			-				*		*	*	*		
Don't know	9	2	7	1	2	4	3	1	2	1	2	4	2	1	2	6	2	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	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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QP8 (Q5). In most weeks, how many motor vehicles do you personally use - as a driver or a passenger? (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
None	524	119	41	29	31	35	32	39	84	499	24	170	350	213	301
	23%	43%	13%	15%	19%	18%	15%	21%	24%	25%	8%	13%	36%	15%	37%
		bcdefgh						b	bcd	j			k		m
1	1239	142	186	96	93	111	123	113	196	1075	164	726	508	769	431
	55%	51%	60%	51%	57%	56%	59%	60%	55%	55%	56%	58%	52%	56%	53%
			ac					a				l			
2	438	16	74	55	34	47	44	32	70	347	90	326	108	353	72
	19%	6%	24%	29%	21%	24%	21%	17%	20%	18%	31%	26%	11%	26%	9%
			a	adefgh	a	a	a	a	a		i	l		n	
3	35	1	4	5	1	2	7	4	2	27	9	28	7	30	4
	2%	*%	1%	3%	1%	1%	3%	2%	*%	1%	3%	2%	1%	2%	1%
				ah			ah				i	l		n	
4 or more	11	-	1	1	1	2	3	-	1	8	3	7	4	10	-
	1%	-%	*%	*%	*%	1%	2%	-%	*%	*%	1%	1%	*%	1%	-%
							ag							n	
Don't know	9	1	1	1	2	-	-	-	1	8	1	3	6	6	3
	*%	*%	*%	1%	1%	-%	-%	-%	*%	*%	1%	*%	1%	*%	*%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QP9 (Q6). How many of these motor vehicles have a radio? (SINGLE CODE)

Base : Those who use at least one motor vehicle in most weeks

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	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	2674	1345	1329	294	412	1031	937	352	286	356	559	719	821	586	548	1540	332	366	436
Effective Weighted Sample	1724	886	840	182	247	687	637	212	163	233	405	477	534	385	338	1331	212	243	400
Total	1723	859	865	210	300	670	544	179	154	236	432	517	533	339	335	1468	121	82	53
None	41	25	16	1	12	18	10	5	4	5	13	13	12	8	8	40	*	1	-
	2%	3%	2%	*%	4%	3%	2%	3%	3%	2%	3%	2%	2%	2%	3%	3%	*%	1%	-%
					c											pr			
1	1208	607	602	153	199	443	413	153	126	179	253	303	374	244	287	1027	86	57	39
	70%	71%	70%	73%	66%	66%	76%	86%	82%	76%	58%	59%	70%	72%	86%	70%	71%	69%	73%
							de	ij	j	j			k	k	klm				
2	424	198	226	43	86	191	104	15	23	48	153	181	135	75	32	360	31	21	12
	25%	23%	26%	21%	29%	28%	19%	8%	15%	20%	35%	35%	25%	22%	10%	25%	26%	26%	23%
					f	cf				g	ghi	lmn	n	n					
3	35	22	13	9	2	15	9	2	1	3	10	14	9	8	4	28	3	2	1
	2%	3%	1%	4%	1%	2%	2%	1%	1%	1%	2%	3%	2%	2%	1%	2%	3%	2%	3%
				df															
4 or more	11	6	5	2	2	3	5	2	-	2	4	4	1	4	2	9	*	1	1
	1%	1%	1%	1%	1%	*%	1%	1%	-%	1%	1%	1%	*%	1%	1%	1%	*%	2%	1%
Don't know	4	1	3	2	-	*	2	2	1	-	-	1	1	1	1	3	-	1	-
	*%	*%	*%	1%	-%	*%	*%	1%	*%	-%	-%	*%	*%	*%	*%	*%	-%	1%	-%
				e															

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

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QP9 (Q6). How many of these motor vehicles have a radio? (SINGLE CODE)

Base : Those who use at least one motor vehicle in most weeks

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2674	137	214	209	189	214	201	197	179	1805	869	1468	1194	1642	596
Effective Weighted Sample	1724	131	197	198	180	203	190	187	165	1376	393	953	834	1178	454
Total	1723	159	265	156	130	162	178	148	269	1457	267	1087	628	1163	508
None	41	10	12	2	3	1	5	2	4	38	3	26	13	17	24
	2%	7%	5%	1%	2%	*%	3%	2%	2%	3%	1%	2%	2%	1%	5%
		cegh	e							j					m
1	1208	132	177	95	91	109	119	112	193	1048	161	712	492	758	412
	70%	83%	67%	61%	70%	67%	67%	75%	72%	72%	60%	66%	78%	65%	81%
		bcdfehn			c			c	c	j			k		m
2	424	15	70	52	33	47	44	30	68	334	90	314	106	345	67
	25%	9%	26%	33%	25%	29%	25%	20%	25%	23%	34%	29%	17%	30%	13%
			a	ag	a	ag	a	a	a		i	l		n	
3	35	1	5	5	1	2	7	4	2	26	8	27	8	30	3
	2%	1%	2%	3%	1%	1%	4%	3%	1%	2%	3%	2%	1%	3%	1%
							h							n	
4 or more	11	-	1	1	1	2	3	-	1	8	3	7	4	11	-
	1%	-%	*%	*%	1%	1%	2%	-%	*%	1%	1%	1%	1%	1%	-%
														n	
Don't know	4	1	-	1	1	1	-	-	-	3	1	1	3	3	1
	*%	1%	-%	1%	*%	*%	-%	-%	-%	*%	*%	*%	1%	*%	*%
													k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 118

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QP10/11 (Q7A/B). Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who use at least one motor vehicle with a radio in most weeks

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2624	1319	1305	289	403	1013	919	343	280	351	549	707	804	574	539	1497	331	360	436
Effective Weighted Sample	1685	866	821	179	239	672	623	206	158	228	396	468	520	376	330	1293	212	239	400
Total	1678	833	846	207	288	652	531	173	149	231	419	503	520	330	326	1425	121	81	53
None	1534	767	767	191	262	586	495	163	141	220	370	435	473	314	311	1301	113	72	48
	91%	92%	91%	92%	91%	90%	93%	95%	94%	95%	88%	87%	91%	95%	95%	91%	93%	90%	91%
1	38	21	17	1	10	20	7	2	2	4	12	12	16	8	2	35	1	2	2
	2%	3%	2%	1%	3%	3%	1%	1%	2%	2%	3%	2%	3%	2%	1%	2%	*%	2%	3%
					c	f							n						p
2	54	22	32	6	11	22	15	1	3	5	21	31	16	3	4	44	4	4	1
	3%	3%	4%	3%	4%	3%	3%	*%	2%	2%	5%	6%	3%	1%	1%	3%	4%	4%	3%
											g	lmn	m						
3	1	*	1	*	-	1	-	-	-	-	1	1	*	-	-	1	-	*	-
	*%	*%	*%	*%	-%	*%	-%	-%	-%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%
4 or more	1	*	*	-	-	*	*	-	-	-	*	1	-	-	-	*	-	*	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
Don't know	50	22	29	9	5	23	13	6	3	3	15	23	14	5	8	43	3	2	2
	3%	3%	3%	4%	2%	3%	3%	4%	2%	1%	4%	4%	3%	2%	3%	3%	2%	3%	3%
												m							

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QP10/11 (Q7A/B). Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who use at least one motor vehicle with a radio in most weeks

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2624	127	205	203	184	212	196	194	176	1764	860	1444	1169	1618	570
Effective Weighted Sample	1685	122	189	192	175	201	185	184	162	1342	388	933	814	1160	433
Total	1678	148	253	153	126	161	173	146	264	1416	263	1060	611	1144	482
None	1534	135	230	139	121	141	158	136	240	1296	238	955	573	1031	455
	91%	91%	91%	91%	96% e	88%	91%	93%	91%	92%	90%	90%	94% k	90%	94% m
1	38	-	8	5	2	5	3	4	7	34	4	31	7	31	6
	2%	-%	3%	3% a	2%	3%	2%	3%	3%	2%	2%	3% l	1%	3%	1%
2	54	7	9	4	1	4	6	2	11	45	9	38	15	43	10
	3%	5% d	3%	3%	1%	3%	3%	1%	4%	3%	3%	4%	2%	4%	2%
3	1	-	-	-	-	-	1	-	-	1	*	1	*	1	*
	*%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
4 or more	1	-	-	-	-	-	-	-	*	-	1	*	*	1	-
	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%
Don't know	50	6	6	5	2	10	6	3	6	39	11	35	15	37	11
	3%	4%	3%	3%	2%	6% dg	3%	2%	2%	3%	4%	3%	3%	3%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 119

