OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2019 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 3rd January to 28th February 2019.

NATION 1
Base : All respondents

REGION 2
Base : All respondents

URBANITY 4
Base : All respondents

CABLE AREA 5
Base : All respondents

DEPRIVATION LEVEL 6
Base : All respondents

SE. GENDER 7
Base : All respondents

SF. AGE OF RESPONDENT 8
Base : All respondents

SG (QZ8). What is the occupation of the main wage earner in your household? CODE SOCIAL GRADE. (SINGLE CODE) 10
Base : All respondents

QZ4 (SG). WORKING STATUS 12
Base : All respondents

QZ7 (SH). HOUSEHOLD STATUS (SINGLE CODE) 14
Base : All respondents

SH (SI). Total number in household (including respondent and any children) 15
Base : All respondents

SI (SK). Household size 16
Base : All respondents

SJ. Total number of children in household (under 18), including respondent (if respondent is under 18) 17
Base : All respondents

SK (SM). Can you speak or write in Welsh at all? (SINGLE CODE) 18
Base : All respondents in Wales

SL (SN). What is your preferred language? (SINGLE CODE) 19
Base : All respondents in Wales

QB1. SHOWCARD Which of the following do you, or does anyone in your household, have in your home at the moment? (MULTI CODE) 20
Base : All respondents

QB2. SHOWCARD And do you personally use...? (MULTI CODE) 24
Base : All respondents

QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE) 28
Base : Those who personally use a smart speaker

QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE) 32
Base : Those who personally use a smart speaker

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE) 36
Base : All respondents

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE) 40
Base : Those in a household where someone uses a car

QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED 44
Base : All respondents

QC2 (QC2A). Do you ever use this landline phone at home yourself to make and/or receive calls, for internet access or both? (MULTI CODE) 46
Base : Those with a landline phone at home

QC3 (QC31). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE) 47
Base : Those who use their landline for internet access and to make or receive calls

QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE) 48
Base : All respondents

QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE) 50
Base : Those with a landline phone at home

QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE) 53
Base : All respondents

QD2. Do you personally use a mobile phone? How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes. (SINGLE CODE) 54
Base : All respondents

QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE) 56
Base : Those who personally use a mobile phone

QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. 59
Base : Those who personally use a mobile phone

QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. 60
Base : All respondents

QD5 (QD39). SHOWCARD Which brand or type of smartphone do you have? IF MORE THAN ONE - Which one do you use most often? (SINGLE CODE) 61
Base : Those with a smartphone

QD6 (QD41). Do you have a 4G service? This is a service that enables faster mobile internet access. 64
Base : Those with a smartphone

QD7 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE) 65
Base : Those without a smartphone

QD8 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE) 67
Base : Those who personally use a mobile phone

QD9 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE) 68
Base : Those who use a postpay/ contract mobile phone

QD10 (QD45). SHOWCARD Do you ever buy add-on packs or bolt-ons from (MOBILE NETWORK PROVIDER) to get extra data, minutes or texts for your pay as you go phone? (MULTI CODE) 69
Base : Those who use a prepay/ pay as you go mobile phone

QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE) 71
Base : Those who personally use a mobile phone

QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE) 73
Base : Those who personally use a mobile phone

QD11C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE) 75
Base : Those with a smartphone

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QD11D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use social media sites or apps such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (SINGLE CODE) 77
Base : Those with a smartphone

QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE) 79
Base : Those who personally use a mobile phone

QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE) 85
Base : All respondents

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE) 91
Base : Those who personally use a mobile phone

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE) 97
Base : All respondents

QD14 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE) 103
Base : Those who use their mobile phone to access the internet

QD15 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE) 105
Base : Those who use their mobile phone to access the internet

QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE) 107
Base : Those who use their mobile phone to access the internet outside the home

QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE) 109
Base : Those with a smartphone

QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE) 112
Base : Those with a smartphone

QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE) 115
Base : All respondents

QE2. Do you or does anyone in your household have access to the internet/ worldwide web at HOME (via any device, e.g. PC, laptop, mobile phone etc)? (SINGLE CODE) 117
Base : All respondents

QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE) 118
Base : All respondents

QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE) 120
Base : Those who use the internet at home or elsewhere

QE5 (QE36). Do you personally use the tablet computer? (SINGLE CODE) 122
Base : Those with a tablet computer in the household

QE6 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE) 123
Base : Those with a PC or desktop computer in the household

QE7 (QE55). Do you personally use the laptop computer? (SINGLE CODE) 124
Base : Those with a laptop computer in the household

QE8 (QE56). Do you personally use the netbook? (SINGLE CODE) 125
Base : Those with a netbook in the household

QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE) 126
Base : Those who use the internet at home or elsewhere

QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE) 129
Base : Those with access to the internet at home

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE) 132
Base : All respondents

QE11 (QE48). Does your household pay line rental in order to receive the fixed broadband service? 135
Base : Those with fixed broadband at home who do not have a landline

QE12 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to? 136
Base : Those with fixed broadband at home where there is more than one person in household

QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE) 137
Base : Those with access to the internet at home

QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE) 140
Base : Those who use the internet at home or elsewhere

QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE) 148
Base : All respondents

QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE) 156
Base : Those who use the internet at home or elsewhere

QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE) 164
Base : All respondents

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A) 172
Base : All respondents

SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A) 175
Base : All respondents

QE16 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE) 178
Base : Those with fixed broadband at home

QE17 (QE11C). Do you know how to find out what speeds you are getting through your fixed broadband at home? (SINGLE CODE) 180
Base : Those with fixed broadband at home

QE18 (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) 181
Base : Those with fixed broadband at home

QE19 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE) 183
Base : Those with fixed broadband at home

QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE) 184
Base : Those using a wireless internet connection at home

QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE) 187
Base : Those who use the internet at home or elsewhere

QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE) 190
Base : Those without internet access at home

QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED 192
Base : Those unlikely to get internet access at home in the next 12 months

QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) 195
Base : Those unlikely to get internet access at home in the next 12 months

QE25 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE) 198
Base : All respondents

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QE26 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE AND FACETIME. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE) 199
Base : All respondents

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) 200
Base : All respondents

QE28 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE) 201
Base : Those who have ever used a service to make voice or video calls using the internet at home

QE29 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE) 203
Base : Those who have ever used a service to make voice or video calls using the internet at home

QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE) 204
Base : Those who have ever used a service to make voice or video calls using the internet at home

SUMMARY - ACCESS TO/ USE OF INTERNET ACROSS ANY CONNECTION/ ANY DEVICE/ ANY LOCATION 206
Base : All respondents

SUMMARY - ACCESS TO INTERNET 207
Base : All respondents

QP1 (QP2). Before today, had you heard of digital radio? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) 208
Base : All respondents

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE) 209
Base : All respondents

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE) 212
Base : All respondents

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE) 214
Base : Those with any 'active' radio sets in the home

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) 215
Base : All respondents

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) 217
Base : Those who listen to radio

SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE 219
Base : All respondents

SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE 221
Base : Those who listen to radio

QP5 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE) 223
Base : All respondents

QP6A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE) 225
Base : Those who listen to radio

QP6B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE) 227
Base : Those who listen to radio

QP6C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE) 228
Base : Those who listen to radio

QP6D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE) 230
Base : Those who listen to radio

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QP6E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE) 231
Base : Those who listen to radio

QP6F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE) 232
Base : Those who listen to radio

QP6G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE) 233
Base : Those who listen to radio

QP6H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE) 234
Base : Those who listen to radio

QP6I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE) 235
Base : Those who listen to radio

QP6J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE) 236
Base : Those who listen to radio

SUMMARY - EVER USE DIGITAL RADIO 237
Base : Those who listen to radio

SUMMARY - EVER USE DIGITAL RADIO 238
Base : All respondents

SUMMARY - EVER LISTEN TO RADIO 239
Base : All respondents

QP7 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE) 240
Base : Those who listen to radio via a mobile phone

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE) 241
Base : Those who listen to radio

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE) 244
Base : Those who listen to radio and who use a car

QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE) 246
Base : All aware of digital radio or with any type of digital radio

QP10 (QP15). 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? (MULTI CODE) 249
Base : All with any type of digital radio

QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE) 251
Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED 253
Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE) 256
Base : All respondents

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE) 258
Base : Those who use a 'listen again' service or listen to podcasts from the BBC

QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE) 259
Base : All respondents

QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE) 261
Base : Those who use a 'listen again' service or listen to podcasts from UK commercial radio

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QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE) 262
Base : All respondents

QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE) 264
Base : Those who use a 'listen again' service or listen to podcasts from other UK-based providers

QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE) 265
Base : All respondents

QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE) 267
Base : Those who use a 'listen again' service or listen to podcasts from non-UK based providers

SUMMARY TO SHOW ALL NON-LIVE LISTENING VIA PODCASTS OR LISTEN-AGAIN SERVICES 268
Base : All respondents

QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE) 269
Base : All respondents

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE) 271
Base : All respondents

TV MULTI-PLATFORM OWNERSHIP 273
Base : All respondents

HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT 275
Base : All respondents

HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV 279
Base : All respondents

HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV 283
Base : All respondents

SUMMARY FOR PAY TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION) 287
Base : All Pay TV users (including NOW TV and all Hybrid IPTV)

SUMMARY FOR OTT (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION) 288
Base : All OTT users (excluding NOW TV)

SUMMARY FOR FREE TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION) 289
Base : All Free TV users

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED 290
Base : Those without a TV in the household

QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE) 293
Base : Those with a TV in the household

QH4 (QH70). You mentioned that you have an HD ready TV or HD TV service. Is the MAIN TV in your household an Ultra High Definition (known as UHD) TV set or UHD ready - also known as 4K? (SINGLE CODE) 294
Base : Those whose main TV set is an HDTV or HD-ready

QH5 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE) 295
Base : Those whose main TV set is a UHDTV set or UHD-ready

QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE) 296
Base : Those with Satellite TV

QH7 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE) 297
Base : Those with paid for Sky Satellite TV

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QH8 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE) 299
Base : Those with Cable TV

QH9 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service? 300
Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV, YouView or Plusnet TV)

QH11 (QH76). SHOWCARD You said your household pays for Sky Sports channels. As far as you know, does your household subscribe to all of the Sky Sports channels or a selection of the channels available? IF NECESSARY - There are 10 different Sky Sports channels available for customers to subscribe to. (SINGLE CODE) 301
Base : Those in households that pay to subscribe to Sky Sports channels

QH11A (QR1A). Does your household have Sky+? (SINGLE CODE) 302
Base : Those with Sky Satellite TV

QH11B (QR1H). Does your household have Sky Q? (SINGLE CODE) 303
Base : Those with Sky Satellite TV

QH11A/QH11B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE) 304
Base : Those with Sky Satellite TV

QH11C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE) 305
Base : Those with Virgin Media (Cable TV)

QH11D (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) 306
Base : Those with Freesat

QH11E (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) 307
Base : Those with Freeview

QH11F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE) 308
Base : Those with BT TV, TalkTalk TV, EE TV, YouView or Plusnet TV

DVR HOUSEHOLD OWNERSHIP 309
Base : All respondents

QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE) 310
Base : Those who own a DVR

QH13 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE) 312
Base : All respondents

SUBSCRIPTION VOD OVERLAP 314
Base : All respondents

QH14 (QH81). You mentioned your household has Netflix and Sky TV. Do you pay Sky to receive Netflix? (SINGLE CODE) 316
Base : Those with paid for Sky Satellite TV who have a Netflix subscription

QH15 (QH82). SHOWCARD You mentioned your household has NOW TV. Which of these ways do you watch NOW TV services? (MULTI CODE) 317
Base : Those in a household with NOW TV

QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE) 319
Base : All respondents

QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE) 324
Base : All respondents

QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE) 329
Base : All respondents

QH19 (QH83). SHOWCARD Which one of these services does your household use the most? (SINGLE CODE) 332
Base : Those with a subscription to one of the online on-demand services

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE) 334
Base : Those in a household where Netflix is the most used online on-demand service

QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE) 339
Base : Those in a household where Amazon Prime Video is the most used online on-demand service

QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE) 343
Base : Those in a household where Disney Life is the most used online on-demand service

QH20D (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE) 346
Base : Those in a household where Hayu is the most used online on-demand service

QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE) 347
Base : Those in a household where NOW TV is the most used online on-demand service

QH20F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eleven Sports? (MULTI CODE) 351
Base : Those in a household where Eleven Sports is the most used online on-demand service

QH20G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE) 352
Base : Those in a household where YouTube Premium is the most used online on-demand service

QH20H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE) 355
Base : Those in a household where ITV Hub+ is the most used online on-demand service

QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE) 357
Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

QH21 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE) 361
Base : All respondents

QH22 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV. 364
Base : Those with a TV in the household

QH23 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE) 365
Base : Those with a 'Smart TV' in the household

QH24 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE) 366
Base : Those with a TV in the household

QH25A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE) 368
Base : All respondents in Northern Ireland with a TV in the household

QH25B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE) 369
Base : All respondents in Northern Ireland with a TV in the household

QH25C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE) 370
Base : All respondents in Northern Ireland with a TV in the household

QH25D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE) 371
Base : All respondents in Northern Ireland with a TV in the household

QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE) 372
Base : Those with a TV in the household

QCHECK. Can I just check that you have the following services? (MULTI CODE) 375
Base : All respondents

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2019 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 3rd January to 28th February 2019.

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE) 377
Base : All respondents

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE) 378
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE) 379
Base : All respondents

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE) 381
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE 384
Base : All respondents

SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES 386
Base : All respondents

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE 387
Base : Those using the same supplier for two or more services

SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES 389
Base : Those using the same supplier for two or more services

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES 390
Base : Those with fixed broadband at home

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES 391
Base : All respondents

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48) 392
Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48) 393
Base : All respondents

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES 394
Base : Those who personally use a mobile phone

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES 395
Base : All respondents

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES 396
Base : Those with a Pay TV service

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES 397
Base : All respondents

QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE) 398
Base : All respondents (who gave their consent to answer this question)

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE) 399
Base : All respondents (who gave their consent to answer this question)

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE) 404
Base : All respondents (who gave their consent to answer this question)

QZ5 (SGA). Do you ever work from home? (SINGLE CODE) 407
Base : Those working full or part time

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2019 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 3rd January to 28th February 2019.

QZ6 (QZ14). Are any other adults in the household working either full time or part time? 408
Base : Those who are not working who live in a household of two or more adults

QZ8 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE) 409
Base : All respondents

FINANCIAL VULNERABILITY 411
Base : Those where it is possible to calculate the Financial Vulnerability Index

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2019 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 3rd January to 28th February 2019.

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

NATION

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
England	342	258	228	486	874	1948	212	330	78	45	155	1643	486	-	-	-	218	268	223	262
	83%	85%	83%	84%	83%	83%	97% f	80%	79%	78%	80%	85% hk	100% nop	-%	-%	-%	100%	100%	100%	100%
	15%	12%	10%	22%	39%	87%	9%	15%	3%	2%	7%	73%	22%	-%	-%	-%	10%	12%	10%	12%
Scotland	36	25	23	48	94	223	6	42	14	9	20	164	-	48	-	-	-	-	-	-
	9%	8%	8%	8%	9%	9%	3%	10%	14% l	15% l	10%	8%	-%	100% mop	-%	-%	-%	-%	-%	-%
	16%	11%	10%	21%	40%	96% g	2%	18%	6%	4%	9%	70%	-%	21%	-%	-%	-%	-%	-%	-%
Wales	21	16	15	31	62	129	1	35	6	3	17	87	-	-	31	-	-	-	-	-
	5%	5%	6%	5%	6%	5%	*%	8% l	6%	6%	9% l	4%	-%	-%	100% mnp	-%	-%	-%	-%	-%
	16%	12%	12%	23%	47%	97% g	1%	26%	5%	3%	13%	66%	-%	-%	23%	-%	-%	-%	-%	-%
Northern Ireland	11	6	7	13	28	56	*	5	1	*	2	47	-	-	-	13	-	-	-	-
	3%	2%	3%	2%	3%	2%	*%	1%	1%	1%	1%	2%	-%	-%	-%	100% mno	-%	-%	-%	-%
	15%	8%	10%	17%	38%	76%	*%	7%	1%	*%	3%	64%	-%	-%	-%	17%	-%	-%	-%	-%

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

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

REGION

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
North East	20	11	15	26	49	104	6	30	5	2	12	70	26	-	-	-	10	16	13	13
	5%	4%	5%	4%	5%	4%	3%	7%	5%	3%	6%	4%	5%	-%	-%	-%	4%	6%	6%	5%
								l					nop							
	18%	10%	13%	23%	44%	93%	5%	27%	5%	2%	11%	63%	23%	-%	-%	-%	9%	14%	11%	12%
North West	50	41	34	74	137	293	8	66	16	11	35	205	74	-	-	-	27	48	31	44
	12%	13%	12%	13%	13%	12%	4%	16%	17%	20%	18%	11%	15%	-%	-%	-%	12%	18%	14%	17%
						g		l	l	l	l		nop							
	17%	14%	11%	25%	46%	98%	3%	22%	5%	4%	12%	68%	25%	-%	-%	-%	9%	16%	10%	15%
Yorkshire	31	26	19	45	107	219	3	45	9	4	18	143	45	-	-	-	23	22	13	32
	7%	9%	7%	8%	10%	9%	1%	11%	9%	8%	9%	7%	9%	-%	-%	-%	11%	8%	6%	12%
						g		l					nop							s
	14%	12%	8%	20%	47%	97%	1%	20%	4%	2%	8%	63%	20%	-%	-%	-%	10%	10%	6%	14%
East Midlands	36	20	22	42	89	177	10	28	8	4	18	133	42	-	-	-	21	21	18	23
	9%	7%	8%	7%	8%	8%	4%	7%	8%	7%	9%	7%	9%	-%	-%	-%	10%	8%	8%	9%
													nop							
	19%	10%	11%	21%	45%	91%	5%	14%	4%	2%	9%	68%	21%	-%	-%	-%	11%	11%	9%	12%
West Midlands	44	27	20	47	87	206	18	29	7	4	14	184	47	-	-	-	15	32	20	27
	11%	9%	7%	8%	8%	9%	8%	7%	7%	7%	7%	9%	10%	-%	-%	-%	7%	12%	9%	10%
													nop					q		
	18%	11%	9%	20%	36%	87%	8%	12%	3%	2%	6%	77%	20%	-%	-%	-%	6%	14%	8%	11%
East of England	35	27	30	58	105	215	20	34	8	4	16	177	58	-	-	-	31	27	25	32
	8%	9%	11%	10%	10%	9%	9%	8%	8%	8%	8%	9%	12%	-%	-%	-%	14%	10%	11%	12%
													nop							
	14%	11%	12%	23%	43%	88%	8%	14%	3%	2%	6%	72%	23%	-%	-%	-%	13%	11%	10%	13%
London	29	21	17	38	86	182	126	24	1	7	12	254	38	-	-	-	22	16	8	30
	7%	7%	6%	7%	8%	8%	58%	6%	1%	11%	6%	13%	8%	-%	-%	-%	10%	6%	4%	11%
							f	i		i	i	hik	nop				s			rs
	8%	6%	5%	11%	25%	54%	37%	7%	*%	2%	3%	75%	11%	-%	-%	-%	7%	5%	2%	9%

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

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

REGION

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
South East	62	44	42	86	120	346	12	42	14	7	15	308	86	-	-	-	36	50	54	32
	15%	14%	15%	15%	11%	15%	5%	10%	15%	12%	8%	16%	18%	-%	-%	-%	17%	19%	24%	12%
						g			k			hk	nop					t	qt	
	17%	12%	12%	24%	33%	96%	3%	12%	4%	2%	4%	85%	24%	-%	-%	-%	10%	14%	15%	9%
South West	36	41	30	71	94	205	9	32	8	1	17	169	71	-	-	-	33	37	40	30
	9%	13%	11%	12%	9%	9%	4%	8%	9%	2%	8%	9%	15%	-%	-%	-%	15%	14%	18%	11%
		a				g							nop						t	
	16%	19%	14%	32%	43%	94%	4%	15%	4%	1%	8%	77%	32%	-%	-%	-%	15%	17%	19%	14%
Wales	21	16	15	31	62	129	1	35	6	3	17	87	-	-	31	-	-	-	-	-
	5%	5%	6%	5%	6%	5%	*%	8%	6%	6%	9%	4%	-%	-%	100%	-%	-%	-%	-%	-%
						g		l			l				mnp					
	16%	12%	12%	23%	47%	97%	1%	26%	5%	3%	13%	66%	-%	-%	23%	-%	-%	-%	-%	-%
Scotland	36	25	23	48	94	223	6	42	14	9	20	164	-	48	-	-	-	-	-	-
	9%	8%	8%	8%	9%	9%	3%	10%	14%	15%	10%	8%	-%	100%	-%	-%	-%	-%	-%	-%
						g			l	l				mop						
	16%	11%	10%	21%	40%	96%	2%	18%	6%	4%	9%	70%	-%	21%	-%	-%	-%	-%	-%	-%
Northern Ireland	11	6	7	13	28	56	*	5	1	*	2	47	-	-	-	13	-	-	-	-
	3%	2%	3%	2%	3%	2%	*%	1%	1%	1%	1%	2%	-%	-%	-%	100%	-%	-%	-%	-%
																mno				
	15%	8%	10%	17%	38%	76%	*%	7%	1%	*%	3%	64%	-%	-%	-%	17%	-%	-%	-%	-%

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

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

URBANITY

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Urban	347	243	224	467	901	2020	215	353	82	49	170	1682	398	38	23	9	177	220	164	232
	84%	80%	82%	81%	85%	86%	98% f	85%	83%	85%	87%	87%	82% p	78%	75%	67%	81%	82% s	74%	89% qrs
	15%	10%	10%	20%	39%	87%	9%	15%	4%	2%	7%	73%	17%	2%	1%	*%	8%	10%	7%	10%
Rural	64	62	48	111	155	337	4	60	17	9	25	258	88	11	8	4	41	47	58	30
	16%	20%	18%	19%	15%	14%	2%	15%	17%	15%	13%	13%	18%	22%	25%	33% m	19% t	18% t	26% rt	11%
	18%	17%	13%	31%	43%	94% g	1%	17%	5%	2%	7%	72%	25%	3%	2%	1%	11%	13%	16%	8%

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

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

CABLE AREA

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
TELEWEST	116	91	77	168	320	722	100	116	26	21	50	632	155	4	5	3	71	84	66	90
	28%	30%	28%	29%	30%	31%	46% f	28%	26%	36%	26%	33% k	32% no	9%	18%	23% n	33%	31%	29%	34%
	14%	11%	9%	20%	38%	85%	12%	14%	3%	2%	6%	74%	18%	1%	1%	*%	8%	10%	8%	11%
NTL	84	49	49	98	192	434	27	73	15	9	38	336	82	16	-	-	36	46	26	55
	20%	16%	18%	17%	18%	18% g	12%	18%	16%	16%	19%	17%	17% op	33% mop	-%	-%	16%	17%	12%	21% s
	18%	10%	10%	21%	40%	91%	6%	15%	3%	2%	8%	70%	17%	3%	-%	-%	7%	10%	6%	12%
NEITHER	212	166	146	312	544	1200	92	224	57	28	107	973	249	28	26	10	112	137	131	118
	51%	54%	54%	54%	52%	51% g	42%	54%	58%	49%	55%	50%	51%	58%	82% mn	77% mn	51%	51%	59% t	45%
	16%	12%	11%	23%	40%	89%	7%	17%	4%	2%	8%	72%	18%	2%	2%	1%	8%	10%	10%	9%

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

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

DEPRIVATION LEVEL

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Low	216	182	156	338	484	1196	53	204	55	29	88	941	298	18	16	6	133	164	161	137
	52%	60%	57%	58%	46%	51%	24%	49%	56%	51%	45%	48%	61%	37%	53%	47%	61%	61%	72%	52%
		a		a		g							np		n		t	t	qrt	
	17%	14%	12%	26%	38%	94%	4%	16%	4%	2%	7%	74%	23%	1%	1%	*%	10%	13%	13%	11%
Medium	165	109	104	213	481	1021	113	175	37	22	88	848	166	28	14	5	75	90	58	107
	40%	36%	38%	37%	45%	43%	52%	42%	38%	38%	45%	44%	34%	58%	45%	41%	35%	34%	26%	41%
							f							mp	m		s			s
	14%	9%	9%	18%	41%	87%	10%	15%	3%	2%	7%	72%	14%	2%	1%	*%	6%	8%	5%	9%
High	30	15	12	27	92	140	53	34	6	6	18	152	23	2	1	2	10	13	4	19
	7%	5%	5%	5%	9%	6%	24%	8%	6%	11%	9%	8%	5%	5%	2%	12%	4%	5%	2%	7%
							f									mo		s		s
	14%	7%	6%	12%	41%	63%	24%	15%	3%	3%	8%	68%	10%	1%	*%	1%	4%	6%	2%	8%

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

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

SE. GENDER

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Male	202	146	110	256	451	1135	109	186	55	25	78	951	218	20	12	5	218	-	90	128
	49%	48%	40%	44%	43%	48%	50%	45%	55%	44%	40%	49%	45%	41%	40%	41%	100%	-%	40%	49%
	c	c							hk			k					rst		r	r
	16%	11%	8%	20%	35%	87%	8%	14%	4%	2%	6%	73%	17%	2%	1%	*%	17%	-%	7%	10%
Female	209	159	163	322	605	1222	109	227	44	32	117	990	268	28	19	8	-	268	133	134
	51%	52%	60%	56%	57%	52%	50%	55%	45%	56%	60%	51%	55%	59%	60%	59%	-%	100%	60%	51%
			ab					i			il							qst	q	q
	15%	12%	12%	23%	44%	89%	8%	17%	3%	2%	9%	72%	19%	2%	1%	1%	-%	19%	10%	10%

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

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

SF. AGE OF RESPONDENT

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
16 - 17	-	-	-	-	15	54	9	3	-	-	-	52	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	1%	2%	4%	1%	-%	-%	-%	3%	-%	-%	-%	-%	-%	-%	-%	-%
												hk								
	-%	-%	-%	-%	24%	82%	14%	5%	-%	-%	-%	79%	-%	-%	-%	-%	-%	-%	-%	-%
18 - 24	-	-	-	-	72	235	49	13	1	2	*	247	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	7%	10%	23%	3%	1%	3%	*%	13%	-%	-%	-%	-%	-%	-%	-%	-%
							f	k		k		hijk								
	-%	-%	-%	-%	24%	79%	17%	4%	*%	1%	*%	83%	-%	-%	-%	-%	-%	-%	-%	-%
25 - 34	-	-	-	-	116	362	46	21	3	1	3	347	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	11%	15%	21%	5%	3%	2%	2%	18%	-%	-%	-%	-%	-%	-%	-%	-%
								k				hijk								
	-%	-%	-%	-%	28%	86%	11%	5%	1%	*%	1%	83%	-%	-%	-%	-%	-%	-%	-%	-%
35 - 44	-	-	-	-	86	411	44	35	5	2	14	379	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	8%	17%	20%	8%	5%	4%	7%	20%	-%	-%	-%	-%	-%	-%	-%	-%
												hijk								
	-%	-%	-%	-%	18%	85%	9%	7%	1%	*%	3%	78%	-%	-%	-%	-%	-%	-%	-%	-%
45 - 54	-	-	-	-	92	371	31	55	6	5	22	319	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	9%	16%	14%	13%	6%	9%	11%	16%	-%	-%	-%	-%	-%	-%	-%	-%
								i				ik								
	-%	-%	-%	-%	22%	88%	7%	13%	1%	1%	5%	76%	-%	-%	-%	-%	-%	-%	-%	-%
55 - 64	411	-	-	-	97	382	20	79	14	8	39	290	-	-	-	-	-	-	-	-
	100%	-%	-%	-%	9%	16%	9%	19%	14%	14%	20%	15%	-%	-%	-%	-%	-%	-%	-%	-%
	bcd					g		l			l									
	100%	-%	-%	-%	24%	93%	5%	19%	3%	2%	9%	70%	-%	-%	-%	-%	-%	-%	-%	-%
65 - 74	-	305	-	305	305	306	13	86	23	13	47	206	258	25	16	6	127	131	122	136
	-%	100%	-%	53%	29%	13%	6%	21%	23%	23%	24%	11%	53%	53%	50%	45%	58%	49%	55%	52%
		acd		ac		g		l	l	l	l						r			
	-%	93%	-%	93%	93%	93%	4%	26%	7%	4%	14%	63%	79%	8%	5%	2%	39%	40%	37%	41%

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

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

SF. AGE OF RESPONDENT

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
75+	-	-	273	273	273	236	7	120	46	26	69	100	228	23	15	7	91	137	100	126
	-%	-%	100%	47%	26%	10%	3%	29%	47%	45%	35%	5%	47%	47%	50%	55%	42%	51%	45%	48%
			abd	ab		g		l	hkl	hl	l							q		
	-%	-%	109%	109%	109%	95%	3%	48%	18%	10%	28%	40%	91%	9%	6%	3%	36%	55%	40%	51%
AGE SUMMARY																				
16-24	-	-	-	-	88	288	58	16	1	2	*	298	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	8%	12%	27%	4%	1%	3%	*%	15%	-%	-%	-%	-%	-%	-%	-%	-%
							f	k		k		hijk								
	-%	-%	-%	-%	24%	80%	16%	4%	*%	1%	*%	82%	-%	-%	-%	-%	-%	-%	-%	-%
25-34	-	-	-	-	116	362	46	21	3	1	3	347	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	11%	15%	21%	5%	3%	2%	2%	18%	-%	-%	-%	-%	-%	-%	-%	-%
								k				hijk								
	-%	-%	-%	-%	28%	86%	11%	5%	1%	*%	1%	83%	-%	-%	-%	-%	-%	-%	-%	-%
35-54	-	-	-	-	178	781	75	91	12	7	36	698	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	17%	33%	34%	22%	12%	13%	19%	36%	-%	-%	-%	-%	-%	-%	-%	-%
								i				hijk								
	-%	-%	-%	-%	20%	87%	8%	10%	1%	1%	4%	77%	-%	-%	-%	-%	-%	-%	-%	-%
55-64	411	-	-	-	97	382	20	79	14	8	39	290	-	-	-	-	-	-	-	-
	100%	-%	-%	-%	9%	16%	9%	19%	14%	14%	20%	15%	-%	-%	-%	-%	-%	-%	-%	-%
	bcd					g		l			l									
	100%	-%	-%	-%	24%	93%	5%	19%	3%	2%	9%	70%	-%	-%	-%	-%	-%	-%	-%	-%
65+	-	305	273	578	578	543	19	206	69	39	116	307	486	48	31	13	218	268	223	262
	-%	100%	100%	100%	55%	23%	9%	50%	70%	68%	60%	16%	100%	100%	100%	100%	100%	100%	100%	100%
		a	a	a		g		l	hl	hl	hl									
	-%	53%	47%	100%	100%	94%	3%	36%	12%	7%	20%	53%	84%	8%	5%	2%	38%	46%	38%	45%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
A	13	7	7	14	14	52	6	5	4	*	1	47	10	3	1	*	7	4	10	-
	3%	2%	2%	2%	1%	2%	3%	1%	4%	*%	*%	2%	2%	5%	3%	1%	3%	1%	5%	-%
									k			k					t	t	rt	
	21%	12%	11%	23%	23%	85%	11%	9%	6%	*%	1%	77%	17%	4%	2%	*%	11%	6%	17%	-%
B	89	68	56	124	124	576	37	70	26	8	32	499	103	11	7	2	46	57	103	-
	22%	22%	21%	21%	12%	24%	17%	17%	27%	13%	16%	26%	21%	24%	23%	19%	21%	21%	46%	-%
						g			hjk			hjk					t	t	qrt	
	14%	10%	9%	19%	19%	89%	6%	11%	4%	1%	5%	77%	16%	2%	1%	*%	7%	9%	16%	-%
C1	99	70	58	129	129	617	80	94	18	15	44	575	109	11	8	1	38	71	109	-
	24%	23%	21%	22%	12%	26%	37%	23%	19%	25%	23%	30%	22%	22%	25%	9%	17%	27%	49%	-%
							f					hik	p	p	p		t	qt	qrt	
	14%	10%	8%	18%	18%	86%	11%	13%	3%	2%	6%	80%	15%	1%	1%	*%	5%	10%	15%	-%
C2	114	71	56	127	127	533	25	62	17	6	21	434	109	8	7	2	71	39	-	109
	28%	23%	20%	22%	12%	23%	11%	15%	17%	11%	11%	22%	23%	16%	24%	18%	32%	15%	-%	42%
	cd					g						hjk					rs	s		qrs
	20%	12%	10%	22%	22%	92%	4%	11%	3%	1%	4%	75%	19%	1%	1%	*%	12%	7%	-%	19%
D	50	37	31	68	347	301	40	55	10	8	23	245	49	9	5	4	23	26	-	49
	12%	12%	12%	12%	33%	13%	18%	13%	10%	13%	12%	13%	10%	18%	18%	34%	10%	10%	-%	19%
							f							m	m	mno	s	s		qrs
	14%	11%	9%	20%	101%	87%	12%	16%	3%	2%	7%	71%	14%	3%	2%	1%	7%	8%	-%	14%
E	47	52	63	115	315	274	29	126	23	22	74	137	104	7	2	2	35	69	-	104
	12%	17%	23%	20%	30%	12%	13%	31%	24%	38%	38%	7%	21%	14%	7%	16%	16%	26%	-%	39%
		a	ab	a				l	l	il	hil		o			o	s	qs		qrs
	15%	16%	20%	36%	100%	87%	9%	40%	7%	7%	23%	43%	33%	2%	1%	1%	11%	22%	-%	33%
Refused	-	*	1	1	1	4	2	1	-	-	1	2	1	-	-	*	-	1	-	-
	-%	*%	*%	*%	*%	*%	1%	*%	-%	-%	*%	*%	*%	-%	-%	1%	-%	*%	-%	-%
	-%	2%	17%	20%	20%	60%	27%	11%	-%	-%	11%	38%	17%	-%	-%	2%	-%	17%	-%	-%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
SOCIAL GROUP																				
AB	102	75	63	138	138	628	44	75	30	8	32	546	113	14	8	3	52	61	113	-
	25%	25%	23%	24%	13%	27%	20%	18%	30%	14%	17%	28%	23%	29%	26%	20%	24%	23%	51%	-%
									hjk			hjk					t	t	qrt	
	14%	11%	9%	19%	19%	88%	6%	11%	4%	1%	5%	77%	16%	2%	1%	*%	7%	9%	16%	-%
C1C2	213	142	114	256	256	1150	105	155	35	21	65	1009	219	18	15	4	108	110	109	109
	52%	46%	42%	44%	24%	49%	48%	38%	36%	36%	33%	52%	45%	38%	49%	28%	50%	41%	49%	42%
	cd											hijk	p		p					
	16%	11%	9%	20%	20%	89%	8%	12%	3%	2%	5%	78%	17%	1%	1%	*%	8%	8%	8%	8%
DE	97	88	94	183	661	575	68	182	33	29	97	383	153	16	8	7	58	95	-	153
	24%	29%	35%	32%	63%	24%	31%	44%	34%	51%	50%	20%	31%	32%	24%	51%	26%	36%	-%	58%
			a	a			f	il	l	il	il					mno	s	qs		qrs
	15%	13%	14%	28%	100%	87%	10%	28%	5%	4%	15%	58%	23%	2%	1%	1%	9%	14%	-%	23%

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

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

QZ4 (SG). WORKING STATUS

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Working full time (30hrs/wk+)	168	15	3	18	156	984	89	52	16	4	11	954	16	*	1	1	13	3	9	7
	41%	5%	1%	3%	15%	42%	41%	13%	16%	7%	6%	49%	3%	*%	5%	5%	6%	1%	4%	3%
	bcd	c						k	k			hijk			n	n	r		r	
	15%	1%	*%	2%	14%	88%	8%	5%	1%	*%	1%	85%	1%	*%	*%	*%	1%	*%	1%	1%
Working part time (8-29 hrs/wk)	74	23	7	30	128	381	35	45	7	3	11	334	27	2	1	1	12	15	15	11
	18%	8%	2%	5%	12%	16%	16%	11%	7%	6%	6%	17%	5%	3%	4%	5%	5%	5%	7%	4%
	bcd	c		c				k				hijk								
	17%	5%	2%	7%	30%	88%	8%	10%	2%	1%	3%	77%	6%	*%	*%	*%	3%	3%	4%	3%
Not working (i.e. under 8hrs/wk) - retired	99	248	253	501	515	568	19	206	69	37	116	332	420	45	27	9	192	228	190	228
	24%	81%	93%	87%	49%	24%	9%	50%	69%	65%	60%	17%	86%	93%	87%	73%	88%	85%	86%	87%
		a	abd	ab		g		l	hl	hl	hl		p	p	p					
	16%	41%	42%	83%	86%	94%	3%	34%	11%	6%	19%	55%	70%	7%	4%	2%	32%	38%	32%	38%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	22	4	*	4	97	109	14	25	1	2	9	76	3	*	-	*	-	3	-	3
	5%	1%	*%	1%	9%	5%	6%	6%	1%	4%	5%	4%	1%	*%	-%	1%	-%	1%	-%	1%
	bcd	c						il												
	16%	3%	*%	3%	74%	83%	11%	19%	1%	2%	7%	58%	3%	*%	-%	*%	-%	3%	-%	3%
Not working (i.e. under 8hrs/wk) - student	-	-	-	-	17	110	34	4	-	-	-	126	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	2%	5%	16%	1%	-%	-%	-%	6%	-%	-%	-%	-%	-%	-%	-%	-%
							f					hijk								
	-%	-%	-%	-%	11%	72%	22%	3%	-%	-%	-%	83%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