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QP12 (Q9) SHOWCARD Here is a list of some other ways of listening to radio programmes as they are broadcast. In most weeks, do you or someone else in your household listen at home to radio programmes as they are broadcast in any of these ways? (MULTICODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		FEMALE		UNDER												ENG	SCOT	WALES	NI
	Total	MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Using a digital TV service - such as Freeview, Sky, Virgin, BT Vision	477	246	231	82	104	169	123	60	49	70	96	116	155	96	110	391	54	20	12
	21%	23%	20%	25%	25%	22%	17%	16%	23%	25%	20%	20%	23%	23%	18%	21%	27%	18%	20%
				f	f	f			g	g			n	n			oqr		
Using a computer connected to the internet	250	136	113	57	57	93	42	25	24	32	71	81	96	36	36	220	13	9	8
	11%	13%	10%	17%	14%	12%	6%	7%	11%	11%	15%	14%	14%	9%	6%	12%	7%	8%	12%
		b		ef	f	f			g	g	g	mn	mn			p			p
Using a Smartphone - such as an iPhone or BlackBerry	114	62	52	36	26	36	16	11	5	20	34	34	37	19	24	103	5	3	4
	5%	6%	4%	11%	6%	5%	2%	3%	2%	7%	7%	6%	6%	5%	4%	5%	3%	2%	6%
				def	f	f				gh	gh					pq			pq
Using an MP3 player - such as an iPod	102	56	46	24	30	39	10	14	7	19	26	34	32	21	16	87	6	4	5
	5%	5%	4%	7%	7%	5%	1%	4%	3%	7%	5%	6%	5%	5%	3%	5%	3%	4%	8%
				f	f	f						n	n	n					opq
Using a games console - such as a PlayStation or Wii	28	18	10	9	8	7	4	1	4	5	5	9	7	6	6	25	1	1	2
	1%	2%	1%	3%	2%	1%	1%	*%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	3%
				ef	f					g									p
No, none of these	1589	738	851	201	267	534	588	296	153	184	316	386	450	288	466	1323	137	85	45
	70%	68%	73%	61%	65%	68%	79%	78%	71%	66%	67%	68%	67%	70%	77%	70%	70%	76%	72%
			a			c	cde	hij							klm			o	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QP12 (Q9) SHOWCARD Here is a list of some other ways of listening to radio programmes as they are broadcast. In most weeks, do you or someone else in your household listen at home to radio programmes as they are broadcast in any of these ways? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Using a digital TV service - such as Freeview, Sky, Virgin, BT Vision	477 21%	49 17%	60 20%	41 22%	38 23%	40 20%	40 19%	42 22%	81 23%	414 21%	63 21%	293 23% 	181 18%	300 22%	165 20%
Using a computer connected to the internet	250 11%	22 8%	46 15% ah	27 15% ah	19 12%	25 13%	26 12%	25 14% a	29 8%	206 11%	43 15% i	168 13% 	81 8%	169 12% n	73 9%
Using a Smartphone - such as an iPhone or BlackBerry	114 5%	16 6%	20 7%	7 4%	9 5%	9 4%	10 5%	12 7%	20 6%	103 5%	11 4%	86 7% 	28 3%	62 4%	49 6%
Using an MP3 player - such as an iPod	102 5%	11 4%	20 7%	6 3%	7 4%	7 4%	11 5%	7 4%	17 5%	88 5%	14 5%	74 6% 	28 3%	66 5%	31 4%
Using a games console - such as a PlayStation or Wii	28 1%	1 *%	4 1%	- -%	6 4% acg	3 2% c	3 2%	1 1%	6 2%	24 1%	5 2%	22 2% 	6 1%	21 2%	6 1%
No, none of these	1589 70%	210 75% g	207 67%	128 69%	114 70%	141 72%	151 72%	122 65%	250 70%	1386 71%	203 69%	828 66%	753 77% k	960 69%	585 72%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 120

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QP13 (Q10) SHOWCARD And before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Using a digital TV service - such as Freeview, Sky, Virgin, BT Vision	1609	793	816	245	324	617	424	218	147	218	402	446	499	303	362	1360	149	63	38
	71%	73%	70%	75%	79%	79%	57%	58%	68%	78%	85%	79%	75%	73%	60%	72%	76%	56%	61%
		b		f	f	f			g	gh	ghi	mn	n	n		qr	qr		
Using a computer connected to the internet	1548	767	781	256	324	595	373	181	128	216	406	453	499	278	318	1327	128	58	35
	69%	71%	66%	78%	79%	76%	50%	48%	59%	77%	86%	80%	75%	67%	52%	70%	65%	52%	56%
		b		f	f	f			g	gh	ghi	lmn	mn	n		qr	qr		
Using a Smartphone - such as an iPhone or BlackBerry	1295	642	653	234	284	504	272	154	101	179	355	370	434	231	260	1120	113	32	29
	57%	59%	56%	71%	70%	65%	37%	41%	46%	64%	75%	65%	65%	56%	43%	59%	58%	29%	47%
				ef	f	f				gh	ghi	mn	mn	n		qr	qr		q
Using an MP3 player - such as an iPod	1220	611	609	223	263	479	254	148	91	161	335	349	400	219	251	1045	115	32	28
	54%	56%	52%	68%	64%	61%	34%	39%	42%	58%	71%	62%	60%	53%	41%	55%	59%	29%	44%
		b		ef	f	f				gh	ghi	mn	mn	n		qr	qr		q
Using a games console - such as a PlayStation or Wii	915	470	445	173	209	358	175	107	72	136	228	262	288	176	189	783	88	24	20
	41%	43%	38%	53%	51%	46%	24%	28%	33%	49%	48%	46%	43%	43%	31%	42%	45%	22%	31%
		b		ef	f	f				gh	gh	n	n	n		qr	qr		q
No, none of these	394	175	220	31	41	82	241	126	43	32	27	66	80	68	180	310	36	32	17
	17%	16%	19%	9%	10%	10%	33%	33%	20%	11%	6%	12%	12%	17%	30%	16%	18%	29%	27%
							cde	hij	ij	j				kl	klm			op	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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QP13 (Q10) SHOWCARD And before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Using a digital TV service - such as Freeview, Sky, Virgin, BT Vision	1609	216	231	133	114	125	137	133	270	1388	221	989	615	1004	567
	71%	77%	75%	71%	70%	63%	65%	71%	76%	71%	76%	78%	63%	73%	70%
		ef	ef						ef		i	l			
Using a computer connected to the internet	1548	210	221	130	115	137	133	129	252	1335	213	983	564	986	527
	69%	75%	72%	70%	71%	69%	63%	69%	71%	68%	73%	78%	57%	71%	65%
		f	f								i	l		n	
Using a Smartphone - such as an iPhone or BlackBerry	1295	195	205	100	91	91	108	108	222	1118	177	859	435	822	444
	57%	70%	67%	54%	56%	46%	51%	58%	63%	57%	61%	68%	44%	59%	55%
		cdefg	cdefg		e			e	cef			l		n	
Using an MP3 player - such as an iPod	1220	183	186	100	92	96	93	101	192	1046	174	810	408	772	420
	54%	65%	61%	54%	57%	49%	44%	54%	54%	53%	59%	64%	42%	56%	52%
		cefg	ef	f	f			f	f		i	l			
Using a games console - such as a PlayStation or Wii	915	113	148	87	71	68	64	71	162	775	139	610	304	589	306
	41%	40%	48%	46%	44%	34%	30%	38%	46%	39%	48%	48%	31%	43%	38%
		f	efg	ef	ef				ef		i	l		n	
No, none of these	394	33	46	32	22	41	52	34	50	349	46	128	262	219	159
	17%	12%	15%	17%	14%	21%	25%	18%	14%	18%	16%	10%	27%	16%	20%
						ad	abcdh						k		m

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 121

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QP14 (Q12) SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTICODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3096	1534	1562	433	508	1147	1008	530	343	390	584	752	948	626	770	1809	428	427	432
Effective Weighted Sample	2060	1023	1038	281	323	781	702	339	213	263	428	505	635	425	503	1573	291	286	399
Total	2062	1001	1061	310	385	750	618	296	196	271	463	547	637	381	497	1739	173	97	54
Clear and high quality sound/ interference free	1207	630	577	176	234	476	321	147	116	174	293	336	394	211	265	1003	117	53	33
	59%	63%	54%	57%	61%	63%	52%	50%	59%	64%	63%	62%	62%	55%	53%	58%	68%	55%	61%
		b			f	f			g	g	g	n	mn				oq		
A wider choice of radio stations/ digital- only radio stations	1129	592	537	195	221	436	276	136	110	163	300	329	367	195	238	931	119	52	28
	55%	59%	51%	63%	57%	58%	45%	46%	56%	60%	65%	60%	58%	51%	48%	54%	69%	53%	51%
		b		f	f	f			g	g	gh	mn	mn				oqr		
Ease of use (e.g. find your station by name, not frequency)	627	342	286	99	116	258	154	60	50	89	185	198	209	111	109	527	67	18	15
	30%	34%	27%	32%	30%	34%	25%	20%	25%	33%	40%	36%	33%	29%	22%	30%	39%	19%	28%
		b		f		f				g	gh	mn	n	n		q	oqr		q
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	394	233	161	60	79	169	86	37	29	57	131	135	128	75	56	329	48	9	8
	19%	23%	15%	19%	20%	23%	14%	13%	15%	21%	28%	25%	20%	20%	11%	19%	28%	9%	15%
		b		f	f	f				g	ghi	n	n	n		q	oqr		q
Extra features (including ability to pause and rewind live radio, programme guides)	393	225	168	67	83	165	78	35	34	54	123	125	136	62	70	311	61	12	9
	19%	22%	16%	22%	21%	22%	13%	12%	17%	20%	27%	23%	21%	16%	14%	18%	35%	12%	17%
		b		f	f	f				g	ghi	mn	mn			q	oqr		
Future-proof/ ready for switchover	362	208	154	48	70	154	90	44	33	57	119	116	123	59	63	286	52	12	11
	18%	21%	14%	16%	18%	20%	15%	15%	17%	21%	26%	21%	19%	16%	13%	16%	30%	13%	20%
		b				f				g	gh	mn	n				oqr		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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 121