QZ4 (SG). WORKING STATUS

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	48	15	10	25	141	202	27	81	6	11	47	117	20	1	1	2	2	18	7	13
	12%	5%	4%	4%	13%	9%	12%	20%	6%	18%	24%	6%	4%	3%	4%	17%	1%	7%	3%	5%
	bcd							il		il	il					mno		q		q
	21%	6%	4%	11%	61%	87%	11%	35%	3%	5%	20%	50%	9%	1%	1%	1%	1%	8%	3%	6%
Don't know	1	*	*	1	2	2	-	*	-	-	-	2	1	-	-	-	*	*	1	-
	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	*%	*%	-%
	34%	15%	8%	23%	52%	76%	-%	5%	-%	-%	-%	63%	23%	-%	-%	-%	8%	15%	23%	-%
WORKING STATUS SUMMARY																				
WORKING	242	38	10	48	284	1366	125	97	23	8	22	1288	43	2	3	1	25	18	25	18
	59%	13%	4%	8%	27%	58%	57%	23%	23%	13%	11%	66%	9%	4%	9%	10%	11%	7%	11%	7%
	bcd	cd		c				jk	k			hijk								
	16%	2%	1%	3%	18%	88%	8%	6%	1%	*%	1%	83%	3%	*%	*%	*%	2%	1%	2%	1%
NOT WORKING	168	266	263	529	771	988	94	316	76	50	172	651	443	46	28	12	194	249	197	245
	41%	87%	96%	92%	73%	42%	43%	77%	77%	87%	89%	34%	91%	96%	91%	90%	89%	93%	89%	93%
		a	abd	ab				l	l	hl	hil									
	15%	24%	23%	47%	69%	88%	8%	28%	7%	4%	15%	58%	40%	4%	3%	1%	17%	22%	18%	22%

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

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

QZ7 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Owned outright by household	192	210	196	406	458	724	33	171	53	29	84	516	348	27	22	9	159	189	193	154
	47%	69%	72%	70%	43%	31%	15%	41%	53%	50%	43%	27%	72%	56%	72%	67%	73%	71%	87%	59%
		a	a	a		g		l	hl	l	l		n		n		t	t	qrt	
	25%	27%	25%	53%	60%	94%	4%	22%	7%	4%	11%	67%	45%	4%	3%	1%	21%	25%	25%	20%
Being bought on mortgage	79	13	5	17	64	647	60	37	13	5	11	627	12	3	1	1	6	6	7	5
	19%	4%	2%	3%	6%	27%	28%	9%	13%	8%	6%	32%	2%	7%	2%	8%	3%	2%	3%	2%
	bcd								k			hijk		m		mo				
	11%	2%	1%	2%	9%	89%	8%	5%	2%	1%	1%	86%	2%	*%	*%	*%	1%	1%	1%	1%
Rented from Local Authority/ Housing Association/ Trust	95	63	61	124	365	511	54	150	29	15	81	362	99	16	8	2	38	60	13	85
	23%	21%	23%	22%	35%	22%	25%	36%	29%	27%	42%	19%	20%	33%	24%	17%	18%	22%	6%	32%
								l	l		ijl			mp			s	s		qrs
	16%	11%	11%	21%	63%	88%	9%	26%	5%	3%	14%	62%	17%	3%	1%	*%	7%	10%	2%	15%
Rented from private landlord	34	14	6	19	142	402	60	50	4	8	16	375	17	2	*	1	8	8	5	11
	8%	4%	2%	3%	13%	17%	27%	12%	4%	14%	8%	19%	3%	3%	1%	5%	4%	3%	2%	4%
	bcd						f	i		i		hik								
	7%	3%	1%	4%	29%	81%	12%	10%	1%	2%	3%	76%	3%	*%	*%	*%	2%	2%	1%	2%
Other	5	3	4	8	11	26	2	4	1	1	2	19	7	*	-	*	3	4	2	5
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%	2%	2%	1%	1%	2%
	14%	10%	13%	23%	33%	76%	7%	11%	2%	2%	7%	57%	21%	*%	-%	1%	10%	12%	6%	15%
Don't know	7	3	1	4	16	47	9	2	-	-	-	42	4	-	-	-	3	1	1	3
	2%	1%	*%	1%	2%	2%	4%	1%	-%	-%	-%	2%	1%	-%	-%	-%	1%	*%	*%	1%
												hk								
	11%	4%	1%	6%	25%	73%	13%	3%	-%	-%	-%	65%	6%	-%	-%	-%	4%	1%	2%	4%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
1	107	71	120	191	291	493	20	176	47	30	96	293	153	24	11	3	48	105	59	94
	26%	23%	44%	33%	28%	21%	9%	43%	47%	51%	49%	15%	31%	50%	35%	24%	22%	39%	27%	36%
			abd	ab		g		l	l	l	l			mop				qs		qs
	20%	13%	23%	36%	55%	93%	4%	33%	9%	6%	18%	55%	29%	5%	2%	1%	9%	20%	11%	18%
2	208	207	141	348	501	856	39	161	34	25	72	653	298	23	18	9	154	144	153	144
	50%	68%	52%	60%	47%	36%	18%	39%	34%	44%	37%	34%	61%	49%	57%	70%	71%	54%	69%	55%
		acd		ac		g		l					n			n	rt		rt	
	22%	22%	15%	37%	54%	92%	4%	17%	4%	3%	8%	70%	32%	3%	2%	1%	17%	15%	17%	15%
3	46	21	8	29	133	401	40	36	8	1	11	366	26	*	2	1	11	14	6	20
	11%	7%	3%	5%	13%	17%	18%	9%	8%	2%	5%	19%	5%	1%	7%	6%	5%	5%	3%	7%
	bcd	c						j				hijk	n		n					s
	10%	5%	2%	6%	29%	88%	9%	8%	2%	*%	2%	80%	6%	*%	*%	*%	2%	3%	1%	4%
4	33	4	3	7	74	390	63	23	7	2	9	400	7	*	*	*	4	3	4	3
	8%	1%	1%	1%	7%	17%	29%	5%	7%	3%	4%	21%	1%	*%	1%	*%	2%	1%	2%	1%
	bcd						f					hijk								
	7%	1%	1%	1%	16%	82%	13%	5%	1%	*%	2%	84%	1%	*%	*%	*%	1%	1%	1%	1%
5+	18	2	1	3	57	216	57	17	4	-	8	228	3	-	*	-	2	1	*	3
	4%	1%	*%	1%	5%	9%	26%	4%	4%	-%	4%	12%	1%	-%	*%	-%	1%	1%	*%	1%
	bcd						f					hijk								
	6%	1%	*%	1%	20%	76%	20%	6%	1%	-%	3%	80%	1%	-%	*%	-%	1%	1%	*%	1%
Mean number of people	2.2	1.9	1.6	1.8	2.2	2.6	3.6	1.9	1.9	1.6	1.8	2.8	1.8	1.5	1.8	1.8	1.9	1.7	1.8	1.8
	bcd	cd		c			f	j	j		j	hijk	n			n	rt		r	
Standard deviation	1.44	.90	.64	.80	1.18	1.51	1.52	1.34	1.11	.68	1.07	1.47	.67	.53	2.12	.55	.63	.68	.59	.73
Standard error	.06	.04	.03	.02	.03	.03	.10	.05	.09	.07	.06	.03	.03	.04	.16	.05	.04	.04	.03	.04

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

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

SI (SK). Household size

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Small (1-2 people)	315	279	261	539	792	1349	59	337	81	55	167	946	451	48	29	12	202	249	212	237
	77%	91%	96%	93%	75%	57%	27%	82%	82%	95%	86%	49%	93%	99%	92%	94%	92%	93%	95%	90%
		a	ab	a		g		l	l	hikl	l			mo					t	
	22%	19%	18%	37%	54%	92%	4%	23%	6%	4%	11%	65%	31%	3%	2%	1%	14%	17%	15%	16%
Medium (3-4 people)	79	25	11	36	207	792	103	59	14	3	19	766	32	1	2	1	15	17	10	23
	19%	8%	4%	6%	20%	34%	47%	14%	15%	5%	10%	39%	7%	1%	8%	6%	7%	6%	4%	9%
	bcd	c					f	j	j			hijk	n		n					
	8%	3%	1%	4%	22%	85%	11%	6%	2%	*%	2%	82%	3%	*%	*%	*%	2%	2%	1%	2%
Large (5+ people)	18	2	1	3	57	216	57	17	4	-	8	228	3	-	*	-	2	1	*	3
	4%	1%	*%	1%	5%	9%	26%	4%	4%	-%	4%	12%	1%	-%	*%	-%	1%	1%	*%	1%
	bcd						f					hijk								
	6%	1%	*%	1%	20%	76%	20%	6%	1%	-%	3%	80%	1%	-%	*%	-%	1%	1%	*%	1%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
None	373	300	267	567	838	1571	107	356	89	57	173	1179	475	48	31	13	213	262	219	255
	91%	98%	98%	98%	79%	67%	49%	86%	90%	98%	89%	61%	98%	100%	99%	100%	97%	98%	99%	97%
		a	a	a		g		l	l	hikl	l									
	21%	17%	15%	33%	48%	90%	6%	20%	5%	3%	10%	68%	27%	3%	2%	1%	12%	15%	13%	15%
1	24	5	5	10	108	351	48	35	6	1	13	325	9	-	*	-	5	4	3	7
	6%	1%	2%	2%	10%	15%	22%	8%	6%	1%	7%	17%	2%	-%	1%	-%	2%	2%	1%	2%
	bcd						f	j				hijk								
	6%	1%	1%	2%	26%	85%	12%	8%	1%	*%	3%	79%	2%	-%	*%	-%	1%	1%	1%	2%
2	13	*	1	1	71	303	45	14	3	1	5	309	1	-	*	-	-	1	-	1
	3%	*%	*%	*%	7%	13%	21%	3%	3%	1%	2%	16%	*%	-%	*%	-%	-%	*%	-%	*%
	bcd						f					hijk								
	4%	*%	*%	*%	19%	82%	12%	4%	1%	*%	1%	84%	*%	-%	*%	-%	-%	*%	-%	*%
3	1	1	-	1	29	104	17	8	1	-	4	104	1	-	-	-	*	*	*	*
	*%	*%	-%	*%	3%	4%	8%	2%	1%	-%	2%	5%	*%	-%	-%	-%	*%	*%	*%	*%
												hijk								
	1%	*%	-%	*%	23%	82%	13%	7%	1%	-%	3%	82%	*%	-%	-%	-%	*%	*%	*%	*%
4	-	-	-	-	7	20	2	*	-	-	-	20	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	1%	1%	1%	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%
												h								
	-%	-%	-%	-%	32%	88%	9%	1%	-%	-%	-%	86%	-%	-%	-%	-%	-%	-%	-%	-%
5+	-	-	-	-	3	7	-	-	-	-	-	4	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	-%	-%	-%	-%	47%	100%	-%	-%	-%	-%	-%	62%	-%	-%	-%	-%	-%	-%	-%	-%
Mean number of children	.1	*	*	*	.4	.6	.9	.2	.2	*	.2	.7	*	-	*	-	*	*	*	*
	bcd						f	j	j		j	hijk								
Standard deviation	.44	.18	.19	.18	.82	.96	1.04	.60	.51	.23	.58	1.01	.20	-	.15	-	.19	.20	.16	.22
Standard error	.02	.01	.01	.01	.02	.02	.07	.02	.04	.02	.03	.02	.01	-	.01	-	.01	.01	.01	.01

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

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

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

Base : All respondents in Wales

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	WALES
Significance Level: 95%	~a	~b	~c	d	e	f	~g	h	~i	~j	~k	l	
Unweighted total	78	84	86	170	280	515	6	168	28	14	83	322	170
Effective Weighted Sample	56	56	54	110	194	362	6	117	21	11	58	232	110
Weighted total	21	16	15	31	62	129	1	35	6	3	17	87	31
	**	**	**	23%	47%	97%	**	26%	**	**	**	66%	23%
Yes, and fluent	**	**	**	5	7	16	**	6	**	**	**	9	5
	**	**	**	17%	11%	12%	**	18%	**	**	**	10%	17%
	**	**	**	31%	42%	95%	**	37%	**	**	**	54%	31%
Yes, but not fluent	**	**	**	7	17	31	**	11	**	**	**	16	7
	**	**	**	22%	27%	24%	**	31%	**	**	**	18%	22%
								l					
	**	**	**	21%	53%	100%	**	34%	**	**	**	50%	21%
No	**	**	**	19	38	82	**	18	**	**	**	62	19
	**	**	**	62%	62%	63%	**	51%	**	**	**	71%	62%
												h	
	**	**	**	23%	45%	97%	**	21%	**	**	**	74%	23%

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

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

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

Base : All respondents in Wales

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	WALES
Significance Level: 95%	~a	~b	~c	d	e	f	~g	h	~i	~j	~k	l	
Unweighted total	78	84	86	170	280	515	6	168	28	14	83	322	170
Effective Weighted Sample	56	56	54	110	194	362	6	117	21	11	58	232	110
Weighted total	21	16	15	31	62	129	1	35	6	3	17	87	31
	**	**	**	23%	47%	97%	**	26%	**	**	**	66%	23%
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH													
English	**	**	**	9	19	41	**	13	**	**	**	23	9
	**	**	**	29%	32%	32%	**	38% l	**	**	**	27%	29%
	**	**	**	22%	46%	98%	**	31%	**	**	**	55%	22%
Welsh	**	**	**	3	4	6	**	4	**	**	**	2	3
	**	**	**	9%	7%	5%	**	11% l	**	**	**	2%	9%
	**	**	**	47%	72%	100%	**	66%	**	**	**	28%	47%
CANNOT SPEAK OR WRITE IN WELSH	**	**	**	19	38	82	**	18	**	**	**	62	19
	**	**	**	62%	62%	63%	**	51%	**	**	**	71% h	62%
	**	**	**	23%	45%	97%	**	21%	**	**	**	74%	23%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
A DVD player - standard, Blue Ray or HD DVD player	268	190	144	334	572	1400	61	235	57	29	107	1122	290	23	16	4	140	151	155	136
	65%	62%	53%	58%	54%	59%	28%	57%	58%	51%	55%	58%	60%	49%	50%	35%	64%	56%	69%	52%
	cd	c				g							np		p		t		rt	
	18%	12%	9%	22%	38%	92%	4%	15%	4%	2%	7%	74%	19%	2%	1%	*%	9%	10%	10%	9%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	105	30	16	45	272	959	94	98	20	9	34	864	42	2	2	*	19	23	18	24
	25%	10%	6%	8%	26%	41%	43%	24%	21%	16%	17%	45%	9%	4%	6%	1%	9%	9%	8%	9%
	bcd											hijk	p							
	10%	3%	1%	4%	25%	87%	9%	9%	2%	1%	3%	79%	4%	*%	*%	*%	2%	2%	2%	2%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	121	68	41	108	181	611	29	89	21	5	35	519	94	7	6	1	43	51	68	26
	29%	22%	15%	19%	17%	26%	13%	21%	21%	8%	18%	27%	19%	15%	18%	11%	20%	19%	31%	10%
	bcd	c				g		j	j		j	hjk					t	t	qrt	
	18%	10%	6%	16%	27%	92%	4%	13%	3%	1%	5%	78%	14%	1%	1%	*%	6%	8%	10%	4%
An MP3 player/iPod	84	44	14	58	136	572	35	65	13	6	22	500	52	4	2	*	28	24	39	13
	20%	14%	5%	10%	13%	24%	16%	16%	14%	10%	11%	26%	11%	8%	7%	1%	13%	9%	18%	5%
	bcd	cd		c		g						hijk	p	p			t		rt	
	13%	7%	2%	9%	21%	90%	6%	10%	2%	1%	3%	78%	8%	1%	*%	*%	4%	4%	6%	2%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	70	31	7	39	116	544	38	57	9	3	15	487	34	3	2	*	19	15	24	10
	17%	10%	3%	7%	11%	23%	17%	14%	9%	5%	8%	25%	7%	5%	7%	2%	8%	6%	11%	4%
	bcd	cd		c				jk				hijk					t		rt	
	12%	5%	1%	6%	19%	90%	6%	9%	1%	*%	3%	80%	6%	*%	*%	*%	3%	3%	4%	2%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	44	8	5	13	99	406	37	40	7	4	16	373	13	*	*	-	8	5	7	6
	11%	3%	2%	2%	9%	17%	17%	10%	8%	6%	8%	19%	3%	*%	*%	-%	4%	2%	3%	2%
	bcd											hijk								
	9%	2%	1%	3%	21%	88%	8%	9%	2%	1%	3%	81%	3%	*%	*%	-%	2%	1%	2%	1%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	66	30	17	48	120	506	19	56	13	5	22	435	41	2	4	1	17	24	21	20
	16%	10%	6%	8%	11%	21%	9%	14%	14%	9%	11%	22%	8%	5%	11%	5%	8%	9%	10%	8%
	bcd					g						hijk								
	12%	6%	3%	9%	22%	93%	3%	10%	2%	1%	4%	80%	8%	*%	1%	*%	3%	4%	4%	4%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Smart home technology - to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device	29	10	4	14	37	207	9	23	5	6	10	176	12	1	1	*	9	4	7	6
	7%	3%	1%	2%	4%	9%	4%	6%	5%	11%	5%	9%	3%	2%	2%	1%	4%	1%	3%	2%
	bcd					g						hk								
	13%	5%	2%	6%	17%	93%	4%	10%	2%	3%	5%	80%	6%	*%	*%	*%	4%	2%	3%	3%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung Gear VR, or HTC Vive)	18	3	1	4	25	118	5	15	3	2	7	99	4	*	*	-	-	4	3	1
	4%	1%	*%	1%	2%	5%	2%	4%	3%	3%	4%	5%	1%	*%	*%	-%	-%	1%	1%	*%
	bcd																			
	14%	2%	1%	3%	19%	92%	4%	12%	2%	1%	6%	77%	3%	*%	*%	-%	-%	3%	2%	1%
Drone	5	3	1	4	17	66	4	9	1	2	4	54	4	-	*	*	3	1	1	3
	1%	1%	*%	1%	2%	3%	2%	2%	1%	4%	2%	3%	1%	-%	1%	2%	1%	*%	1%	1%
	7%	5%	1%	6%	23%	93%	5%	12%	1%	3%	5%	76%	5%	-%	1%	*%	4%	1%	2%	4%
ANY GAMES CONSOLE	115	32	19	51	285	1009	101	104	22	10	38	915	47	2	2	*	23	24	21	26
	28%	10%	7%	9%	27%	43%	46%	25%	22%	17%	19%	47%	10%	4%	6%	1%	10%	9%	9%	10%
	bcd											hijk	p							
	10%	3%	2%	4%	25%	87%	9%	9%	2%	1%	3%	79%	4%	*%	*%	*%	2%	2%	2%	2%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
None of these	87	89	115	205	316	452	77	119	31	24	66	351	164	22	12	8	65	99	53	110
	21%	29%	42%	35%	30%	19%	35%	29%	31%	41%	34%	18%	34%	45%	37%	59%	30%	37%	24%	42%
		a	abd	ab			f	l	l	hl	l			m		mo		s		qs
	16%	16%	21%	37%	58%	83%	14%	22%	6%	4%	12%	64%	30%	4%	2%	1%	12%	18%	10%	20%
Don't know	2	1	*	1	2	3	-	1	1	*	-	2	-	1	*	-	-	-	-	-
	*%	*%	*%	*%	*%	*%	-%	*%	1%	*%	-%	*%	-%	1%	1%	-%	-%	-%	-%	-%
														m						
	73%	26%	6%	32%	59%	100%	-%	31%	20%	10%	-%	73%	-%	26%	6%	-%	-%	-%	-%	-%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
A DVD player - standard, Blue Ray or HD DVD player	212	151	109	260	442	1110	42	179	42	25	74	899	223	20	12	4	117	107	116	107
	52%	49%	40%	45%	42%	47%	19%	43%	43%	43%	38%	46%	46%	42%	39%	34%	53%	40%	52%	41%
	cd	c				g						k	p				rt		rt	
	18%	13%	9%	22%	37%	92%	4%	15%	4%	2%	6%	75%	19%	2%	1%	*%	10%	9%	10%	9%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	39	13	4	16	145	509	46	53	10	7	19	455	16	1	*	-	11	5	6	10
	10%	4%	1%	3%	14%	22%	21%	13%	10%	13%	10%	23%	3%	1%	1%	-%	5%	2%	3%	4%
	bcd	c										hijk								
	7%	2%	1%	3%	25%	88%	8%	9%	2%	1%	3%	79%	3%	*%	*%	-%	2%	1%	1%	2%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	93	52	27	80	129	414	15	60	13	3	27	346	69	6	4	1	26	43	52	17
	23%	17%	10%	14%	12%	18%	7%	15%	13%	6%	14%	18%	14%	12%	12%	10%	12%	16%	23%	6%
	cd	c				g		j				j					t	t	qrt	
	21%	12%	6%	18%	29%	93%	3%	14%	3%	1%	6%	78%	16%	1%	1%	*%	6%	10%	12%	4%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	42	16	6	22	76	377	26	40	7	3	10	345	19	2	1	*	11	8	12	6
	10%	5%	2%	4%	7%	16%	12%	10%	7%	5%	5%	18%	4%	4%	4%	2%	5%	3%	6%	2%
	bcd	c						k				hijk								
	10%	4%	1%	5%	18%	88%	6%	9%	2%	1%	2%	81%	4%	*%	*%	*%	3%	2%	3%	2%
An MP3 player/iPod	52	29	11	40	89	376	17	43	10	5	14	331	36	3	1	*	22	14	27	9
	13%	9%	4%	7%	8%	16%	8%	10%	11%	9%	7%	17%	7%	5%	5%	*%	10%	5%	12%	3%
	cd	c				g						hk	p				rt		rt	
	13%	7%	3%	10%	22%	92%	4%	11%	3%	1%	4%	81%	9%	1%	*%	*%	5%	4%	7%	2%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	16	1	2	3	41	174	20	20	4	2	8	162	3	-	-	-	2	*	1	2
	4%	*%	1%	*%	4%	7%	9%	5%	4%	3%	4%	8%	1%	-%	-%	-%	1%	*%	*%	1%
	bcd											hk								
	8%	*%	1%	1%	21%	88%	10%	10%	2%	1%	4%	82%	1%	-%	-%	-%	1%	*%	*%	1%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	54	21	14	35	97	402	13	47	13	5	19	344	30	2	3	1	13	17	18	12
	13%	7%	5%	6%	9%	17%	6%	11%	14%	8%	10%	18%	6%	4%	11%	5%	6%	6%	8%	5%
	bcd					g						hjk								
	13%	5%	3%	8%	23%	93%	3%	11%	3%	1%	4%	80%	7%	*%	1%	*%	3%	4%	4%	3%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Smart home technology - to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device	27	8	1	9	27	164	9	19	4	4	9	141	8	1	*	*	7	1	5	3
	7%	3%	*%	1%	3%	7%	4%	5%	4%	7%	4%	7%	2%	1%	1%	1%	3%	*%	2%	1%
	bcd	c										h					r			
	15%	4%	*%	5%	16%	93%	5%	11%	2%	2%	5%	80%	4%	*%	*%	*%	4%	1%	3%	2%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung Gear VR, or HTC Vive)	5	-	*	*	11	51	4	9	1	1	6	44	-	-	*	-	-	-	-	-
	1%	-%	*%	*%	1%	2%	2%	2%	1%	2%	3%	2%	-%	-%	*%	-%	-%	-%	-%	-%
	bcd																			
	9%	-%	*%	*%	19%	88%	6%	15%	2%	2%	10%	75%	-%	-%	*%	-%	-%	-%	-%	-%
Drone	1	3	-	3	8	26	2	1	-	-	1	27	3	-	-	-	3	-	1	2
	*%	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	1%	1%	-%	-%	-%	1%	-%	1%	1%
												h								
	4%	10%	-%	10%	26%	90%	6%	4%	-%	-%	4%	91%	10%	-%	-%	-%	10%	-%	4%	6%
ANY GAMES CONSOLE	48	14	4	18	150	539	52	56	10	8	21	487	17	1	*	-	11	5	7	10
	12%	4%	1%	3%	14%	23%	24%	14%	10%	14%	11%	25%	3%	1%	1%	-%	5%	2%	3%	4%
	bcd	c										hijk					r			
	8%	2%	1%	3%	24%	88%	8%	9%	2%	1%	3%	79%	3%	*%	*%	-%	2%	1%	1%	2%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
None of these	129	122	153	275	444	700	111	167	43	26	91	551	227	26	15	8	88	139	84	142
	31%	40%	56%	48%	42%	30%	51%	41%	44%	45%	47%	28%	47%	54%	47%	63%	40%	52%	38%	54%
		a	abd	ab			f	l	l	l	l					mo		qs		qs
	15%	15%	18%	33%	53%	83%	13%	20%	5%	3%	11%	66%	27%	3%	2%	1%	10%	17%	10%	17%
Don't know	2	1	*	1	2	3	-	1	1	*	-	2	-	1	*	-	-	-	-	-
	*%	*%	*%	*%	*%	*%	-%	*%	1%	*%	-%	*%	-%	1%	1%	-%	-%	-%	-%	-%
														m						
	73%	26%	6%	32%	59%	100%	-%	31%	20%	10%	-%	73%	-%	26%	6%	-%	-%	-%	-%	-%

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

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

QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	81	33	22	55	153	554	26	79	18	7	29	452	30	6	14	5	15	15	18	12
Effective Weighted Sample	60	22	13	35	97	382	14	49	12	4	19	320	26	3	10	5	12	14	17	10
Weighted total	54	21	14	35	97	402	13	47	13	5	19	344	30	2	3	1	13	17	18	12
	**	**	**	**	23%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
Listen to music via a streaming service - like Spotify, Apple Music or Deezer	**	**	**	**	56	280	**	**	**	**	**	247	**	**	**	**	**	**	**	**
	**	**	**	**	57%	69%	**	**	**	**	**	72%	**	**	**	**	**	**	**	**
	**	**	**	**	19%	94%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
Listen to a live radio station	**	**	**	**	68	228	**	**	**	**	**	189	**	**	**	**	**	**	**	**
	**	**	**	**	70%	57%	**	**	**	**	**	55%	**	**	**	**	**	**	**	**
	**	**	**	**	28%	94%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
Searching for information online or asking general questions	**	**	**	**	44	183	**	**	**	**	**	157	**	**	**	**	**	**	**	**
	**	**	**	**	46%	45%	**	**	**	**	**	45%	**	**	**	**	**	**	**	**
	**	**	**	**	22%	91%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
Get weather reports	**	**	**	**	43	185	**	**	**	**	**	153	**	**	**	**	**	**	**	**
	**	**	**	**	44%	46%	**	**	**	**	**	45%	**	**	**	**	**	**	**	**
	**	**	**	**	22%	94%	**	**	**	**	**	77%	**	**	**	**	**	**	**	**
As an alarm, personal schedule reminder or to make a shopping list	**	**	**	**	39	142	**	**	**	**	**	123	**	**	**	**	**	**	**	**
	**	**	**	**	40%	35%	**	**	**	**	**	36%	**	**	**	**	**	**	**	**
	**	**	**	**	26%	92%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**

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

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

QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	81	33	22	55	153	554	26	79	18	7	29	452	30	6	14	5	15	15	18	12
Effective Weighted Sample	60	22	13	35	97	382	14	49	12	4	19	320	26	3	10	5	12	14	17	10
Weighted total	54	21	14	35	97	402	13	47	13	5	19	344	30	2	3	1	13	17	18	12
	**	**	**	**	23%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
Get news reports	**	**	**	**	34	133	**	**	**	**	**	119	**	**	**	**	**	**	**	**
	**	**	**	**	35%	33%	**	**	**	**	**	35%	**	**	**	**	**	**	**	**
	**	**	**	**	23%	90%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
Get travel information or updates	**	**	**	**	25	90	**	**	**	**	**	79	**	**	**	**	**	**	**	**
	**	**	**	**	26%	22%	**	**	**	**	**	23%	**	**	**	**	**	**	**	**
	**	**	**	**	26%	91%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
Listen to a podcast	**	**	**	**	19	86	**	**	**	**	**	77	**	**	**	**	**	**	**	**
	**	**	**	**	20%	21%	**	**	**	**	**	22%	**	**	**	**	**	**	**	**
	**	**	**	**	21%	92%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
To control smart home devices such as heating or lighting	**	**	**	**	9	60	**	**	**	**	**	50	**	**	**	**	**	**	**	**
	**	**	**	**	9%	15%	**	**	**	**	**	14%	**	**	**	**	**	**	**	**
	**	**	**	**	13%	91%	**	**	**	**	**	75%	**	**	**	**	**	**	**	**
To control a household device, such as the TV or set top box	**	**	**	**	9	52	**	**	**	**	**	51	**	**	**	**	**	**	**	**
	**	**	**	**	9%	13%	**	**	**	**	**	15%	**	**	**	**	**	**	**	**
	**	**	**	**	15%	88%	**	**	**	**	**	85%	**	**	**	**	**	**	**	**

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

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

QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	81	33	22	55	153	554	26	79	18	7	29	452	30	6	14	5	15	15	18	12
Effective Weighted Sample	60	22	13	35	97	382	14	49	12	4	19	320	26	3	10	5	12	14	17	10
Weighted total	54	21	14	35	97	402	13	47	13	5	19	344	30	2	3	1	13	17	18	12
	**	**	**	**	23%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	**	**	**	**	19	50	**	**	**	**	**	48	**	**	**	**	**	**	**	**
	**	**	**	**	19%	12%	**	**	**	**	**	14%	**	**	**	**	**	**	**	**
	**	**	**	**	33%	87%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
Play an interactive audio game	**	**	**	**	9	40	**	**	**	**	**	28	**	**	**	**	**	**	**	**
	**	**	**	**	9%	10%	**	**	**	**	**	8%	**	**	**	**	**	**	**	**
	**	**	**	**	20%	91%	**	**	**	**	**	63%	**	**	**	**	**	**	**	**
Purchase a product from a retailer	**	**	**	**	15	29	**	**	**	**	**	30	**	**	**	**	**	**	**	**
	**	**	**	**	15%	7%	**	**	**	**	**	9%	**	**	**	**	**	**	**	**
	**	**	**	**	42%	82%	**	**	**	**	**	85%	**	**	**	**	**	**	**	**
To call other people's smart speakers	**	**	**	**	4	23	**	**	**	**	**	19	**	**	**	**	**	**	**	**
	**	**	**	**	5%	6%	**	**	**	**	**	6%	**	**	**	**	**	**	**	**
	**	**	**	**	17%	87%	**	**	**	**	**	72%	**	**	**	**	**	**	**	**
None of these	**	**	**	**	-	2	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	**	**	**	**	-%	*%	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
	**	**	**	**	-%	100%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	-	*	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	**	**	**	**	-%	*%	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
	**	**	**	**	-%	100%	**	**	**	**	**	100%	**	**	**	**	**	**	**	**

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

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

QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	81	33	22	55	153	554	26	79	18	7	29	452	30	6	14	5	15	15	18	12
Effective Weighted Sample	60	22	13	35	97	382	14	49	12	4	19	320	26	3	10	5	12	14	17	10
Weighted total	54	21	14	35	97	402	13	47	13	5	19	344	30	2	3	1	13	17	18	12
	**	**	**	**	23%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
SUMMARY OF USES																				
LISTEN TO MUSIC/ RADIO/ PODCASTS	**	**	**	**	90	366	**	**	**	**	**	313	**	**	**	**	**	**	**	**
	**	**	**	**	92%	91%	**	**	**	**	**	91%	**	**	**	**	**	**	**	**
	**	**	**	**	23%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
GET INFORMATION/ REPORTS	**	**	**	**	65	271	**	**	**	**	**	232	**	**	**	**	**	**	**	**
	**	**	**	**	67%	67%	**	**	**	**	**	67%	**	**	**	**	**	**	**	**
	**	**	**	**	22%	92%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
ALARM/ REMINDER/ LIST	**	**	**	**	39	142	**	**	**	**	**	123	**	**	**	**	**	**	**	**
	**	**	**	**	40%	35%	**	**	**	**	**	36%	**	**	**	**	**	**	**	**
	**	**	**	**	26%	92%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
CONTROL DEVICES	**	**	**	**	12	82	**	**	**	**	**	72	**	**	**	**	**	**	**	**
	**	**	**	**	13%	20%	**	**	**	**	**	21%	**	**	**	**	**	**	**	**
	**	**	**	**	13%	89%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
CALL/ TEXT/ EMAIL OTHERS	**	**	**	**	21	61	**	**	**	**	**	56	**	**	**	**	**	**	**	**
	**	**	**	**	21%	15%	**	**	**	**	**	16%	**	**	**	**	**	**	**	**
	**	**	**	**	30%	88%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
OTHER USES	**	**	**	**	20	60	**	**	**	**	**	50	**	**	**	**	**	**	**	**
	**	**	**	**	21%	15%	**	**	**	**	**	14%	**	**	**	**	**	**	**	**
	**	**	**	**	29%	87%	**	**	**	**	**	72%	**	**	**	**	**	**	**	**

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

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

QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	81	33	22	55	153	554	26	79	18	7	29	452	30	6	14	5	15	15	18	12
Effective Weighted Sample	60	22	13	35	97	382	14	49	12	4	19	320	26	3	10	5	12	14	17	10
Weighted total	54	21	14	35	97	402	13	47	13	5	19	344	30	2	3	1	13	17	18	12
	**	**	**	**	23%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
Listen to music via a streaming service - like Spotify, Apple Music or Deezer	**	**	**	**	48	253	**	**	**	**	**	224	**	**	**	**	**	**	**	**
	**	**	**	**	50%	63%	**	**	**	**	**	65%	**	**	**	**	**	**	**	**
	**	**	**	**	18%	94%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
Listen to a live radio station	**	**	**	**	52	184	**	**	**	**	**	149	**	**	**	**	**	**	**	**
	**	**	**	**	53%	46%	**	**	**	**	**	43%	**	**	**	**	**	**	**	**
	**	**	**	**	27%	94%	**	**	**	**	**	76%	**	**	**	**	**	**	**	**
Get weather reports	**	**	**	**	31	132	**	**	**	**	**	111	**	**	**	**	**	**	**	**
	**	**	**	**	32%	33%	**	**	**	**	**	32%	**	**	**	**	**	**	**	**
	**	**	**	**	22%	95%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
Searching for information online or asking general questions	**	**	**	**	33	122	**	**	**	**	**	107	**	**	**	**	**	**	**	**
	**	**	**	**	34%	30%	**	**	**	**	**	31%	**	**	**	**	**	**	**	**
	**	**	**	**	24%	90%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
As an alarm, personal schedule reminder or to make a shopping list	**	**	**	**	26	103	**	**	**	**	**	92	**	**	**	**	**	**	**	**
	**	**	**	**	26%	26%	**	**	**	**	**	27%	**	**	**	**	**	**	**	**
	**	**	**	**	23%	93%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
Get news reports	**	**	**	**	21	99	**	**	**	**	**	88	**	**	**	**	**	**	**	**
	**	**	**	**	21%	25%	**	**	**	**	**	26%	**	**	**	**	**	**	**	**
	**	**	**	**	19%	91%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**

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

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

QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	81	33	22	55	153	554	26	79	18	7	29	452	30	6	14	5	15	15	18	12
Effective Weighted Sample	60	22	13	35	97	382	14	49	12	4	19	320	26	3	10	5	12	14	17	10
Weighted total	54	21	14	35	97	402	13	47	13	5	19	344	30	2	3	1	13	17	18	12
	**	**	**	**	23%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
Listen to a podcast	**	**	**	**	13	62	**	**	**	**	**	61	**	**	**	**	**	**	**	**
	**	**	**	**	13%	16%	**	**	**	**	**	18%	**	**	**	**	**	**	**	**
	**	**	**	**	19%	91%	**	**	**	**	**	90%	**	**	**	**	**	**	**	**
Get travel information or updates	**	**	**	**	13	51	**	**	**	**	**	41	**	**	**	**	**	**	**	**
	**	**	**	**	13%	13%	**	**	**	**	**	12%	**	**	**	**	**	**	**	**
	**	**	**	**	23%	94%	**	**	**	**	**	76%	**	**	**	**	**	**	**	**
To control smart home devices such as heating or lighting	**	**	**	**	7	51	**	**	**	**	**	43	**	**	**	**	**	**	**	**
	**	**	**	**	7%	13%	**	**	**	**	**	13%	**	**	**	**	**	**	**	**
	**	**	**	**	13%	94%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
To control a household device, such as the TV or set top box	**	**	**	**	8	44	**	**	**	**	**	41	**	**	**	**	**	**	**	**
	**	**	**	**	8%	11%	**	**	**	**	**	12%	**	**	**	**	**	**	**	**
	**	**	**	**	16%	90%	**	**	**	**	**	84%	**	**	**	**	**	**	**	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	**	**	**	**	9	31	**	**	**	**	**	30	**	**	**	**	**	**	**	**
	**	**	**	**	9%	8%	**	**	**	**	**	9%	**	**	**	**	**	**	**	**
	**	**	**	**	25%	83%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**