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QP14 (Q12) SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTICODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3096	1534	1562	433	508	1147	1008	530	343	390	584	752	948	626	770	1809	428	427	432
Effective Weighted Sample	2060	1023	1038	281	323	781	702	339	213	263	428	505	635	425	503	1573	291	286	399
Total	2062	1001	1061	310	385	750	618	296	196	271	463	547	637	381	497	1739	173	97	54
None of these	438	169	269	63	78	121	177	96	43	45	58	90	127	80	141	379	27	23	10
	21%	17%	25%	20%	20%	16%	29%	33%	22%	17%	13%	16%	20%	21%	28%	22%	15%	23%	19%
			a				cde	hij	j						klm	p		p	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.
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QP14 (Q12) SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTICODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3096	233	234	227	222	240	207	225	221	2206	890	1584	1499	1811	853
Effective Weighted Sample	2060	222	215	215	211	228	196	214	205	1702	403	1052	1071	1298	666
Total	2062	266	287	170	152	181	185	170	328	1788	275	1208	845	1286	722
Clear and high quality sound/ interference free	1207	159	157	107	83	113	91	101	192	1024	182	751	454	782	392
	59%	60%	55%	63%	54%	63%	49%	60%	59%	57%	66%	62%	54%	61%	54%
		f		f		f		f			i	l		n	
A wider choice of radio stations/ digital-only radio stations	1129	184	138	102	81	95	97	88	145	980	148	719	404	719	382
	55%	69%	48%	60%	53%	52%	53%	52%	44%	55%	54%	60%	48%	56%	53%
		bcd efgh		bh								l			
Ease of use (e.g. find your station by name, not frequency)	627	117	113	48	20	52	50	48	79	551	76	397	229	404	209
	30%	44%	39%	28%	13%	29%	27%	28%	24%	31%	28%	33%	27%	31%	29%
		cde fgh	cde fgh	d		d	d	d	d			l			
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	394	69	76	35	22	32	38	30	28	335	59	256	138	264	121
	19%	26%	26%	21%	14%	18%	21%	17%	8%	19%	22%	21%	16%	21%	17%
		de gh	de gh	h		h	h	h				l		n	
Extra features (including ability to pause and rewind live radio, programme guides)	393	73	66	35	16	33	30	30	27	337	56	263	129	253	131
	19%	27%	23%	21%	11%	19%	16%	17%	8%	19%	20%	22%	15%	20%	18%
		de fgh	dh	dh		dh	h	dh				l			
Future-proof/ ready for switchover	362	72	58	38	19	21	30	24	25	316	46	235	126	226	125
	18%	27%	20%	23%	13%	12%	16%	14%	8%	18%	17%	19%	15%	18%	17%
		de fgh	de h	de gh			h	h				l			

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 121

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QP14 (Q12) SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTICODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3096	233	234	227	222	240	207	225	221	2206	890	1584	1499	1811	853
Effective Weighted Sample	2060	222	215	215	211	228	196	214	205	1702	403	1052	1071	1298	666
Total	2062	266	287	170	152	181	185	170	328	1788	275	1208	845	1286	722
None of these	438	39	74	30	33	35	50	31	87	391	47	206	230	257	171
	21%	15%	26%	18%	21%	20%	27%	18%	26%	22%	17%	17%	27%	20%	24%
			acg				acg		acg	j			k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 122

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QP15 (Q13) SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTICODE)

Base : All with any type of digital radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K- £17.5K	£17.5K- £29.9K	£30K+									
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1534	769	765	212	246	574	502	191	168	200	355	437	507	295	295	949	190	194	201
Effective Weighted Sample	1045	527	519	148	157	400	356	136	104	132	264	295	353	202	200	828	133	127	187
Total	1065	524	541	171	193	382	319	117	100	134	277	322	359	185	199	919	81	41	25
A wider choice of radio stations/ digital-only radio stations	555	284	271	87	106	216	147	46	50	82	171	185	203	86	81	471	53	18	13
	52%	54%	50%	51%	55%	57% f	46%	39%	50%	61% g	62% gh	57% mn	57% mn	47%	41%	51%	66% oqr	44%	51%
Clear and high quality sound/ interference free	548	298	250	77	91	217	162	52	44	79	164	175	191	91	90	460	55	19	14
	51%	57% b	46%	45%	47%	57% cd	51%	44%	44%	58% gh	59% gh	55% n	53%	50%	45%	50%	68% oqr	46%	56%
Ease of use (e.g. find your station by name, not frequency)	346	176	170	55	60	134	97	28	23	43	118	134	117	48	46	290	37	12	8
	32%	34%	31%	32%	31%	35%	30%	24%	23%	32%	43% ghi	42% lmn	33% n	26%	23%	32%	45% oqr	28%	31%
None of these	284	123	161	58	50	82	94	47	34	30	49	62	95	53	74	249	14	16	6
	27%	24%	30% a	34% e	26%	22%	30% e	40% ij	34% ij	22%	18%	19%	26% k	29% k	37% kl	27% p	17%	38% opr	23%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	209	124	85	29	35	93	51	11	17	31	75	77	77	37	18	183	19	4	3
	20%	24% b	16%	17%	18%	24% f	16%	9%	17%	23% g	27% gh	24% n	21% n	20% n	9%	20% q	23% qr	10%	14%
Extra features (including ability to pause and rewind live radio, programme guides)	178	106	72	27	37	75	39	10	16	22	67	75	57	29	17	149	21	5	3
	17%	20% b	13%	16%	19% f	20% f	12%	9%	16%	17% g	24% g	23% lmn	16% n	16% n	8%	16%	26% oqr	11%	14%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 122

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QP15 (Q13) SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTICODE)

Base : All with any type of digital radio

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1534	123	128	129	120	103	119	116	111	1090	444	819	708	959	374
Effective Weighted Sample	1045	117	118	122	114	97	112	111	103	852	210	557	517	697	304
Total	1065	142	158	96	83	79	109	87	164	909	156	644	414	713	327
A wider choice of radio stations/ digital-only radio stations	555 52% bcdefgh	104 73% bcdefgh	74 47% h	51 53% h	46 55% h	46 58% h	51 47% h	41 47% h	58 35% j	490 54% j	65 42% l	370 57% l	181 44% l	374 52% l	169 52% l
Clear and high quality sound/ interference free	548 51% bcfgh	95 67% bcfgh	74 47% h	44 46% h	50 60% bcfgh	48 61% bcfgh	41 37% h	40 46% h	68 41% h	472 52% h	76 49% h	342 53% h	203 49% h	366 51% h	168 51% h
Ease of use (e.g. find your station by name, not frequency)	346 32% cdfgh	74 52% cdfgh	63 40% cdfh	23 24% h	17 20% h	34 43% cdfgh	27 24% h	26 30% h	27 16% h	299 33% h	46 30% h	214 33% h	131 32% h	231 32% h	108 33% h
None of these	284 27% ae	17 12% ae	48 30% ae	32 33% ae	19 23% a	14 18% ade	38 35% ade	21 24% a	61 37% ade	231 25% i	53 34% i	146 23% k	137 33% k	190 27% k	88 27% k
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	209 20% fh	42 30% fh	34 21% h	20 21% h	16 19% h	24 31% fh	16 15% h	18 21% h	12 7% h	174 19% h	35 22% h	140 22% l	69 17% h	147 21% h	59 18% h
Extra features (including ability to pause and rewind live radio, programme guides)	178 17% cdfgh	42 30% cdfgh	31 19% h	15 16% h	10 12% h	16 21% h	13 12% h	12 14% h	10 6% h	150 17% h	28 18% h	120 19% l	58 14% h	125 17% h	50 15% h
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n															

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QP16 (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 have any active radio sets but no DAB sets at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1304	645	659	133	174	443	554	293	155	139	181	263	349	275	417	703	156	207	238
Effective Weighted Sample	829	403	426	82	108	286	367	182	95	91	124	167	227	177	260	609	102	139	218
Total	784	385	399	93	125	260	306	143	86	90	128	166	221	153	244	646	60	50	28
Certain to	30	22	7	4	8	8	9	2	3	5	5	8	8	6	8	26	2	-	1
	4%	6%	2%	5%	6%	3%	3%	2%	4%	6%	4%	5%	4%	4%	3%	4%	3%	-%	4%
		b														q	q		q
Very likely	45	21	25	8	4	23	10	3	8	6	10	10	17	10	9	42	1	2	1
	6%	5%	6%	9%	3%	9%	3%	2%	9%	7%	8%	6%	8%	7%	4%	6%	2%	4%	3%
				f		df			g	g	g		n			r			
Likely	86	44	42	10	15	37	24	12	9	12	21	19	28	19	21	67	8	9	3
	11%	12%	11%	11%	12%	14%	8%	8%	10%	13%	16%	11%	13%	12%	8%	10%	14%	17%	10%
						f					g							or	
Unlikely	138	68	69	10	22	52	54	16	26	22	25	33	44	19	43	119	5	10	4
	18%	18%	17%	11%	18%	20%	18%	11%	30%	25%	19%	20%	20%	12%	17%	18%	9%	19%	15%
						c			g	g	g		m			p		p	
Very unlikely	114	56	58	8	17	32	57	28	10	14	17	31	27	21	35	89	10	8	7
	15%	15%	15%	9%	13%	12%	19%	19%	11%	15%	13%	18%	12%	14%	14%	14%	16%	16%	26%
							ce												opq
Certain not to	148	59	88	16	20	35	78	50	13	7	15	25	33	29	61	122	10	10	7
	19%	15%	22%	17%	16%	13%	25%	35%	15%	7%	11%	15%	15%	19%	25%	19%	16%	20%	24%
			a				de	hij							kl				
Don't know	223	114	109	36	41	71	75	32	17	24	36	42	64	50	67	182	24	12	5
	28%	29%	27%	39%	32%	28%	24%	23%	20%	26%	28%	25%	29%	33%	27%	28%	40%	24%	19%
				ef												r	oqr		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 123

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QP16 (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 have any active radio sets but no 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	1304	76	88	95	77	117	81	90	79	888	416	588	712	732	334
Effective Weighted Sample	829	72	82	91	73	111	76	84	73	675	176	365	492	519	256
Total	784	84	109	67	51	87	70	66	112	673	111	405	376	498	258
Certain to	30	**	**	**	**	8	**	**	**	24	6	18	11	20	8
	4%	**	**	**	**	9%	**	**	**	4%	5%	5%	3%	4%	3%
Very likely	45	**	**	**	**	12	**	**	**	39	6	33	12	34	11
	6%	**	**	**	**	14%	**	**	**	6%	6%	8%	3%	7%	4%
												l			
Likely	86	**	**	**	**	9	**	**	**	77	10	48	38	51	33
	11%	**	**	**	**	11%	**	**	**	11%	9%	12%	10%	10%	13%
Unlikely	138	**	**	**	**	19	**	**	**	119	18	73	64	92	42
	18%	**	**	**	**	22%	**	**	**	18%	17%	18%	17%	18%	16%
Very unlikely	114	**	**	**	**	7	**	**	**	96	18	54	60	73	34
	15%	**	**	**	**	8%	**	**	**	14%	16%	13%	16%	15%	13%
Certain not to	148	**	**	**	**	16	**	**	**	123	25	62	86	88	53
	19%	**	**	**	**	18%	**	**	**	18%	23%	15%	23%	18%	21%
													k		
Don't know	223	**	**	**	**	15	**	**	**	195	28	116	104	140	78
	28%	**	**	**	**	18%	**	**	**	29%	25%	29%	28%	28%	30%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 124

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QP17 (QJ14B). Why are you unlikely to get digital radio in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-	£17.5K-	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	~c	~d	e	f	g	~h	~i	~j	k	l	m	n	o	~p	q	r
Significance Level: 95%																			
Unweighted total	705	333	372	49	85	219	352	198	99	71	83	140	174	138	253	369	69	116	151
Effective Weighted Sample	437	203	234	29	50	133	235	119	56	47	56	91	108	89	151	319	43	81	138
Total	400	184	216	34	58	119	189	93	49	43	56	88	103	68	139	329	25	28	18
No need	204	89	115	**	**	56	95	44	**	**	**	49	50	36	68	172	**	10	11
	51%	48%	53%	**	**	47%	50%	47%	**	**	**	55%	49%	53%	49%	52%	**	37%	62%
																q			q
Happy to use existing service	174	82	91	**	**	49	95	41	**	**	**	31	49	30	64	140	**	15	5
	43%	45%	42%	**	**	41%	50%	44%	**	**	**	35%	47%	44%	46%	42%	**	53%	28%
																r		r	
Can receive through digital TV service	32	18	14	**	**	8	11	3	**	**	**	15	5	6	6	27	**	2	1
	8%	10%	7%	**	**	7%	6%	3%	**	**	**	18%	5%	9%	4%	8%	**	8%	4%
												ln							
Happy to use analogue radio service	21	12	9	**	**	7	12	3	**	**	**	6	6	2	7	17	**	1	1
	5%	7%	4%	**	**	6%	6%	3%	**	**	**	7%	5%	4%	5%	5%	**	2%	6%
Poor reception in our area	14	5	9	**	**	4	8	1	**	**	**	5	6	2	1	14	**	1	-
	4%	3%	4%	**	**	4%	4%	1%	**	**	**	5%	6%	3%	1%	4%	**	2%	-%
												n	n			r			
Too expensive generally	14	7	7	**	**	2	6	4	**	**	**	3	3	2	5	12	**	2	1
	4%	4%	3%	**	**	2%	3%	4%	**	**	**	4%	3%	3%	3%	4%	**	6%	4%
Would never listen	14	6	8	**	**	7	4	2	**	**	**	3	4	3	4	13	**	*	*
	3%	3%	4%	**	**	6%	2%	2%	**	**	**	3%	4%	5%	3%	4%	**	1%	1%
Can't afford it	14	5	9	**	**	3	3	4	**	**	**	*	4	2	7	11	**	1	1
	3%	3%	4%	**	**	2%	2%	4%	**	**	**	%	4%	4%	5%	3%	**	4%	3%
															k				
Don't know why I should	13	4	9	**	**	3	7	5	**	**	**	1	4	1	7	11	**	1	1
	3%	2%	4%	**	**	2%	4%	5%	**	**	**	1%	4%	1%	5%	3%	**	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 124

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

QP17 (QJ14B). Why are you unlikely to get digital radio in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 ~c	25-34 ~d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND ~p	WALES q	NI r
		MALE a	b					£11.5K g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ ~j								
Significance Level: 95%																			
Unweighted total	705	333	372	49	85	219	352	198	99	71	83	140	174	138	253	369	69	116	151
Effective Weighted Sample	437	203	234	29	50	133	235	119	56	47	56	91	108	89	151	319	43	81	138
Total	400	184	216	34	58	119	189	93	49	43	56	88	103	68	139	329	25	28	18
Will get it when I have to/ when switchover	7 2%	4 2%	3 1%	** **	** **	3 3%	4 2%	1 2%	** **	** **	** **	4 4%	1 1%	* 1%	2 1%	4 1%	** **	2 6% o	* 2%
Not available in our area	2 1%	1 1%	1 *%	** **	** **	* *%	2 1%	- -%	** **	** **	** **	1 1%	1 1%	* *%	* *%	2 1%	** **	* *%	* 1%
Other	21 5%	10 5%	11 5%	** **	** **	8 7%	9 5%	4 4%	** **	** **	** **	3 3%	12 11% kn	3 4%	4 3%	18 6%	** **	2 6%	1 4%
Don't know	9 2%	2 1%	7 3%	** **	** **	3 3%	3 2%	3 3%	** **	** **	** **	1 1%	3 3%	2 2%	4 3%	8 2%	** **	1 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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 124