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

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

QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	81	33	22	55	153	554	26	79	18	7	29	452	30	6	14	5	15	15	18	12
Effective Weighted Sample	60	22	13	35	97	382	14	49	12	4	19	320	26	3	10	5	12	14	17	10
Weighted total	54	21	14	35	97	402	13	47	13	5	19	344	30	2	3	1	13	17	18	12
	**	**	**	**	23%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
Play an interactive audio game	**	**	**	**	4	19	**	**	**	**	**	14	**	**	**	**	**	**	**	**
	**	**	**	**	4%	5%	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
	**	**	**	**	18%	87%	**	**	**	**	**	64%	**	**	**	**	**	**	**	**
Purchase a product from a retailer	**	**	**	**	9	17	**	**	**	**	**	18	**	**	**	**	**	**	**	**
	**	**	**	**	10%	4%	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
	**	**	**	**	47%	82%	**	**	**	**	**	89%	**	**	**	**	**	**	**	**
To call other people's smart speakers	**	**	**	**	1	12	**	**	**	**	**	10	**	**	**	**	**	**	**	**
	**	**	**	**	1%	3%	**	**	**	**	**	3%	**	**	**	**	**	**	**	**
	**	**	**	**	9%	83%	**	**	**	**	**	69%	**	**	**	**	**	**	**	**
None of these	**	**	**	**	5	18	**	**	**	**	**	12	**	**	**	**	**	**	**	**
	**	**	**	**	5%	5%	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
	**	**	**	**	26%	100%	**	**	**	**	**	68%	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	1	1	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	**	**	**	**	1%	*%	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
	**	**	**	**	84%	100%	**	**	**	**	**	100%	**	**	**	**	**	**	**	**
SUMMARY OF USES																				
LISTEN TO MUSIC/ RADIO/ PODCASTS	**	**	**	**	78	334	**	**	**	**	**	287	**	**	**	**	**	**	**	**
	**	**	**	**	80%	83%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
	**	**	**	**	22%	94%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**

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

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

QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	81	33	22	55	153	554	26	79	18	7	29	452	30	6	14	5	15	15	18	12
Effective Weighted Sample	60	22	13	35	97	382	14	49	12	4	19	320	26	3	10	5	12	14	17	10
Weighted total	54	21	14	35	97	402	13	47	13	5	19	344	30	2	3	1	13	17	18	12
	**	**	**	**	23%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
GET INFORMATION/ REPORTS	**	**	**	**	51	208	**	**	**	**	**	184	**	**	**	**	**	**	**	**
	**	**	**	**	53%	52%	**	**	**	**	**	53%	**	**	**	**	**	**	**	**
	**	**	**	**	22%	91%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
ALARM/ REMINDER/ LIST	**	**	**	**	26	103	**	**	**	**	**	92	**	**	**	**	**	**	**	**
	**	**	**	**	26%	26%	**	**	**	**	**	27%	**	**	**	**	**	**	**	**
	**	**	**	**	23%	93%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
CONTROL DEVICES	**	**	**	**	10	68	**	**	**	**	**	60	**	**	**	**	**	**	**	**
	**	**	**	**	11%	17%	**	**	**	**	**	17%	**	**	**	**	**	**	**	**
	**	**	**	**	14%	92%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
CALL/ TEXT/ EMAIL OTHERS	**	**	**	**	10	35	**	**	**	**	**	34	**	**	**	**	**	**	**	**
	**	**	**	**	10%	9%	**	**	**	**	**	10%	**	**	**	**	**	**	**	**
	**	**	**	**	23%	84%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
OTHER USES	**	**	**	**	11	31	**	**	**	**	**	29	**	**	**	**	**	**	**	**
	**	**	**	**	12%	8%	**	**	**	**	**	8%	**	**	**	**	**	**	**	**
	**	**	**	**	31%	84%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**

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

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

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
No car used by someone in the household	50	48	85	133	296	413	45	136	28	28	73	270	115	11	4	3	41	74	29	86
	12%	16%	31%	23%	28%	18%	21%	33%	28%	48%	38%	14%	24%	22%	14%	23%	19%	28%	13%	33%
			abd	ab				l	l	hil	l		o					qs		qs
	10%	10%	18%	28%	62%	86%	9%	29%	6%	6%	15%	57%	24%	2%	1%	1%	9%	15%	6%	18%
FEATURES IN CAR																				
A DAB digital radio	184	114	62	175	283	983	83	105	25	11	40	885	147	15	11	2	75	72	93	54
	45%	37%	23%	30%	27%	42%	38%	25%	26%	18%	21%	46%	30%	32%	36%	13%	34%	27%	42%	20%
	bcd	cd		c								hijk	p	p	p		t		rt	
	17%	10%	6%	16%	25%	88%	8%	9%	2%	1%	4%	80%	13%	1%	1%	*%	7%	7%	8%	5%
The ability to make and receive calls 'hands free' via a mobile phone	176	90	40	130	232	948	74	90	26	7	38	853	113	10	5	2	63	51	86	27
	43%	30%	15%	23%	22%	40%	34%	22%	26%	13%	19%	44%	23%	21%	16%	16%	29%	19%	39%	10%
	bcd	cd		c					j			hijk					rt	t	qrt	
	17%	9%	4%	12%	22%	89%	7%	9%	2%	1%	4%	80%	11%	1%	*%	*%	6%	5%	8%	3%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	94	35	16	51	101	553	56	61	11	6	28	507	45	4	2	*	29	16	36	9
	23%	12%	6%	9%	10%	23%	26%	15%	12%	10%	15%	26%	9%	7%	6%	1%	13%	6%	16%	3%
	bcd	c										hijk	p	p			rt		rt	
	15%	6%	2%	8%	16%	87%	9%	10%	2%	1%	4%	80%	7%	1%	*%	*%	5%	3%	6%	1%

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

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

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	98	62	37	99	141	534	39	61	18	6	25	476	89	5	4	1	51	37	64	25
	24%	20%	14%	17%	13%	23%	18%	15%	18%	11%	13%	25%	18%	10%	13%	7%	24%	14%	29%	9%
	cd	c										hjk	np				rt		rt	
	17%	10%	6%	17%	24%	90%	7%	10%	3%	1%	4%	80%	15%	1%	1%	*%	9%	6%	11%	4%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	80	43	20	62	101	440	33	43	10	4	17	400	57	3	2	1	34	22	41	16
	19%	14%	7%	11%	10%	19%	15%	10%	10%	7%	9%	21%	12%	6%	8%	4%	16%	8%	18%	6%
	bcd	c										hijk					rt		rt	
	16%	9%	4%	13%	20%	89%	7%	9%	2%	1%	3%	81%	11%	1%	*%	*%	7%	5%	8%	3%
A dash cam (dashboard camera) mounted on the car windcsreen to record the road ahead	53	21	13	34	63	257	25	32	10	4	11	237	31	1	2	*	19	12	22	9
	13%	7%	5%	6%	6%	11%	11%	8%	10%	7%	6%	12%	6%	2%	6%	1%	9%	5%	10%	3%
	bcd											hk					t		rt	
	18%	7%	4%	12%	22%	88%	8%	11%	3%	1%	4%	81%	11%	*%	1%	*%	6%	4%	8%	3%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard - using software such as Apple CarPlay or Android Auto (CC)	52	18	6	24	43	255	20	27	7	3	11	231	22	1	1	-	12	10	19	3
	13%	6%	2%	4%	4%	11%	9%	7%	7%	6%	5%	12%	5%	3%	4%	-%	5%	4%	9%	1%
	bcd	c										hk					t	t	rt	
	18%	6%	2%	8%	15%	89%	7%	9%	2%	1%	4%	80%	8%	*%	*%	-%	4%	4%	7%	1%
In-built Wi-Fi 'hotspot' - so you and others can use the car's own data connection to go online (CC)	24	15	5	20	30	117	5	20	5	3	9	92	18	1	1	-	12	6	17	1
	6%	5%	2%	3%	3%	5%	2%	5%	5%	5%	5%	5%	4%	2%	2%	-%	6%	2%	8%	*%
	c	c															t		rt	
	19%	12%	4%	16%	24%	94%	4%	16%	4%	2%	7%	74%	15%	1%	1%	-%	10%	5%	14%	1%

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

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

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Remote monitoring of the car using a smartphone - for example, enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	26	10	6	16	23	92	2	13	4	*	3	75	15	1	1	-	9	6	12	2
	6%	3%	2%	3%	2%	4%	1%	3%	4%	1%	2%	4%	3%	1%	2%	-%	4%	2%	6%	1%
	bcd																t		rt	
	27%	10%	6%	16%	23%	93%	3%	13%	4%	*%	3%	76%	15%	1%	1%	-%	9%	6%	13%	2%
None of these	112	87	95	182	324	572	53	120	31	14	57	449	144	20	12	6	61	83	59	85
	27%	29%	35%	32%	31%	24%	24%	29%	32%	24%	29%	23%	30%	41%	39%	49%	28%	31%	26%	32%
			a					l	l		l			m	m	m				
	17%	13%	15%	28%	50%	88%	8%	19%	5%	2%	9%	69%	22%	3%	2%	1%	9%	13%	9%	13%
Don't know	10	6	12	18	31	55	8	12	3	1	5	41	14	1	2	1	5	9	3	11
	3%	2%	5%	3%	3%	2%	4%	3%	3%	2%	3%	2%	3%	2%	7%	4%	2%	3%	1%	4%
															m					
	16%	9%	19%	28%	48%	86%	13%	19%	4%	2%	8%	63%	22%	2%	4%	1%	8%	14%	5%	17%
ANY CONNECTED CAR FEATURES (CC)	151	80	43	122	209	823	73	91	23	10	39	747	109	6	6	1	62	48	78	32
	37%	26%	16%	21%	20%	35%	34%	22%	23%	17%	20%	39%	23%	12%	19%	10%	28%	18%	35%	12%
	bcd	c		c								hijk	np				rt		rt	
	16%	9%	5%	13%	22%	88%	8%	10%	2%	1%	4%	80%	12%	1%	1%	*%	7%	5%	8%	3%

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

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

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	540	433	375	808	1277	2803	166	491	116	54	219	2238	465	127	136	80	241	224	250	214
Effective Weighted Sample	387	280	220	500	827	1923	131	321	80	40	148	1567	373	79	91	62	193	181	201	171
Weighted total	362	257	188	445	761	1944	174	276	71	30	121	1670	371	38	27	10	177	194	194	176
	16%	12%	9%	20%	35%	88%	8%	13%	3%	**	6%	76%	17%	2%	1%	**	8%	9%	9%	8%
FEATURES IN CAR																				
A DAB digital radio	184	114	62	175	283	983	83	105	25	**	40	885	147	15	11	**	75	72	93	54
	51%	44%	33%	39%	37%	51%	48%	38%	36%	**	33%	53%	40%	41%	42%	**	42%	37%	48%	30%
	cd	c										hik					t		rt	
	17%	10%	6%	16%	25%	88%	8%	9%	2%	**	4%	80%	13%	1%	1%	**	7%	7%	8%	5%
The ability to make and receive calls 'hands free' via a mobile phone	176	90	40	130	232	948	74	90	26	**	38	853	113	10	5	**	63	51	86	27
	49%	35%	21%	29%	31%	49%	43%	33%	36%	**	31%	51%	30%	27%	19%	**	35%	26%	44%	15%
	bcd	c		c								hik	o				t	t	rt	
	17%	9%	4%	12%	22%	89%	7%	9%	2%	**	4%	80%	11%	1%	*%	**	6%	5%	8%	3%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	94	35	16	51	101	553	56	61	11	**	28	507	45	4	2	**	29	16	36	9
	26%	14%	8%	11%	13%	28%	32%	22%	16%	**	23%	30%	12%	10%	7%	**	16%	8%	19%	5%
	bcd											hi					rt		rt	
	15%	6%	2%	8%	16%	87%	9%	10%	2%	**	4%	80%	7%	1%	*%	**	5%	3%	6%	1%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	98	62	37	99	141	534	39	61	18	**	25	476	89	5	4	**	51	37	64	25
	27%	24%	20%	22%	18%	27%	22%	22%	25%	**	20%	29%	24%	13%	15%	**	29%	19%	33%	14%
	c											hk	n				rt		rt	
	17%	10%	6%	17%	24%	90%	7%	10%	3%	**	4%	80%	15%	1%	1%	**	9%	6%	11%	4%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	540	433	375	808	1277	2803	166	491	116	54	219	2238	465	127	136	80	241	224	250	214
Effective Weighted Sample	387	280	220	500	827	1923	131	321	80	40	148	1567	373	79	91	62	193	181	201	171
Weighted total	362	257	188	445	761	1944	174	276	71	30	121	1670	371	38	27	10	177	194	194	176
	16%	12%	9%	20%	35%	88%	8%	13%	3%	**	6%	76%	17%	2%	1%	**	8%	9%	9%	8%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	80	43	20	62	101	440	33	43	10	**	17	400	57	3	2	**	34	22	41	16
	22%	17%	11%	14%	13%	23%	19%	16%	15%	**	14%	24%	15%	8%	9%	**	19%	12%	21%	9%
	cd											hk					rt		rt	
	16%	9%	4%	13%	20%	89%	7%	9%	2%	**	3%	81%	11%	1%	*%	**	7%	5%	8%	3%
A dash cam (dashboard camera) mounted on the car windcsreen to record the road ahead	53	21	13	34	63	257	25	32	10	**	11	237	31	1	2	**	19	12	22	9
	15%	8%	7%	8%	8%	13%	14%	12%	14%	**	9%	14%	8%	2%	8%	**	11%	6%	11%	5%
	bcd																		t	
	18%	7%	4%	12%	22%	88%	8%	11%	3%	**	4%	81%	11%	*%	1%	**	6%	4%	8%	3%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard - using software such as Apple CarPlay or Android Auto (CC)	52	18	6	24	43	255	20	27	7	**	11	231	22	1	1	**	12	10	19	3
	14%	7%	3%	5%	6%	13%	12%	10%	10%	**	9%	14%	6%	3%	5%	**	7%	5%	10%	1%
	bcd											h					t	t	t	
	18%	6%	2%	8%	15%	89%	7%	9%	2%	**	4%	80%	8%	*%	*%	**	4%	4%	7%	1%

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

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

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	540	433	375	808	1277	2803	166	491	116	54	219	2238	465	127	136	80	241	224	250	214
Effective Weighted Sample	387	280	220	500	827	1923	131	321	80	40	148	1567	373	79	91	62	193	181	201	171
Weighted total	362	257	188	445	761	1944	174	276	71	30	121	1670	371	38	27	10	177	194	194	176
	16%	12%	9%	20%	35%	88%	8%	13%	3%	**	6%	76%	17%	2%	1%	**	8%	9%	9%	8%
In-built Wi-Fi 'hotspot' - so you and others can use the car's own data connection to go online (CC)	24	15	5	20	30	117	5	20	5	**	9	92	18	1	1	**	12	6	17	1
	7%	6%	3%	4%	4%	6%	3%	7%	7%	**	8%	5%	5%	2%	3%	**	7%	3%	9%	1%
	c																t		rt	
	19%	12%	4%	16%	24%	94%	4%	16%	4%	**	7%	74%	15%	1%	1%	**	10%	5%	14%	1%
Remote monitoring of the car using a smartphone - for example, enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	26	10	6	16	23	92	2	13	4	**	3	75	15	1	1	**	9	6	12	2
	7%	4%	3%	4%	3%	5%	1%	5%	5%	**	3%	4%	4%	2%	2%	**	5%	3%	6%	1%
	cd																t		t	
	27%	10%	6%	16%	23%	93%	3%	13%	4%	**	3%	76%	15%	1%	1%	**	9%	6%	13%	2%
None of these	112	87	95	182	324	572	53	120	31	**	57	449	144	20	12	**	61	83	59	85
	31%	34%	51%	41%	43%	29%	30%	44%	44%	**	47%	27%	39%	52%	46%	**	35%	43%	30%	48%
			abd	a				l	l		l			m				s		qs
	17%	13%	15%	28%	50%	88%	8%	19%	5%	**	9%	69%	22%	3%	2%	**	9%	13%	9%	13%
Don't know	10	6	12	18	31	55	8	12	3	**	5	41	14	1	2	**	5	9	3	11
	3%	2%	7%	4%	4%	3%	5%	4%	4%	**	4%	2%	4%	3%	8%	**	3%	5%	2%	6%
			ab																	s
	16%	9%	19%	28%	48%	86%	13%	19%	4%	**	8%	63%	22%	2%	4%	**	8%	14%	5%	17%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	540	433	375	808	1277	2803	166	491	116	54	219	2238	465	127	136	80	241	224	250	214
Effective Weighted Sample	387	280	220	500	827	1923	131	321	80	40	148	1567	373	79	91	62	193	181	201	171
Weighted total	362	257	188	445	761	1944	174	276	71	30	121	1670	371	38	27	10	177	194	194	176
	16%	12%	9%	20%	35%	88%	8%	13%	3%	**	6%	76%	17%	2%	1%	**	8%	9%	9%	8%
ANY CONNECTED CAR FEATURES (CC)	151	80	43	122	209	823	73	91	23	**	39	747	109	6	6	**	62	48	78	32
	42%	31%	23%	28%	27%	42%	42%	33%	32%	**	32%	45%	30%	15%	22%	**	35%	25%	40%	18%
	bcd	c										hik	n				rt		rt	
	16%	9%	5%	13%	22%	88%	8%	10%	2%	**	4%	80%	12%	1%	1%	**	7%	5%	8%	3%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Can use to make and receive calls	345	277	259	536	801	1742	140	328	84	50	168	1394	452	43	29	12	200	252	212	239
	84%	91%	95%	93%	76%	74%	64%	79%	85%	86%	86%	72%	93%	90%	94%	90%	92%	94%	95%	91%
		a	ab	a		g		l	l	l	hl									
	18%	14%	13%	27%	41%	89%	7%	17%	4%	3%	9%	71%	23%	2%	1%	1%	10%	13%	11%	12%
Can receive but not make calls/ incoming only	12	12	4	15	35	98	20	14	2	2	7	98	14	*	1	*	7	7	7	7
	3%	4%	1%	3%	3%	4%	9%	3%	2%	3%	4%	5%	3%	1%	3%	1%	3%	3%	3%	3%
		c					f													
	10%	9%	3%	12%	28%	79%	16%	11%	2%	1%	6%	78%	11%	*%	1%	*%	6%	5%	5%	6%
Line not working properly/ needs to be repaired	5	*	2	2	17	36	5	7	4	1	2	27	1	*	*	-	1	-	1	-
	1%	*%	1%	*%	2%	2%	2%	2%	4%	1%	1%	1%	*%	1%	1%	-%	1%	-%	1%	-%
									l											
	13%	1%	4%	5%	41%	89%	12%	18%	10%	2%	6%	68%	3%	1%	1%	-%	3%	-%	3%	-%
No, do not have landline phone	49	17	8	25	200	476	51	65	9	5	17	415	19	4	1	1	10	9	3	16
	12%	5%	3%	4%	19%	20%	23%	16%	9%	9%	9%	21%	4%	8%	2%	9%	5%	3%	1%	6%
	bcd							k				hijk				o	s			s
	9%	3%	1%	4%	36%	87%	9%	12%	2%	1%	3%	75%	3%	1%	*%	*%	2%	2%	*%	3%
Don't know	-	-	-	-	3	4	3	-	-	-	-	7	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	*%	*%	1%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
							f													
	-%	-%	-%	-%	33%	49%	34%	-%	-%	-%	-%	78%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
HOUSEHOLD PHONE OWNERSHIP																				
FIXED ONLY	11	17	60	77	86	94	2	59	18	16	35	30	63	8	4	2	20	43	16	47
	3%	6%	22%	13%	8%	4%	1%	14%	18%	27%	18%	2%	13%	16%	12%	18%	9%	16%	7%	18%
		a	abd	ab		g		l	l	hl	l							qs		qs
	11%	17%	60%	76%	85%	93%	2%	59%	18%	15%	35%	30%	63%	8%	4%	2%	20%	43%	16%	47%
FIXED & MOBILE	352	272	205	476	768	1782	163	289	72	37	142	1489	404	36	27	9	189	216	204	199
	86%	89%	75%	82%	73%	76%	75%	70%	73%	64%	73%	77%	83%	75%	86%	73%	86%	81%	92%	76%
	c	cd		c								hj	p		p		t		rt	
	17%	13%	10%	24%	38%	88%	8%	14%	4%	2%	7%	74%	20%	2%	1%	*%	9%	11%	10%	10%
MOBILE ONLY	48	16	7	24	202	477	54	63	9	5	17	420	18	4	1	1	10	8	3	16
	12%	5%	3%	4%	19%	20%	25%	15%	9%	9%	9%	22%	4%	8%	2%	8%	5%	3%	1%	6%
	bcd							k				hijk					s			s
	9%	3%	1%	4%	36%	86%	10%	11%	2%	1%	3%	76%	3%	1%	*%	*%	2%	1%	*%	3%
ALL FIXED	363	289	265	553	853	1876	165	348	90	52	177	1519	467	44	30	12	209	259	220	246
	88%	95%	97%	96%	81%	80%	75%	84%	91%	91%	91%	78%	96%	92%	98%	91%	95%	97%	99%	94%
		a	a	a				l	l	l	hl				p				qt	
	17%	14%	13%	26%	40%	89%	8%	16%	4%	2%	8%	72%	22%	2%	1%	1%	10%	12%	10%	12%
ALL MOBILE	400	288	212	500	970	2259	217	353	81	42	159	1910	422	40	27	10	198	224	207	215
	97%	94%	78%	87%	92%	96%	99%	85%	82%	73%	82%	98%	87%	83%	88%	81%	91%	84%	93%	82%
	bcd	cd		c			f	j				hijk					rt		rt	
	16%	11%	8%	19%	38%	88%	8%	14%	3%	2%	6%	74%	16%	2%	1%	*%	8%	9%	8%	8%
NEITHER	*	*	1	1	1	3	-	1	-	-	*	1	1	*	-	*	-	1	-	1
	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	1%	-%	*%	-%	*%
	8%	7%	18%	25%	34%	96%	-%	37%	-%	-%	10%	22%	18%	5%	-%	2%	-%	18%	-%	18%
ALL FIXED PLUS BB RENTAL	373	290	265	555	905	2078	183	361	91	54	178	1712	468	44	30	12	210	259	220	247
	91%	95%	97%	96%	86%	88%	84%	88%	92%	93%	92%	88%	96%	92%	98%	93%	96%	97%	99%	94%
		a	a	a															qt	
	16%	12%	11%	24%	39%	89%	8%	15%	4%	2%	8%	73%	20%	2%	1%	1%	9%	11%	9%	11%