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QP17 (QJ14B). Why are you unlikely to get digital radio in the next 12 months? (MULTICODE) 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	705	29	51	64	38	58	36	56	37	474	231	289	414	383	171
Effective Weighted Sample	437	28	48	61	36	55	34	53	33	349	100	172	281	276	125
Total	400	32	65	46	25	42	30	40	50	338	61	189	210	253	128
No need	204	**	**	**	**	**	**	**	**	164	40	99	104	129	64
	51%	**	**	**	**	**	**	**	**	48%	65% i	52%	50%	51%	50%
Happy to use existing service	174	**	**	**	**	**	**	**	**	156	18	70	104	108	61
	43%	**	**	**	**	**	**	**	**	46% j	29%	37%	49% k	43%	47%
Can receive through digital TV service	32	**	**	**	**	**	**	**	**	28	4	19	13	21	10
	8%	**	**	**	**	**	**	**	**	8%	6%	10%	6%	8%	8%
Happy to use analogue radio service	21	**	**	**	**	**	**	**	**	17	4	7	14	16	4
	5%	**	**	**	**	**	**	**	**	5%	7%	4%	7%	6%	3%
Poor reception in our area	14	**	**	**	**	**	**	**	**	10	4	8	7	13	1
	4%	**	**	**	**	**	**	**	**	3%	7%	4%	3%	5% n	1%
Too expensive generally	14	**	**	**	**	**	**	**	**	13	1	5	9	9	4
	4%	**	**	**	**	**	**	**	**	4%	2%	3%	4%	3%	3%
Would never listen	14	**	**	**	**	**	**	**	**	11	3	8	6	8	6
	3%	**	**	**	**	**	**	**	**	3%	5%	4%	3%	3%	4%
Can't afford it	14	**	**	**	**	**	**	**	**	13	1	6	8	9	4
	3%	**	**	**	**	**	**	**	**	4%	2%	3%	4%	3%	3%
Don't know why I should	13	**	**	**	**	**	**	**	**	11	2	5	8	7	5
	3%	**	**	**	**	**	**	**	**	3%	3%	2%	4%	3%	4%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QP17 (QJ14B). Why are you unlikely to get digital radio in the next 12 months? (MULTICODE) 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	n
Unweighted total	705	29	51	64	38	58	36	56	37	474	231	289	414	383	171
Effective Weighted Sample	437	28	48	61	36	55	34	53	33	349	100	172	281	276	125
Total	400	32	65	46	25	42	30	40	50	338	61	189	210	253	128
Will get it when I have to/ when switchover	7	**	**	**	**	**	**	**	**	5	2	5	2	4	3
	2%	**	**	**	**	**	**	**	**	2%	3%	3%	1%	1%	2%
Not available in our area	2	**	**	**	**	**	**	**	**	1	1	1	1	1	1
	1%	**	**	**	**	**	**	**	**	*%	2%	1%	*%	*%	1%
Other	21	**	**	**	**	**	**	**	**	17	4	12	9	14	7
	5%	**	**	**	**	**	**	**	**	5%	7%	6%	4%	5%	5%
Don't know	9	**	**	**	**	**	**	**	**	8	1	4	5	6	2
	2%	**	**	**	**	**	**	**	**	2%	1%	2%	2%	2%	2%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 125

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

QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	FEMALE			UNDER															
Significance Level: 95%	Total	MALE		16-24	25-34	35-54	55+	£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
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Married/ living as married	1392	691	701	81	269	580	463	134	112	201	392	421	395	294	282	1185	104	68	35
	62%	64%	60%	25%	66%	74%	63%	36%	52%	72%	83%	74%	59%	71%	46%	63%	53%	61%	57%
		b			c	cd	c		g	gh	ghi	ln	n	ln		pr		p	
Single	515	273	242	246	122	98	50	119	53	43	61	86	177	80	171	417	56	23	19
	23%	25%	21%	75%	30%	12%	7%	32%	24%	15%	13%	15%	26%	19%	28%	22%	28%	21%	30%
		b		def	ef	f		ij	ij				km		km		oq		oq
Widowed, divorced or separated	344	117	227	1	18	101	225	122	50	36	19	59	97	37	152	280	36	20	8
	15%	11%	19%	*%	4%	13%	30%	32%	23%	13%	4%	10%	14%	9%	25%	15%	18%	18%	12%
		a			c	cd	cde	hij	ij	j			km		klm		r	r	
Refused	5	1	4	*	*	3	2	2	1	-	1	-	*	2	3	4	*	*	*
	*%	*%	*%	*%	*%	*%	*%	1%	1%	-%	*%	-%	*%	*%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 125

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

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

		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Married/ living as married	1392	165	206	121	109	131	136	104	212	1186	206	898	484	915	442
	62%	59%	67%	65%	67%	66%	65%	56%	60%	60%	71%	71%	49%	66%	54%
			g	g	g	g					i	l		n	
Single	515	75	59	35	29	41	44	55	78	468	46	258	255	264	232
	23%	27%	19%	19%	18%	21%	21%	29%	22%	24%	16%	20%	26%	19%	29%
		cd						bcdef		j		k		m	
Widowed, divorced or separated	344	40	42	29	23	25	30	27	64	305	39	103	241	201	135
	15%	14%	14%	16%	14%	13%	14%	14%	18%	16%	13%	8%	24%	15%	17%
												k			
Refused	5	-	-	1	2	-	-	1	-	4	1	2	3	2	3
	*%	-%	-%	1%	1%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 126

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

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
WHITE																			
British	1388	622	765	200	222	497	469	243	116	164	293	356	414	256	363	1271	31	47	39
	62%	58%	65%	61%	55%	64%	63%	64%	53%	59%	62%	63%	62%	62%	60%	67%	16%	42%	63%
		a	b	c	d	e	d	h			h					pq		p	pq
English	277	160	116	27	37	87	126	32	37	43	58	75	78	59	65	266	6	4	1
	12%	15%	10%	8%	9%	11%	17%	9%	17%	15%	12%	13%	12%	14%	11%	14%	3%	4%	1%
		b					cde		g	g						pqr			
Scottish	175	87	88	23	34	59	60	34	21	21	17	36	43	38	57	21	153	*	*
	8%	8%	7%	7%	8%	7%	8%	9%	10%	7%	4%	6%	6%	9%	9%	1%	78%	*q	*%
								j	j	j					l		oqr		
Welsh	67	35	32	8	13	21	26	15	11	6	12	16	18	12	21	10	*	56	*
	3%	3%	3%	2%	3%	3%	3%	4%	5%	2%	2%	3%	3%	3%	3%	1%	q	51%	1%
																		opr	
Irish	35	15	20	5	3	13	13	10	5	4	7	6	9	6	13	16	*	*	19
	2%	1%	2%	2%	1%	2%	2%	3%	2%	2%	1%	1%	1%	2%	2%	1%	q	q	30%
																			opq
Any other white background	68	34	34	15	31	15	7	11	4	7	18	21	22	9	16	61	4	1	2
	3%	3%	3%	5%	7%	2%	1%	3%	2%	3%	4%	4%	3%	2%	3%	3%	2%	1%	3%
				ef	ef											q			q
MIXED																			
White and Black Caribbean	9	2	7	4	2	3	1	3	1	1	1	-	3	3	3	9	-	*	*
	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%	*%	-%	*%	1%	1%	*%	-%	*%	*%
				f															
White and Black African	4	1	3	2	-	-	2	1	-	-	1	1	3	-	-	4	-	-	-
	*%	*%	*%	1%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	-%	-%	-%
				e															

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 126

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
White and Asian	3	3	-	-	1	1	-	-	-	-	3	1	1	-	-	3	-	-	-
	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	1%	*%	*%	-%	-%	*%	-%	-%	-%
Any other mixed background	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
ASIAN AND BRITISH ASIAN																			
Indian	70	37	33	18	13	27	13	9	3	5	17	19	26	9	16	69	-	1	1
	3%	3%	3%	5%	3%	3%	2%	2%	1%	2%	4%	3%	4%	2%	3%	4%	-%	1%	1%
				f		f										pqr			
Pakistani	32	14	18	5	16	6	4	3	5	6	6	7	8	2	14	32	-	-	-
	1%	1%	2%	2%	4%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	-%	-%	-%
					ef										m	pqr			
Bangladeshi	29	17	12	6	13	8	1	4	6	5	5	3	7	5	14	29	-	-	-
	1%	2%	1%	2%	3%	1%	*%	1%	3%	2%	1%	*%	1%	1%	2%	2%	-%	-%	-%
				f	ef	f									k	pqr			
Any other Asian background	10	6	4	2	2	6	-	3	-	1	4	3	6	1	-	10	-	*	-
	*%	1%	*%	1%	1%	1%	-%	1%	-%	*%	1%	1%	1%	*%	-%	1%	-%	*%	-%
				f	f	f							n						
BLACK AND BLACK BRITISH																			
Caribbean	26	15	11	6	2	8	10	4	3	6	9	5	9	2	10	26	-	-	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	-%	-%	-%
																pqr			
African	37	20	17	3	11	21	3	3	6	5	17	12	12	5	8	35	1	1	*
	2%	2%	1%	1%	3%	3%	*%	1%	3%	2%	4%	2%	2%	1%	1%	2%	1%	1%	*%
					f	f			g		g					r			