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

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

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

Base : Those with a landline phone at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	540	489	533	1022	1472	2777	151	648	155	92	326	2042	615	149	164	94	298	317	291	322
Effective Weighted Sample	389	321	323	643	954	1895	123	427	107	66	225	1428	490	94	106	73	237	256	234	256
Weighted total	363	289	265	553	853	1876	165	348	90	52	177	1519	467	44	30	12	209	259	220	246
	17%	14%	13%	26%	40%	89%	8%	16%	4%	**	8%	72%	22%	2%	1%	**	10%	12%	10%	12%
Yes to make calls	310	264	256	520	701	1382	107	290	80	**	148	1078	441	40	28	**	190	252	212	228
	86%	92%	97%	94%	82%	74%	65%	83%	89%	**	84%	71%	94%	91%	93%	**	91%	97%	96%	93%
		a	ab	a		g		l	l		l							qt	q	
	20%	17%	17%	34%	45%	89%	7%	19%	5%	**	10%	70%	29%	3%	2%	**	12%	16%	14%	15%
Yes to receive calls	316	266	249	515	710	1440	123	299	81	**	155	1140	439	38	28	**	192	247	210	229
	87%	92%	94%	93%	83%	77%	74%	86%	90%	**	87%	75%	94%	87%	91%	**	92%	96%	95%	93%
		a	a	a				l	l		l		n							
	19%	16%	15%	32%	44%	89%	8%	18%	5%	**	10%	70%	27%	2%	2%	**	12%	15%	13%	14%
Yes for internet access	258	187	120	306	521	1342	133	199	44	**	93	1158	261	21	19	**	130	132	146	116
	71%	65%	45%	55%	61%	72%	81%	57%	49%	**	52%	76%	56%	47%	63%	**	62%	51%	66%	47%
	cd	cd		c			f					hik			n		rt		rt	
	17%	12%	8%	20%	34%	88%	9%	13%	3%	**	6%	76%	17%	1%	1%	**	8%	9%	10%	8%
TOTAL PERSONALLY USE	350	285	263	548	821	1774	157	339	88	**	174	1433	465	42	30	**	207	258	220	244
	97%	99%	99%	99%	96%	95%	96%	97%	97%	**	98%	94%	99%	95%	99%	**	99%	100%	100%	99%
		a	a	a				l			l		n							
	17%	14%	13%	27%	41%	89%	8%	17%	4%	**	9%	72%	23%	2%	1%	**	10%	13%	11%	12%
No do not use landline at home	13	3	2	5	32	97	7	9	2	**	3	82	2	2	*	**	2	*	*	2
	3%	1%	1%	1%	4%	5%	4%	3%	3%	**	2%	5%	1%	5%	1%	**	1%	*%	*%	1%
	bcd											hk		m						
	12%	3%	2%	5%	30%	90%	7%	9%	2%	**	3%	76%	2%	2%	*%	**	2%	*%	*%	2%
Don't know	-	-	-	-	-	6	-	-	-	**	-	5	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	-%	*%	-%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	-%	100%	-%	-%	-%	**	-%	81%	-%	-%	-%	**	-%	-%	-%	-%

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

Any break column with 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 (QC31). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE)

Base : Those who use their landline for internet access and to make or receive calls

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	345	274	210	484	704	1530	89	299	64	35	136	1190	286	69	92	37	149	137	170	115
Effective Weighted Sample	245	180	125	305	453	1022	73	185	45	21	87	818	238	40	59	29	124	115	141	97
Weighted total	233	175	116	291	433	1054	100	165	40	19	77	900	250	19	18	4	122	129	142	108
	19%	15%	10%	24%	36%	88%	**	14%	**	**	6%	75%	21%	**	**	**	10%	11%	12%	9%
Make/ receive calls	27	31	40	71	85	119	**	34	**	**	17	77	59	**	**	**	24	35	33	26
	12%	17%	35%	24%	20%	11%	**	20%	**	**	23%	9%	24%	**	**	**	20%	27%	23%	24%
			abd	a				l			l									
	22%	25%	32%	57%	69%	96%	**	27%	**	**	14%	62%	48%	**	**	**	19%	28%	26%	21%
Internet access	84	52	17	68	140	487	**	63	**	**	27	428	59	**	**	**	41	18	32	27
	36%	30%	14%	24%	32%	46%	**	38%	**	**	34%	48%	24%	**	**	**	34%	14%	23%	25%
	cd	c		c								hk					r			
	16%	10%	3%	13%	26%	91%	**	12%	**	**	5%	80%	11%	**	**	**	8%	3%	6%	5%
Both are equally important	121	93	59	152	207	447	**	67	**	**	33	395	132	**	**	**	56	76	77	55
	52%	53%	51%	52%	48%	42%	**	41%	**	**	43%	44%	53%	**	**	**	46%	59%	54%	51%
	22%	17%	11%	28%	38%	83%	**	12%	**	**	6%	73%	24%	**	**	**	10%	14%	14%	10%
Don't know	1	-	1	1	1	1	**	1	**	**	-	1	1	**	**	**	1	-	1	-
	*%	-%	*%	*%	*%	*%	**	1%	**	**	-%	*%	*%	**	**	**	*%	-%	*%	-%
	55%	-%	35%	35%	90%	100%	**	61%	**	**	-%	45%	35%	**	**	**	35%	-%	35%	-%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Mobile phone	291	128	46	174	593	1782	192	214	35	20	89	1589	146	15	6	6	84	62	60	86
	71%	42%	17%	30%	56%	76%	88%	52%	35%	35%	46%	82%	30%	32%	20%	47%	39%	23%	27%	33%
	bcd	cd		c			f	ij				hijk	o	o		mno	rs			r
	14%	6%	2%	8%	29%	87%	9%	10%	2%	1%	4%	77%	7%	1%	*%	*%	4%	3%	3%	4%
Landline phone at home	106	163	219	382	432	519	23	184	58	35	99	312	323	30	22	7	126	198	154	169
	26%	54%	80%	66%	41%	22%	11%	45%	58%	61%	51%	16%	67%	62%	71%	51%	58%	74%	69%	64%
		a	abd	ab		g		l	hl	hl	l		p		p			qt	q	
	19%	29%	39%	68%	77%	93%	4%	33%	10%	6%	18%	56%	58%	5%	4%	1%	22%	35%	27%	30%
Landline phone at work	6	11	6	17	21	35	2	9	4	2	4	24	13	2	2	*	6	7	6	7
	2%	4%	2%	3%	2%	1%	1%	2%	4%	4%	2%	1%	3%	5%	6%	1%	3%	3%	3%	3%
									l	l										
	17%	31%	17%	48%	58%	96%	5%	26%	10%	6%	10%	66%	35%	7%	5%	*%	17%	19%	16%	19%
Internet voice service (VoIP)	4	-	*	*	*	7	*	3	1	-	2	5	-	-	*	-	-	-	-	-
	1%	-%	*%	*%	*%	*%	*%	1%	1%	-%	1%	*%	-%	-%	*%	-%	-%	-%	-%	-%
	d								l		l									
	57%	-%	1%	1%	1%	98%	3%	38%	21%	-%	37%	69%	-%	-%	1%	-%	-%	-%	-%	-%
Public payphone	3	-	1	1	2	2	1	*	-	-	*	1	1	-	-	-	-	1	-	1
	1%	-%	*%	*%	*%	*%	1%	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	-%	*%
							f													
	83%	-%	20%	20%	54%	51%	41%	11%	-%	-%	11%	25%	20%	-%	-%	-%	-%	20%	-%	20%
Other	1	1	-	1	3	4	-	1	1	-	-	3	1	-	-	-	1	-	1	-
	*%	*%	-%	*%	*%	*%	-%	*%	1%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
									l											
	21%	13%	-%	13%	68%	100%	-%	31%	31%	-%	-%	76%	13%	-%	-%	-%	13%	-%	13%	-%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Don't know	1	2	2	4	6	9	-	1	-	*	*	7	2	*	1	*	2	1	2	-
	*%	1%	1%	1%	1%	*%	-%	*%	-%	*%	*%	*%	*%	1%	3%	1%	1%	*%	1%	-%
	15%	20%	20%	40%	69%	96%	-%	13%	-%	1%	1%	78%	26%	4%	10% m	1%	19%	7%	26%	-%

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

Any break column with 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 for your landline? (SINGLE CODE)

Base : Those with a landline phone at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	540	489	533	1022	1472	2777	151	648	155	92	326	2042	615	149	164	94	298	317	291	322
Effective Weighted Sample	389	321	323	643	954	1895	123	427	107	66	225	1428	490	94	106	73	237	256	234	256
Weighted total	363	289	265	553	853	1876	165	348	90	52	177	1519	467	44	30	12	209	259	220	246
	17%	14%	13%	26%	40%	89%	8%	16%	4%	**	8%	72%	22%	2%	1%	**	10%	12%	10%	12%
BT	158	142	174	316	405	765	53	178	49	**	88	583	262	26	19	**	110	152	110	152
	44%	49%	66%	57%	47%	41%	32%	51%	54%	**	50%	38%	56%	59%	64%	**	53%	59%	50%	62%
			abd	ab				l	l		l							s		qs
	19%	17%	20%	37%	47%	90%	6%	21%	6%	**	10%	68%	31%	3%	2%	**	13%	18%	13%	18%
Sky	53	45	21	66	126	348	49	53	13	**	28	307	58	2	5	**	26	31	33	25
	15%	16%	8%	12%	15%	19%	30%	15%	15%	**	16%	20%	12%	5%	16%	**	13%	12%	15%	10%
	c	c					f					h	n		n					
	13%	11%	5%	16%	30%	83%	12%	13%	3%	**	7%	73%	14%	1%	1%	**	6%	8%	8%	6%
Virgin Media	62	40	25	65	115	301	15	40	10	**	18	244	55	9	1	**	27	29	29	27
	17%	14%	9%	12%	14%	16%	9%	11%	11%	**	10%	16%	12%	19%	2%	**	13%	11%	13%	11%
	cd					g						hk	o	mo						
	19%	13%	8%	20%	36%	94%	5%	12%	3%	**	6%	76%	17%	3%	*%	**	8%	9%	9%	8%
TalkTalk	31	28	16	44	90	173	25	35	9	**	19	146	39	3	1	**	20	19	26	13
	9%	10%	6%	8%	11%	9%	15%	10%	9%	**	11%	10%	8%	7%	4%	**	10%	7%	12%	5%
							f												t	
	15%	14%	8%	22%	44%	85%	12%	17%	4%	**	9%	72%	19%	2%	1%	**	10%	9%	13%	7%
EE/ Everything Everywhere	15	7	3	10	23	95	10	14	3	**	6	83	8	1	1	**	3	5	3	5
	4%	2%	1%	2%	3%	5%	6%	4%	3%	**	4%	5%	2%	2%	4%	**	1%	2%	1%	2%
	cd																			
	14%	6%	3%	9%	21%	87%	9%	13%	2%	**	6%	76%	7%	1%	1%	**	2%	5%	3%	4%
Plusnet	15	9	5	15	27	52	5	11	2	**	8	40	13	1	1	**	9	4	7	6
	4%	3%	2%	3%	3%	3%	3%	3%	3%	**	5%	3%	3%	2%	2%	**	4%	2%	3%	3%
	27%	16%	9%	26%	47%	89%	8%	19%	4%	**	14%	69%	23%	2%	1%	**	16%	7%	12%	11%
Post Office	3	3	8	11	19	24	2	6	3	**	3	20	10	1	*	**	4	6	5	4
	1%	1%	3%	2%	2%	1%	1%	2%	3%	**	1%	1%	2%	2%	1%	**	2%	2%	2%	2%
	13%	13%	28%	41%	68%	90%	6%	24%	11%	**	10%	73%	35%	4%	1%	**	14%	21%	20%	15%

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

Any break column with 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 for your landline? (SINGLE CODE)

Base : Those with a landline phone at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	540	489	533	1022	1472	2777	151	648	155	92	326	2042	615	149	164	94	298	317	291	322
Effective Weighted Sample	389	321	323	643	954	1895	123	427	107	66	225	1428	490	94	106	73	237	256	234	256
Weighted total	363	289	265	553	853	1876	165	348	90	52	177	1519	467	44	30	12	209	259	220	246
	17%	14%	13%	26%	40%	89%	8%	16%	4%	**	8%	72%	22%	2%	1%	**	10%	12%	10%	12%
Vodafone	5	1	1	2	6	27	-	3	*	**	3	20	2	*	*	**	2	1	1	1
	1%	*%	*%	*%	1%	1%	-%	1%	*%	**	2%	1%	*%	*%	*%	**	1%	*%	1%	*%
	17%	4%	5%	9%	22%	100%	-%	11%	2%	**	10%	76%	8%	1%	*%	**	6%	2%	5%	3%
KCOM	1	3	2	5	7	10	-	2	1	**	1	8	5	-	-	**	4	1	-	5
	*%	1%	1%	1%	1%	1%	-%	*%	1%	**	*%	1%	1%	-%	-%	**	2%	1%	-%	2%
																	s			s
	7%	30%	22%	52%	70%	100%	-%	17%	5%	**	5%	83%	52%	-%	-%	**	37%	15%	-%	52%
Utility Warehouse	2	2	2	4	4	8	-	*	*	**	-	6	4	*	-	**	2	2	2	3
	*%	1%	1%	1%	*%	*%	-%	*%	*%	**	-%	*%	1%	*%	-%	**	1%	1%	1%	1%
	23%	23%	32%	55%	55%	100%	-%	6%	5%	**	-%	76%	53%	1%	-%	**	29%	24%	19%	34%
NOW TV	4	-	-	-	-	7	-	-	-	**	-	6	-	-	-	**	-	-	-	-
	1%	-%	-%	-%	-%	*%	-%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	bcd																			
	60%	-%	-%	-%	-%	100%	-%	-%	-%	**	-%	85%	-%	-%	-%	**	-%	-%	-%	-%
Tesco	1	*	-	*	1	4	-	-	-	**	-	4	-	*	-	**	-	-	-	-
	*%	*%	-%	*%	*%	*%	-%	-%	-%	**	-%	*%	-%	1%	-%	**	-%	-%	-%	-%
	34%	9%	-%	9%	19%	89%	-%	-%	-%	**	-%	85%	-%	9%	-%	**	-%	-%	-%	-%
SSE	*	1	*	1	2	3	-	*	-	**	*	3	1	-	*	**	-	1	*	1
	*%	*%	*%	*%	*%	*%	-%	*%	-%	**	*%	*%	*%	-%	*%	**	-%	*%	*%	*%
	10%	26%	14%	40%	56%	100%	-%	11%	-%	**	11%	90%	37%	-%	4%	**	-%	37%	14%	22%
Primus	1	-	-	-	-	1	-	-	-	**	-	*	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	-%	*%	-%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	78%	-%	-%	-%	-%	100%	-%	-%	-%	**	-%	22%	-%	-%	-%	**	-%	-%	-%	-%
The Phone Co-op/ The Co-operative	-	1	*	1	1	1	-	*	-	**	-	1	1	-	*	**	-	1	1	-
	-%	*%	*%	*%	*%	*%	-%	*%	-%	**	-%	*%	*%	-%	*%	**	-%	*%	*%	-%
	-%	111%	4%	115%	115%	100%	-%	7%	-%	**	-%	92%	111%	-%	4%	**	-%	111%	111%	-%

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

Any break column with 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 for your landline? (SINGLE CODE)