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 126

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 c	25-34 d	35-54 e	55+ f	UNDER				AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
		MALE a	b					£11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j								
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Any other black background	5 *%	3 *%	1 *%	- -%	- -%	5 1% f	- -%	1 *%	- -%	1 *%	1 *%	- -%	1 *%	1 *%	3 *%	5 *%	- -%	- -%	- -%
MIDDLE EAST AND ARABIC ORIGIN																			
Middle Eastern, including Arabic origin	4 *%	3 *%	2 *%	* *%	2 *%	3 *%	- -%	1 *%	- -%	- -%	3 1%	3 1%	* *%	- -%	1 *%	4 *%	- -%	* *%	- -%
Iranian	3 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	1 *%	- -%	3 *%	- -%	- -%	- -%
CHINESE OR OTHER ETHNIC GROUP																			
Chinese	2 *%	1 *%	1 *%	2 1% ef	* *%	* *%	- -%	* *%	* *%	- -%	- -%	* *%	2 *%	* *%	- -%	1 *%	1 *%	* *%	* *%
Any other background	7 *%	2 *%	5 *%	1 *%	4 1% f	2 *%	1 *%	1 *%	- -%	2 1%	1 *%	1 *%	3 *%	- -%	4 1%	7 *%	- -%	- -%	- -%
Refused	5 *%	2 *%	2 *%	- -%	1 *%	1 *%	2 *%	- -%	- -%	- -%	- -%	1 *%	1 *%	2 1%	- -%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
WHITE															
British	1388	106	219	142	122	135	151	160	236	1192	195	775	602	935	413
	62%	38%	71%	76%	75%	68%	72%	86%	67%	61%	67%	62%	61%	68%	51%
			a	ah	a	a	a	abcdeh	a		i			n	
English	277	15	48	24	30	26	38	19	66	237	40	142	134	206	70
	12%	5%	16%	13%	19%	13%	18%	10%	18%	12%	14%	11%	14%	15%	9%
			a	a	ag	a	ag		ag					n	
Scottish	175	4	3	1	3	-	3	1	8	153	22	96	79	89	85
	8%	1%	1%	1%	2%	-	1%	1%	2%	8%	8%	8%	8%	6%	11%
					e				e					m	
Welsh	67	-	1	4	1	2	1	1	1	50	17	35	32	54	13
	3%	-	1%	2%	1%	1%	1%	1%	1%	3%	6%	3%	3%	4%	2%
				a							i			n	
Irish	35	7	2	1	-	1	2	-	3	27	9	17	19	9	8
	2%	3%	1%	1%	-	1%	1%	-	1%	1%	3%	1%	2%	1%	1%
		deg									i				
Any other white background	68	28	14	8	2	2	2	1	5	64	4	46	21	18	48
	3%	10%	4%	4%	1%	1%	1%	1%	1%	3%	1%	4%	2%	1%	6%
		bcdefgh	defg	defg						j		l			m
MIXED															
White and Black Caribbean	9	2	-	2	-	3	1	1	2	9	1	3	7	5	4
	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
White and Black African	4	2	1	-	1	-	-	-	-	4	-	1	3	3	1
	1%	1%	1%	-	1%	-	-	-	-	1%	-	1%	1%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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Q22. 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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
White and Asian	3	-	3	-	-	-	-	-	-	1	1	3	-	3	-
	*%	-%	1%	-%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%
Any other mixed background	1	-	-	1	-	-	-	-	-	1	-	-	1	1	-
	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%
ASIAN AND BRITISH ASIAN															
Indian	70	40	5	1	-	16	-	3	3	70	*	46	24	24	46
	3%	14%	2%	*%	-%	8%	-%	2%	1%	4%	*%	4%	2%	2%	6%
		bcd efgh	df			bcd fgh				j					m
Pakistani	32	10	4	-	-	5	1	1	9	31	1	17	15	7	25
	1%	4%	1%	-%	-%	3%	1%	1%	3%	2%	*%	1%	2%	*%	3%
		cd fg				cd			cd	j					m
Bangladeshi	29	3	-	2	-	4	5	1	14	29	-	18	10	1	28
	1%	1%	-%	1%	-%	2%	2%	*%	4%	1%	-%	1%	1%	*%	3%
						bd	bd		bcd g	j					m
Any other Asian background	10	2	3	-	1	1	2	-	2	10	-	6	4	4	6
	*%	1%	1%	-%	*%	*%	1%	-%	1%	1%	-%	*%	*%	*%	1%
BLACK AND BLACK BRITISH															
Caribbean	26	21	-	-	1	1	1	1	2	26	-	13	13	5	21
	1%	8%	-%	-%	*%	*%	1%	*%	*%	1%	-%	1%	1%	*%	3%
		bcd efgh								j					m
African	37	30	-	1	1	2	3	-	-	37	-	25	11	8	29
	2%	11%	-%	*%	*%	1%	1%	-%	-%	2%	-%	2%	1%	1%	4%
		bcd efgh								j					m

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

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Any other black background	5	1	1	-	1	-	-	-	1	4	1	3	1	2	3
	*%	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%
MIDDLE EAST AND ARABIC ORIGIN															
Middle Eastern, including Arabic origin	4	2	2	-	-	-	-	-	-	4	*	3	1	2	3
	*%	1%	1%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
Iranian	3	3	-	-	-	-	-	-	-	3	-	3	-	1	1
	*%	1%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	*%
CHINESE OR OTHER ETHNIC GROUP															
Chinese	2	1	-	-	-	-	-	-	-	2	1	*	2	1	1
	*%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
Any other background	7	1	2	-	2	1	2	-	-	7	-	6	2	3	5
	*%	*%	1%	-%	1%	*%	1%	-%	-%	*%	-%	*%	*%	*%	1%
Refused	5	-	-	1	-	-	-	-	3	3	1	1	3	2	2
	*%	-%	-%	*%	-%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Cannot walk far or manage stairs or can only do so with difficulty	120 5%	58 5%	62 5%	* *%	7 2% c	18 2% c	94 13% cde	38 10% ij	18 8% ij	8 3%	7 1%	21 4%	20 3%	18 4%	60 10% klm	95 5%	16 8% oq	4 4%	4 7%
Breathlessness or chest pains	87 4%	46 4%	42 4%	4 1%	4 1%	14 2%	66 9% cde	28 7% ij	11 5% j	9 3%	8 2%	17 3%	18 3%	16 4%	37 6% kl	75 4%	4 2%	4 3%	4 6% op
Poor hearing, partial hearing or deafness	67 3%	33 3%	35 3%	2 1%	2 1%	6 1%	57 8% cde	24 6% j	7 3% j	9 3% j	4 1%	15 3%	12 2%	13 3%	27 4% l	53 3%	9 4% r	5 4% r	1 2%
Poor vision, partial sight or blindness	53 2%	21 2%	32 3%	1 *%	3 1%	8 1%	41 6% cde	17 5% ij	6 3%	4 1%	7 1%	9 2%	8 1%	14 3% l	22 4% kl	44 2%	5 2%	3 3%	1 2%
Mental health problems or difficulties	27 1%	11 1%	16 1%	2 1%	5 1%	12 1%	8 1%	13 4% ij	3 2% j	2 1%	1 *%	1 *%	4 1%	3 1%	18 3% klm	18 1%	7 4% or	2 2%	1 1%
Limited ability to reach	26 1%	12 1%	14 1%	* *%	1 *%	3 *%	21 3% cde	8 2% ij	4 2% i	- -%	2 *%	5 1%	4 1%	3 1%	13 2% l	23 1%	1 1%	1 1%	* *%
Other illnesses or health problems which limit your daily activities or the work that you can do	104 5%	57 5%	48 4%	4 1%	8 2%	35 4% cd	58 8% cde	27 7% j	15 7% j	10 4%	10 2%	21 4%	24 4%	16 4%	44 7% klm	85 5%	8 4%	8 7%	4 6%

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

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
None	1918	914	1004	315	380	709	514	272	169	247	440	498	602	352	465	1610	160	95	52
	85%	84%	85%	96%	93%	91%	69%	72%	78%	88%	93%	88%	90%	85%	76%	85%	82%	85%	84%
				ef	f	f				gh	ghi	n	mn	n					

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 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Cannot walk far or manage stairs or can only do so with difficulty	120 5%	10 3%	7 2%	13 7% bd	4 2%	9 4%	15 7% bd	11 6%	26 7% bd	105 5%	14 5%	11 1%	109 11% k	75 5%	41 5%
Breathlessness or chest pains	87 4%	11 4% f	7 2%	8 5% f	7 4% f	10 5% f	2 1%	7 4%	22 6% bf	72 4%	16 5%	15 1%	72 7% k	47 3%	36 4%
Poor hearing, partial hearing or deafness	67 3%	3 1%	10 3%	8 4% ag	6 3%	7 4% a	6 3%	2 1%	11 3%	58 3%	9 3%	13 1%	55 6% k	43 3%	23 3%
Poor vision, partial sight or blindness	53 2%	6 2%	7 2%	7 4% eg	2 1%	2 1%	4 2%	1 *% eg	14 4% eg	44 2%	9 3%	12 1%	41 4% k	29 2%	23 3%
Mental health problems or difficulties	27 1%	3 1%	1 *% b	4 2% b	1 1%	3 1%	2 1%	1 1%	3 1%	23 1%	3 1%	1 *% k	26 3% k	15 1%	12 1%
Limited ability to reach	26 1%	1 *% k	2 1%	3 2%	1 1%	2 1%	3 1%	4 2%	7 2%	21 1%	5 2%	2 *% k	23 2% k	18 1%	8 1%
Other illnesses or health problems which limit your daily activities or the work that you can do	104 5%	5 2%	18 6% af	19 10% adehf	5 3%	8 4%	5 2%	12 6% af	13 4%	77 4%	28 9% i	25 2%	79 8% k	63 5%	38 5%
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n															

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTICODE)

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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
None	1918	255	269	146	142	164	182	161	292	1685	232	1191	715	1176	690
	85%	91%	88%	78%	87%	83%	87%	86%	82%	86%	80%	95%	73%	85%	85%
		ceh	c		c		c	c		j		l			

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 128

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QZ4 (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	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-	£17.5K-	£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND	
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	90	35	55	3	4	11	72	34	10	5	6	12	14	21	43	49	9	17	15
Effective Weighted Sample	59	22	37	2	3	9	46	23	5	5	6	8	10	16	26	44	7	10	14
Total	53	21	32	1	3	8	41	17	6	4	7	9	8	14	22	44	5	3	1
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 (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	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K- £17.5K	£17.5K- £29.9K	£29.9K- £30K+	£30K+								
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	90	35	55	3	4	11	72	34	10	5	6	12	14	21	43	49	9	17	15
Effective Weighted Sample	59	22	37	2	3	9	46	23	5	5	6	8	10	16	26	44	7	10	14
Total	53	21	32	1	3	8	41	17	6	4	7	9	8	14	22	44	5	3	1
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	90	6	7	11	4	4	5	1	11	57	33	14	76	48	27
Effective Weighted Sample	59	6	7	11	4	4	5	1	11	47	13	11	49	33	23
Total	53	6	7	7	2	2	4	1	14	44	9	12	41	29	23
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ4 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	90	6	7	11	4	4	5	1	11	57	33	14	76	48	27
Effective Weighted Sample	59	6	7	11	4	4	5	1	11	47	13	11	49	33	23
Total	53	6	7	7	2	2	4	1	14	44	9	12	41	29	23
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l - m,n	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	118	60	58	2	2	10	104	42	17	13	4	23	25	28	42	65	20	23	10
Effective Weighted Sample	81	39	43	2	2	7	71	33	9	11	4	16	18	18	31	58	14	17	9
Total	67	33	35	2	2	6	57	24	7	9	4	15	12	13	27	53	9	5	1
Cannot hear sounds at all	1	**	**	**	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	4	**	**	**	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	5	**	**	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	3	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	11	**	**	**	**	**	10	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	17%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	18	**	**	**	**	**	15	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**

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QZ5 (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	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	l	~m	~n
Unweighted total	118	3	9	13	9	11	7	4	9	82	36	17	101	73	35
Effective Weighted Sample	81	3	9	13	9	11	6	4	9	67	16	12	71	53	27
Total	67	3	10	8	6	7	6	2	11	58	9	13	55	43	23
Cannot hear sounds at all	1	**	**	**	**	**	**	**	**	**	**	**	1	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	2%	**	**
Cannot follow a TV programme with the volume turned up	4	**	**	**	**	**	**	**	**	**	**	**	4	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	8%	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	5	**	**	**	**	**	**	**	**	**	**	**	5	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	9%	**	**
Cannot hear a doorbell, alarm clock or telephone bell	3	**	**	**	**	**	**	**	**	**	**	**	2	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	4%	**	**
Cannot follow a TV programme at a volume others find acceptable	11	**	**	**	**	**	**	**	**	**	**	**	8	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	15%	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	**	**	**	**	**	**	**	**	4	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	7%	**	**
Difficulty following a conversation against background noise	18	**	**	**	**	**	**	**	**	**	**	**	17	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	30%	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	6	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	11%	**	**

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QZ7 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1659	852	807	189	374	875	221	100	151	260	469	458	555	391	255	927	268	218	246
Effective Weighted Sample	1094	566	530	125	230	598	154	58	88	172	344	310	364	260	167	835	177	149	226
Total	1260	629	631	167	296	614	183	70	99	193	391	381	417	258	204	1067	100	61	32
Yes	354	184	170	20	70	196	69	17	18	37	152	180	108	48	17	311	20	15	8
	28%	29%	27%	12%	24%	32%	37%	25%	18%	19%	39%	47%	26%	19%	9%	29%	20%	24%	24%
					c	cd	cd				ghi	lmn	mn	n		p			
No	906	445	461	148	226	418	114	52	81	156	239	202	308	210	186	756	80	46	24
	72%	71%	73%	88%	76%	68%	63%	75%	82%	81%	61%	53%	74%	81%	91%	71%	80%	76%	76%
				def	ef			j	j	j			k	kl	klm		o		

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

Base : Those working full or part time

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	~l	m	n
Unweighted total	1659	121	122	103	127	114	121	110	109	1158	501	1659	-	983	430
Effective Weighted Sample	1094	119	118	101	125	112	119	108	106	916	205	1094	-	708	339
Total	1260	163	184	95	102	102	127	99	195	1106	155	1260	-	796	433
Yes	354	43	73	31	30	27	38	19	51	296	58	354	-	239	107
	28%	26%	40%	32%	30%	27%	30%	20%	26%	27%	37%	28%	-%	30%	25%
			aegh	g							i				
No	906	121	111	64	72	75	89	80	145	809	97	906	-	556	326
	72%	74%	60%	68%	70%	73%	70%	80%	74%	73%	63%	72%	-%	70%	75%
		b				b		bc	b	j					

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

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QZ8 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)

Base : Those who ever work from home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24 ~c	25-34 ~d	35-54 e	55+ ~f	UNDER				AB k	C1 l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
		MALE a						£11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ j								
Significance Level: 95%			b																
Unweighted total	462	249	213	20	83	273	86	21	25	55	182	205	155	73	29	272	63	62	65
Effective Weighted Sample	306	166	141	14	51	183	61	13	14	34	133	144	101	47	17	247	39	40	59
Total	354	184	170	20	70	196	69	17	18	37	152	180	108	48	17	311	20	15	8
Most of the time	136	67	69	**	**	64	**	**	**	**	41	63	42	**	**	124	**	**	**
	38%	36%	41%	**	**	33%	**	**	**	**	27%	35%	39%	**	**	40%	**	**	**
Just occasionally	215	116	100	**	**	130	**	**	**	**	111	115	66	**	**	185	**	**	**
	61%	63%	59%	**	**	66%	**	**	**	**	73%	64%	61%	**	**	60%	**	**	**
Don't know	2	1	1	**	**	2	**	**	**	**	-	2	-	**	**	2	**	**	**
	1%	1%	1%	**	**	1%	**	**	**	**	-%	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 - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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.

QZ8 (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	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	~l	m	n
Unweighted total	462	32	51	34	38	31	36	21	29	298	164	462	-	295	102
Effective Weighted Sample	306	32	49	34	37	31	35	21	28	242	72	306	-	216	80
Total	354	43	73	31	30	27	38	19	51	296	58	354	-	239	107
Most of the time	136	**	**	**	**	**	**	**	**	106	30	136	-	101	32
	38%	**	**	**	**	**	**	**	**	36%	53% i	38%	-%	42% n	30%
Just occasionally	215	**	**	**	**	**	**	**	**	189	26	215	-	136	75
	61%	**	**	**	**	**	**	**	**	64% j	46%	61%	-%	57%	70% m
Don't know	2	**	**	**	**	**	**	**	**	1	1	2	-	2	-
	1%	**	**	**	**	**	**	**	**	1%	2%	1%	-%	1%	-%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 132

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

QZ10 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Under £11,500	367	157	210	51	64	86	165	367	-	-	-	23	62	48	234	287	40	25	16
	16%	15%	18%	16%	16%	11%	22%	97%	-%	-%	-%	4%	9%	12%	38%	15%	20%	22%	25%
		a	b	e	e		cde	hij					k	k	klm		o	o	o
Above £11,500	1282	633	649	140	260	525	357	5	213	272	462	417	409	242	214	1087	102	56	36
	57%	59%	55%	43%	64%	67%	48%	1%	98%	97%	98%	74%	61%	59%	35%	58%	52%	50%	58%
					cf	cf			g	g	g	lmn	n	n		q			q
Don't know	203	89	115	100	28	38	37	3	2	4	5	36	66	44	58	171	17	9	7
	9%	8%	10%	30%	7%	5%	5%	1%	1%	2%	1%	6%	10%	11%	9%	9%	8%	8%	11%
				def									k	k					
Refused	404	203	201	36	55	132	180	3	2	3	5	89	132	79	103	341	38	21	4
	18%	19%	17%	11%	14%	17%	24%	1%	1%	1%	1%	16%	20%	19%	17%	18%	19%	19%	6%
						c	cde									r	r	r	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 132

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QZ10 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Under £11,500	367	33	51	35	24	35	34	25	50	330	37	68	297	169	183
	16%	12%	17%	19%	15%	18%	16%	14%	14%	17%	13%	5%	30%	12%	22%
Above £11,500				a						j			k		m
	1282	192	186	112	95	106	121	82	192	1126	156	898	380	835	411
	57%	68%	61%	60%	58%	54%	57%	44%	54%	57%	53%	71%	39%	60%	51%
Don't know		defgh	g	g	g	g	g		g			l		n	
	203	24	27	15	12	21	31	21	19	164	39	96	107	112	85
	9%	9%	9%	8%	8%	11%	15%	11%	5%	8%	13%	8%	11%	8%	10%
Refused						h	acdh	h			i		k		
	404	32	42	24	31	34	25	58	94	344	60	198	199	266	134
	18%	11%	14%	13%	19%	17%	12%	31%	27%	18%	20%	16%	20%	19%	16%
					af			abcdef	abcef				k		