Base : Those with a landline phone at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	540	489	533	1022	1472	2777	151	648	155	92	326	2042	615	149	164	94	298	317	291	322
Effective Weighted Sample	389	321	323	643	954	1895	123	427	107	66	225	1428	490	94	106	73	237	256	234	256
Weighted total	363	289	265	553	853	1876	165	348	90	52	177	1519	467	44	30	12	209	259	220	246
	17%	14%	13%	26%	40%	89%	8%	16%	4%	**	8%	72%	22%	2%	1%	**	10%	12%	10%	12%
Other	7	2	1	4	9	19	-	2	-	**	1	16	3	*	*	**	2	1	2	1
	2%	1%	1%	1%	1%	1%	-%	1%	-%	**	1%	1%	1%	1%	1%	**	1%	*%	1%	*%
	34%	11%	8%	18%	47%	97%	-%	9%	-%	**	6%	79%	14%	2%	2%	**	8%	6%	8%	6%
Don't know	3	4	4	7	19	38	6	4	-	**	2	33	6	*	1	**	1	5	2	4
	1%	1%	1%	1%	2%	2%	4%	1%	-%	**	1%	2%	1%	*%	5% m	**	1%	2%	1%	2%
	6%	8%	8%	16%	40%	82%	13%	8%	-%	**	4%	71%	12%	*%	3%	**	2%	10%	4%	9%

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

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

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

Base : All respondents

		AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total		621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample		451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total		411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
		15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
One	(1.0)	116	96	114	210	359	555	21	152	38	18	77	370	172	23	11	5	71	101	74	97
		28%	31%	42%	36%	34%	24%	10%	37%	38%	32%	40%	19%	35%	47%	36%	37%	32%	38%	33%	37%
				ab	a		g		l	l	l	l			m						
		19%	16%	19%	35%	60%	92%	4%	25%	6%	3%	13%	62%	29%	4%	2%	1%	12%	17%	12%	16%
Two	(2.0)	186	169	90	259	435	939	61	132	29	21	58	776	223	17	14	5	113	110	122	101
		45%	55%	33%	45%	41%	40%	28%	32%	30%	36%	30%	40%	46%	35%	46%	41%	52%	41%	55%	39%
		c	acd		c		g						hik	n				rt		rt	
		18%	16%	9%	25%	42%	91%	6%	13%	3%	2%	6%	75%	22%	2%	1%	1%	11%	11%	12%	10%
Three	(3.0)	46	15	7	22	101	390	40	36	6	3	11	364	19	1	2	*	7	12	6	14
		11%	5%	3%	4%	10%	17%	18%	9%	6%	5%	6%	19%	4%	1%	6%	3%	3%	4%	2%	5%
		bcd											hijk								
		10%	3%	2%	5%	23%	87%	9%	8%	1%	1%	2%	81%	4%	*%	*%	*%	2%	3%	1%	3%
Four or more	(4.0)	52	8	1	9	75	375	94	32	8	-	13	399	8	*	*	*	7	1	5	3
		13%	3%	*%	1%	7%	16%	43%	8%	8%	-%	7%	21%	2%	1%	1%	*%	3%	*%	2%	1%
		bcd	c					f	j	j		j	hijk					r			
		11%	2%	*%	2%	15%	76%	19%	6%	2%	-%	3%	81%	2%	*%	*%	*%	1%	*%	1%	1%
None	(0.0)	11	17	59	77	85	92	2	60	18	16	35	26	63	8	4	2	20	43	16	47
		3%	6%	22%	13%	8%	4%	1%	15%	18%	27%	18%	1%	13%	17%	12%	19%	9%	16%	7%	18%
			a	abd	ab		g		l	l	hl	l							qs		qs
		11%	17%	60%	78%	86%	93%	2%	61%	18%	16%	35%	26%	64%	8%	4%	2%	20%	43%	16%	47%
Don't know		-	-	1	1	2	6	-	1	1	-	1	5	1	-	-	-	-	1	-	1
		-%	-%	*%	*%	*%	*%	-%	*%	1%	-%	*%	*%	*%	-%	-%	-%	-%	*%	-%	*%
		-%	-%	22%	22%	36%	100%	-%	9%	9%	-%	9%	90%	22%	-%	-%	-%	-%	22%	-%	22%
Mean mobiles in household		2.0	1.7	1.2	1.4	1.7	2.2	2.9	1.6	1.5	1.2	1.4	2.4	1.5	1.2	1.5	1.3	1.6	1.4	1.6	1.3
		bcd	cd		c			f	j				hijk	n		n		rt		rt	
Standard deviation		1.01	.77	.80	.82	.99	1.08	1.08	1.08	1.10	.90	1.06	1.05	.83	.76	.81	.85	.83	.82	.76	.87
Standard error		.04	.03	.03	.02	.02	.02	.07	.04	.08	.09	.06	.02	.03	.06	.06	.08	.05	.04	.04	.05

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

Any break column with 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

		AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total		621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample		451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total		411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
		15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
No	(0.0)	7	16	22	38	47	47	3	16	6	1	8	31	33	3	1	1	15	19	17	15
		2%	5%	8%	7%	4%	2%	2%	4%	6%	1%	4%	2%	7%	5%	3%	7%	7%	7%	8%	6%
			a	a	a				l	l		l									
		13%	31%	42%	72%	91%	90%	6%	32%	11%	1%	16%	60%	64%	5%	2%	2%	28%	36%	33%	30%
1	(1.0)	364	261	187	449	881	2042	182	319	71	40	146	1709	375	38	26	9	177	198	180	195
		89%	86%	69%	78%	83%	87%	83%	77%	72%	68%	75%	88%	77%	78%	84%	74%	81%	74%	81%	74%
		cd	cd		c								hijk								
		16%	11%	8%	19%	38%	89%	8%	14%	3%	2%	6%	74%	16%	2%	1%	*%	8%	9%	8%	8%
2	(2.0)	26	10	3	13	39	155	31	15	2	2	5	155	12	-	*	-	6	6	8	4
		6%	3%	1%	2%	4%	7%	14%	4%	2%	4%	2%	8%	2%	-%	1%	-%	3%	2%	4%	2%
		bcd						f					hik								
		13%	5%	1%	6%	19%	77%	16%	8%	1%	1%	2%	77%	6%	-%	*%	-%	3%	3%	4%	2%
3	(3.0)	2	1	1	1	2	10	-	2	2	-	-	8	1	-	-	*	-	1	1	-
		*%	*%	*%	*%	*%	*%	-%	*%	2%	-%	-%	*%	*%	-%	-%	*%	-%	1%	1%	-%
										kl											
		18%	9%	5%	14%	16%	94%	-%	17%	17%	-%	-%	71%	14%	-%	-%	*%	-%	14%	14%	-%
4 or more	(4.0)	1	-	-	-	1	6	1	-	-	-	-	7	-	-	-	-	-	-	-	-
		*%	-%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
		20%	-%	-%	-%	18%	82%	8%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%
No mobiles in household	(0.0)	11	17	61	78	87	97	2	60	18	16	35	31	64	8	4	2	20	44	16	48
		3%	6%	22%	13%	8%	4%	1%	15%	18%	27%	18%	2%	13%	17%	12%	19%	9%	16%	7%	18%
			a	abd	ab		g		l	l	hl	l							qs		qs
		11%	17%	58%	75%	83%	94%	2%	58%	17%	15%	34%	29%	61%	8%	4%	2%	19%	42%	15%	46%
Mean mobiles used		1.0	.9	.7	.8	.9	1.0	1.1	.9	.8	.8	.8	1.1	.8	.8	.9	.7	.9	.8	.9	.8
		bcd	cd		c			f					hijk					t		rt	
Standard deviation		.39	.38	.49	.45	.42	.41	.42	.47	.55	.51	.46	.39	.46	.42	.39	.48	.42	.49	.45	.45
Standard error		.02	.02	.02	.01	.01	.01	.03	.02	.04	.05	.02	.01	.02	.03	.03	.05	.02	.03	.03	.02

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

Any break column with 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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
PERSONALLY USE MOBILE																				
Yes	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	96%	89%	70%	80%	87%	94%	98%	81%	76%	72%	78%	97%	80%	78%	85%	74%	84%	77%	85%	76%
	bcd	cd		c			f					hijk			p		rt		rt	
	16%	11%	8%	18%	37%	88%	8%	13%	3%	2%	6%	75%	15%	1%	1%	*%	7%	8%	8%	8%
No	18	33	82	115	134	144	5	77	24	16	43	62	97	10	5	3	35	62	33	63
	4%	11%	30%	20%	13%	6%	2%	19%	24%	28%	22%	3%	20%	22%	15%	26%	16%	23%	15%	24%
		a	abd	ab		g		l	l	l	l					o		qs		qs
	11%	21%	53%	74%	86%	92%	3%	49%	15%	10%	28%	40%	62%	7%	3%	2%	22%	40%	21%	41%

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

Any break column with 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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
EE/ Orange/ T-Mobile	107	63	37	99	223	624	55	78	15	**	30	547	84	5	9	**	40	44	40	44
	27%	23%	19%	21%	24%	28%	26%	23%	19%	**	20%	29%	22%	14%	35%	**	22%	21%	21%	22%
	cd											hk			mn					
	15%	9%	5%	14%	31%	88%	8%	11%	2%	**	4%	77%	12%	1%	1%	**	6%	6%	6%	6%
O2	89	60	35	96	197	494	38	76	15	**	37	414	80	7	4	**	33	46	42	38
	23%	22%	18%	21%	21%	22%	18%	23%	20%	**	25%	22%	21%	18%	15%	**	18%	23%	22%	19%
	16%	11%	6%	17%	36%	89%	7%	14%	3%	**	7%	75%	14%	1%	1%	**	6%	8%	8%	7%
Vodafone	53	51	32	83	152	350	30	61	14	**	31	284	73	4	5	**	36	38	40	34
	13%	19%	17%	18%	16%	16%	14%	18%	19%	**	20%	15%	19%	11%	17%	**	19%	18%	21%	17%
	14%	13%	8%	21%	39%	90%	8%	16%	4%	**	8%	73%	19%	1%	1%	**	9%	10%	10%	9%
'3'	37	16	8	24	69	210	42	27	6	**	11	201	18	4	1	**	10	8	7	11
	9%	6%	4%	5%	7%	10%	20%	8%	7%	**	7%	11%	5%	12%	3%	**	5%	4%	3%	6%
	cd						f							mo						
	14%	6%	3%	9%	27%	81%	16%	10%	2%	**	4%	78%	7%	2%	*%	**	4%	3%	3%	4%
Tesco	42	25	30	55	99	172	4	29	8	**	12	136	48	2	4	**	24	23	17	30
	11%	9%	16%	12%	11%	8%	2%	9%	10%	**	8%	7%	12%	6%	14%	**	13%	11%	9%	15%
			b			g														
	23%	13%	16%	30%	54%	94%	2%	16%	4%	**	6%	74%	26%	1%	2%	**	13%	13%	9%	16%
Virgin Media/ Any Virgin	25	16	13	29	47	115	8	21	7	**	11	88	24	4	1	**	10	14	13	10
	6%	6%	7%	6%	5%	5%	4%	6%	9%	**	7%	5%	6%	10%	4%	**	5%	7%	7%	5%
	20%	13%	10%	23%	37%	92%	7%	17%	5%	**	9%	69%	19%	3%	1%	**	8%	11%	11%	8%
Giffgaff	7	5	3	8	28	68	7	11	4	**	5	53	6	2	*	**	3	2	3	3
	2%	2%	2%	2%	3%	3%	3%	3%	6%	**	3%	3%	1%	5%	*%	**	2%	1%	2%	1%
														m						
	10%	6%	4%	10%	37%	88%	10%	15%	6%	**	6%	69%	7%	2%	*%	**	5%	3%	4%	3%

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

Any break column with 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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
BT	10	12	7	18	20	37	2	6	3	**	2	30	14	4	*	**	7	6	8	6
	3%	4%	3%	4%	2%	2%	1%	2%	4%	**	1%	2%	4%	11%	1%	**	4%	3%	4%	3%
									l					mo						
	24%	28%	16%	44%	49%	89%	4%	14%	8%	**	5%	72%	34%	10%	1%	**	18%	15%	20%	13%
TalkTalk	4	4	5	10	16	30	3	4	1	**	2	27	9	-	*	**	5	4	6	3
	1%	2%	3%	2%	2%	1%	1%	1%	1%	**	2%	1%	2%	-%	1%	**	3%	2%	3%	2%
	11%	14%	15%	29%	50%	91%	9%	14%	3%	**	7%	83%	29%	-%	*%	**	15%	14%	19%	10%
Sky Mobile	6	4	2	6	10	26	2	4	1	**	2	22	5	*	1	**	2	2	1	4
	2%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	3%	**	1%	1%	*%	2%
	21%	12%	7%	19%	33%	85%	7%	13%	2%	**	5%	72%	15%	1%	2%	**	8%	7%	3%	13%
Lycatel	1	-	-	-	7	9	13	-	-	**	-	19	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	1%	*%	6%	-%	-%	**	-%	1%	-%	-%	-%	**	-%	-%	-%	-%
							f					h								
	5%	-%	-%	-%	34%	46%	64%	-%	-%	**	-%	97%	-%	-%	-%	**	-%	-%	-%	-%
iD Mobile (Carphone Warehouse)	2	2	1	3	5	13	1	1	-	**	1	11	2	-	1	**	2	-	*	1
	*%	1%	*%	1%	1%	1%	*%	*%	-%	**	*%	1%	*%	-%	3%	**	1%	-%	*%	1%
															m					
	14%	15%	5%	21%	35%	95%	7%	11%	-%	**	4%	81%	14%	-%	6%	**	14%	-%	4%	10%
Asda Mobile	3	2	3	5	9	10	1	4	*	**	2	5	5	-	-	**	2	3	3	2
	1%	1%	1%	1%	1%	*%	1%	1%	*%	**	1%	*%	1%	-%	-%	**	1%	2%	2%	1%
								l			l									
	24%	16%	22%	38%	74%	77%	10%	33%	3%	**	14%	36%	38%	-%	-%	**	12%	26%	24%	14%
Plusnet	-	3	1	4	6	11	1	1	-	**	1	10	3	1	*	**	1	2	2	1
	-%	1%	*%	1%	1%	*%	*%	*%	-%	**	1%	1%	1%	2%	*%	**	1%	1%	1%	*%
		a																		
	-%	25%	7%	32%	51%	92%	9%	7%	-%	**	7%	88%	24%	7%	1%	**	10%	14%	17%	7%

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

Any break column with 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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Talk Mobile	3	4	2	5	7	10	-	1	-	**	1	8	5	1	-	**	2	2	1	3
	1%	1%	1%	1%	1%	*%	-%	*%	-%	**	1%	*%	1%	2%	-%	**	1%	1%	1%	2%
	25%	37%	16%	53%	63%	99%	-%	12%	-%	**	11%	73%	46%	6%	-%	**	24%	22%	13%	33%
Lebara	-	-	-	-	3	3	4	1	-	**	-	6	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	*%	*%	2% f	*%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	36%	36%	45%	11%	-%	**	-%	71%	-%	-%	-%	**	-%	-%	-%	-%
Utility Warehouse	1	1	1	2	2	4	-	-	-	**	-	4	2	-	-	**	-	2	-	2
	*%	*%	1%	*%	*%	*%	-%	-%	-%	**	-%	*%	*%	-%	-%	**	-%	1%	-%	1%
	26%	22%	26%	48%	48%	100%	-%	-%	-%	**	-%	100%	48%	-%	-%	**	-%	48%	-%	48%
Other	1	1	-	1	2	5	-	-	-	**	-	5	-	*	*	**	-	-	-	-
	*%	*%	-%	*%	*%	*%	-%	-%	-%	**	-%	*%	-%	1% m	*%	**	-%	-%	-%	-%
	13%	12%	-%	12%	37%	96%	-%	-%	-%	**	-%	96%	-%	10%	2%	**	-%	-%	-%	-%
Don't know	4	4	13	17	20	22	2	10	2	**	5	10	13	3	1	**	6	8	5	8
	1%	2%	7%	4%	2%	1%	1%	3%	3%	**	3%	1%	3%	7%	5%	**	3%	4%	3%	4%
			ab	a				l	l		l									
	13%	16%	48%	64%	75%	82%	9%	38%	8%	**	17%	38%	49%	10%	5%	**	21%	28%	18%	29%

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

Any break column with 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 search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy.

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Yes	299	171	74	245	624	1851	193	199	36	**	85	1669	206	22	11	**	107	99	113	93
	76%	63%	39%	53%	68%	84%	90%	59%	48%	**	56%	89%	53%	59%	41%	**	58%	48%	60%	47%
	bcd	cd		c			f					hik	o	o			rt		rt	
	14%	8%	3%	12%	29%	87%	9%	9%	2%	**	4%	79%	10%	1%	1%	**	5%	5%	5%	4%
No	93	98	115	214	294	355	21	133	38	**	65	207	180	15	15	**	75	105	75	105
	24%	36%	60%	46%	32%	16%	10%	40%	50%	**	43%	11%	46%	39%	58%	**	41%	51%	40%	52%
		a	abd	ab		g		l	l		l				mn			qs		qs
	24%	25%	30%	55%	75%	91%	5%	34%	10%	**	17%	53%	46%	4%	4%	**	19%	27%	19%	27%
Don't know	1	2	2	4	5	6	-	4	1	**	1	3	3	1	*	**	1	1	1	2
	*%	1%	1%	1%	1%	*%	-%	1%	2%	**	*%	*%	1%	2%	*%	**	1%	1%	*%	1%
								l	l											
	16%	31%	24%	55%	75%	96%	-%	58%	21%	**	11%	43%	41%	13%	1%	**	21%	20%	14%	27%

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

Any break column with 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 search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy.