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 133

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QZ11 (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	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+								
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3474	1679	1795	460	540	1204	1270	697	383	408	596	784	1014	701	975	1983	487	493	511
Effective Weighted Sample	2281	1110	1171	296	342	813	864	445	236	273	437	524	671	466	629	1719	330	329	470
Total	2256	1082	1174	327	408	781	740	378	217	280	472	566	669	413	608	1886	197	111	62
Up to £221/ Under £11,500	378	163	215	53	64	88	172	378	-	-	-	25	65	48	240	297	40	25	16
	17%	15%	18%	16%	16%	11%	23%	100%	-%	-%	-%	4%	10%	12%	40%	16%	20%	23%	26%
		a		e	e		cde	hij					k	k	klm		o	o	op
£222 - £336/ £11,500 - £17,499	217	107	110	20	41	68	88	-	217	-	-	21	64	48	84	169	23	16	10
	10%	10%	9%	6%	10%	9%	12%	-%	100%	-%	-%	4%	10%	12%	14%	9%	11%	14%	16%
							ce		gij				k	k	kl			o	o
£337 - £576/ £17,500 - £29,999	280	149	131	24	72	106	77	-	-	280	-	48	98	66	67	240	18	12	10
	12%	14%	11%	7%	18%	14%	10%	-%	-%	100%	-%	9%	15%	16%	11%	13%	9%	11%	15%
					cf	c				ghj			k	kn					p
£578 - £961/ £30,000 - £49,999	316	135	180	38	66	161	51	-	-	-	316	122	119	61	14	281	14	13	8
	14%	13%	15%	12%	16%	21%	7%	-%	-%	-%	67%	22%	18%	15%	2%	15%	7%	12%	13%
				f	f	cf					ghi	mn	n	n		p			p
£962 or over/ £50,000+	156	85	71	11	34	80	32	-	-	-	156	119	28	10	-	147	5	3	1
	7%	8%	6%	3%	8%	10%	4%	-%	-%	-%	33%	21%	4%	2%	-%	8%	3%	3%	2%
					cf	cf					ghi	lmn	n	n		pqr			
DK/ Refused	909	443	467	181	131	277	320	-	-	-	-	231	295	180	203	753	96	42	17
	40%	41%	40%	55%	32%	35%	43%	-%	-%	-%	-%	41%	44%	44%	33%	40%	49%	38%	28%
				def			de					n	n	n		r	oqr	r	

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

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QZ11 (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	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	3474	247	249	251	240	264	240	252	240	2458	1016	1659	1799	1983	980
Effective Weighted Sample	2281	235	229	238	228	251	227	239	223	1892	443	1094	1265	1407	761
Total	2256	280	307	186	163	197	210	187	354	1964	292	1260	983	1382	812
Up to £221/ Under £11,500	378	33	52	35	26	36	38	26	50	338	40	70	305	175	187
	17%	12%	17%	19% a	16%	18%	18%	14%	14%	17%	14%	6%	31% k	13%	23% m
£222 - £336/ £11,500 - £17,499	217	25	19	16	13	23	15	20	37	193	24	99	117	125	82
	10%	9%	6%	9%	8%	11% b	7%	11%	11%	10%	8%	8%	12% k	9%	10%
£337 - £576/ £17,500 - £29,999	280	39	29	23	25	22	24	26	50	248	32	193	86	169	101
	12%	14%	9%	13%	15%	11%	12%	14%	14%	13%	11%	15% l	9%	12%	12%
£578 - £961/ £30,000 - £49,999	316	80	41	26	27	22	31	18	37	276	40	265	50	212	96
	14%	28% bcdefgh	13%	14%	16% g	11%	15%	9%	10%	14%	14%	21% l	5%	15% n	12%
£962 or over/ £50,000+	156	26	27	19	8	16	33	2	14	137	19	126	30	123	32
	7%	9% gh	9% gh	10% dgh	5% g	8% g	16% abdegh	1% a	4%	7%	6%	10% l	3%	9% n	4%
DK/ Refused	909	77	138	66	63	79	68	95	166	772	137	507	394	578	314
	40%	28%	45% acf	36%	39% a	40% a	32%	51% acdef	47% acf	39%	47% i	40%	40%	42%	39%

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

OFCOM NATIONS & REGIONS TRACKER - QUARTER 1 2011 - MAIN SET. 4th January to 28th February 2011.

Table 134

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QZ12 (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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE						UNDER								ENG	SCOT	WALES	NI
		MALE		16-24	25-34	35-54	55+	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND		
		a	b	~c	~d	e	f	g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Significance Level: 95%																			
Unweighted total	511	243	268	80	98	172	161	143	82	71	71	99	135	100	177	-	-	-	511
Effective Weighted Sample	470	225	245	74	90	160	149	131	75	66	66	92	126	94	166	-	-	-	470
Total	62	30	32	10	13	21	18	16	10	10	9	11	18	14	19	-	-	-	62
Roman Catholic	27	12	14	**	**	10	7	8	**	**	**	**	7	5	11	-	-	-	27
	43%	42%	44%	**	**	45%	40%	51%	**	**	**	**	37%	38%	57% lm	-%	-%	-%	43%
Presbyterian Church of Ireland	13	6	7	**	**	4	4	3	**	**	**	**	3	4	3	-	-	-	13
	21%	22%	21%	**	**	20%	24%	19%	**	**	**	**	17%	31% ln	18%	-%	-%	-%	21%
Church of Ireland	9	4	5	**	**	3	3	2	**	**	**	**	3	2	2	-	-	-	9
	14%	14%	14%	**	**	16%	18%	13%	**	**	**	**	16%	13%	13%	-%	-%	-%	14%
Methodist Church of Ireland	2	1	1	**	**	1	*	*	**	**	**	**	1	-	1	-	-	-	2
	3%	2%	4%	**	**	3%	2%	3%	**	**	**	**	5% m	-%	3%	-%	-%	-%	3%
Other Christian (including Christian related)	2	1	1	**	**	1	*	*	**	**	**	**	*	*	*	-	-	-	2
	4%	4%	3%	**	**	3%	2%	3%	**	**	**	**	2%	3%	2%	-%	-%	-%	4%
Other religions/ philosophies	2	1	1	**	**	*	1	1	**	**	**	**	1	*	*	-	-	-	2
	4%	3%	4%	**	**	2%	3%	4%	**	**	**	**	7% n	3%	2%	-%	-%	-%	4%
No religion	5	3	2	**	**	2	1	1	**	**	**	**	2	1	1	-	-	-	5
	8%	9%	7%	**	**	8%	4%	5%	**	**	**	**	13% n	8%	3%	-%	-%	-%	8%
Refused	2	1	1	**	**	*	1	*	**	**	**	**	1	*	*	-	-	-	2
	3%	4%	2%	**	**	2%	5%	2%	**	**	**	**	3%	2%	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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QZ12 (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	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	~m	~n
Unweighted total	511	-	-	-	-	-	-	-	-	259	252	246	263	-	-
Effective Weighted Sample	470	-	-	-	-	-	-	-	-	253	246	226	244	-	-
Total	62	-	-	-	-	-	-	-	-	39	23	32	30	-	-
Roman Catholic	27	-	-	-	-	-	-	-	-	16	11	12	14	-	-
	43%	-%	-%	-%	-%	-%	-%	-%	-%	41%	46%	39%	46%	-%	-%
Presbyterian Church of Ireland	13	-	-	-	-	-	-	-	-	9	4	7	7	-	-
	21%	-%	-%	-%	-%	-%	-%	-%	-%	24%	17%	21%	22%	-%	-%
Church of Ireland	9	-	-	-	-	-	-	-	-	4	4	4	5	-	-
	14%	-%	-%	-%	-%	-%	-%	-%	-%	11%	19%	13%	15%	-%	-%
											i				
Methodist Church of Ireland	2	-	-	-	-	-	-	-	-	2	*	1	1	-	-
	3%	-%	-%	-%	-%	-%	-%	-%	-%	4%	2%	3%	3%	-%	-%
Other Christian (including Christian related)	2	-	-	-	-	-	-	-	-	1	1	2	1	-	-
	4%	-%	-%	-%	-%	-%	-%	-%	-%	3%	5%	5%	2%	-%	-%
Other religions/ philosophies	2	-	-	-	-	-	-	-	-	2	*	1	1	-	-
	4%	-%	-%	-%	-%	-%	-%	-%	-%	5%	1%	4%	3%	-%	-%
										j					
No religion	5	-	-	-	-	-	-	-	-	4	1	3	2	-	-
	8%	-%	-%	-%	-%	-%	-%	-%	-%	9%	6%	11%	5%	-%	-%
												l			
Refused	2	-	-	-	-	-	-	-	-	*	1	1	1	-	-
	3%	-%	-%	-%	-%	-%	-%	-%	-%	1%	5%	2%	3%	-%	-%
											i				

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