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Yes	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	73%	56%	27%	42%	59%	79%	88%	48%	36%	32%	44%	86%	42%	46%	35%	45%	49%	37%	51%	35%
	bcd	cd		c			f	ij				hijk					rt		rt	
	14%	8%	3%	12%	29%	87%	9%	9%	2%	1%	4%	79%	10%	1%	1%	*%	5%	5%	5%	4%
No	93	98	115	214	294	355	21	133	38	23	65	207	180	15	15	4	75	105	75	105
	23%	32%	42%	37%	28%	15%	9%	32%	38%	39%	34%	11%	37%	30%	50%	29%	34%	39%	34%	40%
		a	ab	a		g		l	l	l	l				mnp					
	24%	25%	30%	55%	75%	91%	5%	34%	10%	6%	17%	53%	46%	4%	4%	1%	19%	27%	19%	27%
Don't know	1	2	2	4	5	6	-	4	1	1	1	3	3	1	*	-	1	1	1	2
	*%	1%	1%	1%	*%	*%	-%	1%	1%	1%	*%	*%	1%	2%	*%	-%	1%	*%	*%	1%
								l	l	l										
	16%	31%	24%	55%	75%	96%	-%	58%	21%	11%	11%	43%	41%	13%	1%	-%	21%	20%	14%	27%
DO NOT PERSONALLY USE A MOBILE PHONE	18	33	82	115	134	144	5	77	24	16	43	62	97	10	5	3	35	62	33	63
	4%	11%	30%	20%	13%	6%	2%	19%	24%	28%	22%	3%	20%	22%	15%	26%	16%	23%	15%	24%
		a	abd	ab		g		l	l	l	l					o		qs		qs
	11%	21%	53%	74%	86%	92%	3%	49%	15%	10%	28%	40%	62%	7%	3%	2%	22%	40%	21%	41%

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

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

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

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Apple iPhone	111	63	21	84	200	800	82	60	**	**	23	747	73	**	**	**	38	34	44	29
	37%	37%	28%	34%	32%	43%	43%	30%	**	**	27%	45%	35%	**	**	**	36%	35%	39%	31%
												hk								
	12%	7%	2%	9%	22%	87%	9%	7%	**	**	3%	82%	8%	**	**	**	4%	4%	5%	3%
Samsung	113	62	30	93	261	670	74	75	**	**	29	604	76	**	**	**	34	42	41	35
	38%	36%	41%	38%	42%	36%	38%	38%	**	**	34%	36%	37%	**	**	**	32%	43%	36%	38%
	14%	8%	4%	12%	33%	86%	9%	10%	**	**	4%	77%	10%	**	**	**	4%	5%	5%	4%
Huawei	16	5	1	6	30	110	14	15	**	**	6	96	5	**	**	**	3	2	4	1
	5%	3%	2%	3%	5%	6%	7%	8%	**	**	8%	6%	2%	**	**	**	3%	2%	3%	1%
	13%	4%	1%	5%	24%	87%	11%	12%	**	**	5%	75%	4%	**	**	**	2%	1%	3%	1%
Sony	10	6	2	8	29	60	8	10	**	**	6	50	7	**	**	**	5	2	4	3
	3%	3%	2%	3%	5%	3%	4%	5%	**	**	7%	3%	3%	**	**	**	4%	2%	4%	3%
											l									
	15%	9%	2%	11%	42%	88%	11%	14%	**	**	9%	73%	9%	**	**	**	7%	3%	6%	4%
Nokia	10	7	2	9	24	54	6	13	**	**	9	44	7	**	**	**	4	3	2	6
	3%	4%	3%	4%	4%	3%	3%	6%	**	**	10%	3%	4%	**	**	**	4%	3%	2%	6%
								l			l									
	16%	12%	3%	15%	40%	89%	10%	21%	**	**	14%	73%	12%	**	**	**	7%	5%	3%	9%
Motorola	8	10	6	16	21	43	*	4	**	**	1	38	14	**	**	**	10	5	8	6
	3%	6%	8%	7%	3%	2%	*%	2%	**	**	2%	2%	7%	**	**	**	9%	5%	7%	7%
			a	a																
	18%	22%	14%	36%	49%	97%	1%	9%	**	**	3%	85%	33%	**	**	**	22%	10%	18%	14%
LG	10	4	2	6	14	22	2	4	**	**	3	17	6	**	**	**	3	3	1	5
	3%	2%	3%	3%	2%	1%	1%	2%	**	**	4%	1%	3%	**	**	**	3%	3%	1%	5%
											l									
	40%	15%	10%	25%	55%	89%	8%	17%	**	**	13%	70%	23%	**	**	**	11%	12%	4%	19%

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

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

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

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
HTC	6	2	1	2	9	18	6	3	**	**	-	20	1	**	**	**	1	-	-	1
	2%	1%	1%	1%	1%	1%	3% f	1%	**	**	-%	1%	*%	**	**	**	1%	-%	-%	1%
	23%	7%	3%	10%	35%	75%	26%	12%	**	**	-%	83%	3%	**	**	**	3%	-%	-%	3%
Google	2	*	-	*	*	7	-	2	**	**	1	5	-	**	**	**	-	-	-	-
	1%	*%	-%	*%	*%	*%	-%	1%	**	**	2% l	*%	-%	**	**	**	-%	-%	-%	-%
	23%	2%	-%	2%	3%	100%	-%	27%	**	**	20%	69%	-%	**	**	**	-%	-%	-%	-%
OnePlus	1	1	-	1	1	5	-	-	**	**	-	4	1	**	**	**	-	1	1	-
	*%	*%	-%	*%	*%	*%	-%	-%	**	**	-%	*%	*%	**	**	**	-%	1%	*%	-%
	16%	11%	-%	11%	11%	100%	-%	-%	**	**	-%	88%	11%	**	**	**	-%	11%	11%	-%
BlackBerry	2	-	-	-	1	4	-	1	**	**	*	2	-	**	**	**	-	-	-	-
	1%	-%	-%	-%	*%	*%	-%	1%	**	**	*%	*%	-%	**	**	**	-%	-%	-%	-%
	37%	-%	-%	-%	28%	94%	-%	34%	**	**	2%	48%	-%	**	**	**	-%	-%	-%	-%
Nexus	*	-	-	-	1	3	*	-	**	**	-	4	-	**	**	**	-	-	-	-
	*%	-%	-%	-%	*%	*%	*%	-%	**	**	-%	*%	-%	**	**	**	-%	-%	-%	-%
	3%	-%	-%	-%	34%	74%	10%	-%	**	**	-%	100%	-%	**	**	**	-%	-%	-%	-%
Lenovo	*	-	*	*	1	4	-	*	**	**	*	3	-	**	**	**	-	-	-	-
	*%	-%	1%	*%	*%	*%	-%	*%	**	**	*%	*%	-%	**	**	**	-%	-%	-%	-%
	9%	-%	11%	11%	24%	100%	-%	8%	**	**	8%	67%	-%	**	**	**	-%	-%	-%	-%
Xiomi	*	-	-	-	-	3	-	-	**	**	-	3	-	**	**	**	-	-	-	-
	*%	-%	-%	-%	-%	*%	-%	-%	**	**	-%	*%	-%	**	**	**	-%	-%	-%	-%
	6%	-%	-%	-%	-%	100%	-%	-%	**	**	-%	100%	-%	**	**	**	-%	-%	-%	-%

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

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

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

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
UNPROMPTED RESPONSES																				
Alcatel	2	*	2	2	6	8	-	1	**	**	*	7	2	**	**	**	*	2	2	-
	1%	*%	2%	1%	1%	*%	-%	*%	**	**	*%	*%	1%	**	**	**	*%	2%	2%	-%
	21%	5%	20%	25%	68%	90%	-%	11%	**	**	3%	84%	25%	**	**	**	5%	20%	25%	-%
Vodafone	2	3	*	3	5	7	-	4	**	**	3	3	3	**	**	**	3	-	1	2
	1%	2%	*%	1%	1%	*%	-%	2%	**	**	3%	*%	1%	**	**	**	3%	-%	1%	2%
								l			l									
	29%	46%	1%	47%	73%	100%	-%	60%	**	**	43%	39%	43%	**	**	**	43%	-%	16%	27%
Doro	-	2	2	3	3	3	-	2	**	**	2	1	3	**	**	**	3	*	1	2
	-%	1%	2%	1%	1%	*%	-%	1%	**	**	2%	*%	2%	**	**	**	3%	*%	1%	2%
			a	a				l			l									
	-%	52%	50%	103%	103%	100%	-%	80%	**	**	50%	19%	101%	**	**	**	89%	11%	27%	73%
Other	3	2	*	3	7	13	-	2	**	**	1	9	2	**	**	**	2	-	-	2
	1%	1%	1%	1%	1%	1%	-%	1%	**	**	1%	1%	1%	**	**	**	2%	-%	-%	2%
	26%	19%	3%	22%	59%	100%	-%	17%	**	**	5%	68%	13%	**	**	**	13%	-%	-%	13%
Don't know	4	4	4	9	10	16	-	1	**	**	*	12	7	**	**	**	2	6	5	3
	1%	2%	6%	4%	2%	1%	-%	1%	**	**	*%	1%	4%	**	**	**	2%	6%	4%	3%
			a																	
	21%	26%	27%	53%	62%	96%	-%	7%	**	**	2%	76%	45%	**	**	**	10%	35%	29%	15%

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

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

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

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Yes	245	121	44	164	494	1636	178	160	**	**	64	1503	139	**	**	**	78	61	71	68
	82%	70%	59%	67%	79%	88%	92%	81%	**	**	76%	90%	67%	**	**	**	73%	61%	63%	73%
	bcd											hk								
	13%	6%	2%	9%	26%	87%	9%	9%	**	**	3%	80%	7%	**	**	**	4%	3%	4%	4%
No	28	27	17	44	77	129	7	20	**	**	10	100	35	**	**	**	19	16	25	10
	9%	16%	23%	18%	12%	7%	4%	10%	**	**	11%	6%	17%	**	**	**	17%	17%	22%	11%
		a	a	a				l			l								t	
	19%	19%	12%	30%	53%	89%	5%	14%	**	**	7%	69%	24%	**	**	**	13%	11%	17%	7%
Don't know	26	24	13	37	53	86	8	18	**	**	11	65	32	**	**	**	10	22	17	15
	9%	14%	18%	15%	9%	5%	4%	9%	**	**	13%	4%	16%	**	**	**	9%	22%	15%	16%
			a	a				l			l							q		
	27%	24%	13%	37%	54%	87%	9%	18%	**	**	11%	66%	33%	**	**	**	10%	23%	18%	15%

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

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

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

Base : Those without a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	149	183	241	424	562	651	26	267	69	36	138	347	252	56	81	35	122	130	108	143
Effective Weighted Sample	110	114	142	255	359	442	20	178	48	27	98	232	193	33	53	28	95	101	82	110
Weighted total	93	98	115	214	294	355	21	133	38	23	65	207	180	15	15	4	75	105	75	105
	24%	25%	30%	55%	75%	91%	**	34%	**	**	17%	53%	46%	**	**	**	19%	27%	19%	27%
Certain to	3	-	-	-	4	9	**	3	**	**	1	5	-	**	**	**	-	-	-	-
	3%	-%	-%	-%	1%	2%	**	3%	**	**	1%	3%	-%	**	**	**	-%	-%	-%	-%
	cd																			
	28%	-%	-%	-%	40%	93%	**	36%	**	**	6%	56%	-%	**	**	**	-%	-%	-%	-%
Very likely	4	1	3	4	9	11	**	4	**	**	1	7	3	**	**	**	1	2	-	3
	4%	1%	2%	2%	3%	3%	**	3%	**	**	1%	3%	2%	**	**	**	1%	2%	-%	3%
	32%	8%	23%	31%	76%	92%	**	31%	**	**	6%	55%	29%	**	**	**	8%	21%	-%	29%
Likely	9	6	3	9	18	24	**	8	**	**	4	18	7	**	**	**	2	6	5	2
	9%	6%	2%	4%	6%	7%	**	6%	**	**	6%	9%	4%	**	**	**	3%	5%	7%	2%
	cd																			
	31%	22%	9%	31%	65%	85%	**	28%	**	**	14%	66%	27%	**	**	**	7%	20%	19%	8%
TOTAL LIKELY	15	7	5	12	31	43	**	15	**	**	5	30	11	**	**	**	3	8	5	6
	16%	7%	5%	6%	11%	12%	**	11%	**	**	8%	15%	6%	**	**	**	4%	8%	7%	5%
	bcd																			
	30%	14%	11%	25%	63%	88%	**	30%	**	**	10%	61%	22%	**	**	**	6%	16%	11%	12%
Unlikely	15	21	18	39	52	60	**	23	**	**	9	37	34	**	**	**	15	19	16	18
	16%	21%	16%	18%	18%	17%	**	18%	**	**	15%	18%	19%	**	**	**	20%	18%	21%	17%
	23%	32%	28%	59%	79%	92%	**	36%	**	**	14%	57%	52%	**	**	**	23%	29%	25%	27%
Very unlikely	23	26	20	46	60	79	**	26	**	**	15	48	35	**	**	**	19	16	14	21
	24%	26%	18%	22%	21%	22%	**	20%	**	**	24%	23%	19%	**	**	**	25%	15%	18%	20%
	26%	30%	24%	54%	70%	92%	**	31%	**	**	18%	56%	41%	**	**	**	22%	19%	16%	25%
Certain not to	29	40	64	103	129	143	**	57	**	**	32	73	89	**	**	**	34	55	38	50
	31%	40%	55%	48%	44%	40%	**	43%	**	**	49%	35%	49%	**	**	**	45%	52%	51%	48%
			ab	a							l									
	19%	26%	41%	67%	84%	93%	**	37%	**	**	21%	47%	57%	**	**	**	22%	35%	25%	33%

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

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

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

Base : Those without a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	149	183	241	424	562	651	26	267	69	36	138	347	252	56	81	35	122	130	108	143
Effective Weighted Sample	110	114	142	255	359	442	20	178	48	27	98	232	193	33	53	28	95	101	82	110
Weighted total	93	98	115	214	294	355	21	133	38	23	65	207	180	15	15	4	75	105	75	105
	24%	25%	30%	55%	75%	91%	**	34%	**	**	17%	53%	46%	**	**	**	19%	27%	19%	27%
TOTAL UNLIKELY	67	86	102	188	241	282	**	107	**	**	57	158	157	**	**	**	68	90	68	89
	72%	87%	89%	88%	82%	79%	**	80%	**	**	87%	77%	87%	**	**	**	90%	86%	90%	85%
		a	a	a							l									
	22%	28%	34%	62%	79%	92%	**	35%	**	**	19%	52%	52%	**	**	**	22%	29%	22%	29%
Don't know	11	6	8	13	22	30	**	12	**	**	4	18	12	**	**	**	5	7	2	10
	12%	6%	7%	6%	8%	8%	**	9%	**	**	6%	9%	6%	**	**	**	6%	7%	3%	9%
	32%	16%	22%	38%	63%	85%	**	33%	**	**	10%	52%	33%	**	**	**	13%	20%	6%	27%

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

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

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Prepay/ Pay as you go - using top-ups	94	102	117	219	380	487	44	146	32	**	75	325	186	18	12	**	78	108	79	106
	24%	38%	61%	47%	41%	22%	21%	43%	43%	**	50%	17%	48%	48%	46%	**	42%	52%	42%	53%
		a	abd	ab				l	l		l							qs		qs
	17%	18%	21%	40%	69%	88%	8%	26%	6%	**	14%	59%	33%	3%	2%	**	14%	19%	14%	19%
Monthly contract/ SIM-only - paying monthly	296	168	73	241	540	1717	169	190	43	**	76	1546	201	19	14	**	104	97	109	92
	75%	62%	38%	52%	59%	78%	79%	57%	57%	**	50%	82%	52%	52%	53%	**	57%	47%	58%	46%
	bcd	cd		c								hik					t		rt	
	15%	9%	4%	12%	28%	88%	9%	10%	2%	**	4%	79%	10%	1%	1%	**	5%	5%	6%	5%
Other	*	1	1	2	2	4	-	-	-	**	-	4	2	-	-	**	1	1	1	1
	*%	*%	1%	1%	*%	*%	-%	-%	-%	**	-%	*%	1%	-%	-%	**	1%	1%	1%	1%
	3%	22%	27%	49%	49%	75%	-%	-%	-%	**	-%	75%	49%	-%	-%	**	27%	22%	27%	22%
Don't know	3	*	*	*	*	5	-	*	-	**	*	4	-	-	*	**	-	-	-	-
	1%	*%	*%	*%	*%	*%	-%	*%	-%	**	*%	*%	-%	-%	1%	**	-%	-%	-%	-%
	60%	5%	3%	8%	8%	92%	-%	4%	-%	**	4%	86%	-%	-%	3%	**	-%	-%	-%	-%
CONTRACT TYPE																				
Subsidised handset	199	87	49	136	348	1215	133	125	22	**	45	1106	111	12	9	**	60	51	58	53
	51%	32%	26%	29%	38%	55%	62%	37%	29%	**	30%	59%	29%	31%	34%	**	33%	25%	31%	27%
	bcd											hik								
	14%	6%	3%	10%	25%	87%	9%	9%	2%	**	3%	79%	8%	1%	1%	**	4%	4%	4%	4%
SIM only	93	80	22	102	186	490	35	63	20	**	29	431	88	8	5	**	44	44	51	37
	24%	30%	11%	22%	20%	22%	16%	19%	27%	**	19%	23%	23%	20%	18%	**	24%	21%	27%	18%
	c	cd		c															t	
	17%	15%	4%	19%	35%	91%	6%	12%	4%	**	5%	80%	16%	1%	1%	**	8%	8%	10%	7%

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

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

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

Base : Those who use a postpay/ contract mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	430	282	151	433	875	2357	163	316	65	32	118	2002	248	67	75	43	131	117	140	108
Effective Weighted Sample	314	188	86	274	578	1642	128	207	44	24	83	1421	205	41	49	34	108	97	115	90
Weighted total	296	168	73	241	540	1717	169	190	43	19	76	1546	201	19	14	6	104	97	109	92
	15%	9%	4%	12%	28%	88%	9%	10%	**	**	4%	79%	10%	**	**	**	5%	5%	6%	5%
Handset and contract	199	87	49	136	348	1215	133	125	**	**	45	1106	111	**	**	**	60	51	58	53
	67%	52%	67%	56%	64%	71%	78%	66%	**	**	60%	72%	55%	**	**	**	58%	53%	53%	58%
	bd		b									k								
	14%	6%	3%	10%	25%	87%	9%	9%	**	**	3%	79%	8%	**	**	**	4%	4%	4%	4%
SIM card only	93	80	22	102	186	490	35	63	**	**	29	431	88	**	**	**	44	44	51	37
	31%	48%	30%	42%	35%	29%	21%	33%	**	**	38%	28%	44%	**	**	**	42%	45%	47%	40%
		ac		ac							l									
	17%	15%	4%	19%	35%	91%	6%	12%	**	**	5%	80%	16%	**	**	**	8%	8%	10%	7%
Don't know	4	1	2	3	6	12	2	3	**	**	2	10	2	**	**	**	-	2	-	2
	2%	*%	3%	1%	1%	1%	1%	1%	**	**	3%	1%	1%	**	**	**	-%	2%	-%	2%
											l									
	31%	5%	13%	18%	39%	80%	12%	19%	**	**	13%	66%	14%	**	**	**	-%	14%	-%	14%

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

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

QD10 (QD45). SHOWCARD Do you ever buy add-on packs or bolt-ons from (MOBILE NETWORK PROVIDER) to get extra data, minutes or texts for your pay as you go phone? (MULTI CODE)

Base : Those who use a prepay/ pay as you go mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	158	177	220	397	660	815	53	277	56	36	141	510	249	60	57	31	121	128	109	139
Effective Weighted Sample	112	112	137	248	440	577	38	196	45	26	105	355	190	37	40	25	94	99	83	107
Weighted total	94	102	117	219	380	487	44	146	32	22	75	325	186	18	12	3	78	108	79	106
	17%	18%	21%	40%	69%	88%	**	26%	**	**	14%	59%	33%	**	**	**	14%	19%	14%	19%
Yes, to pay upfront for a set amount of data	13	9	5	14	51	83	**	16	**	**	10	68	11	**	**	**	4	7	7	5
	13%	9%	4%	6%	14%	17%	**	11%	**	**	13%	21%	6%	**	**	**	5%	7%	9%	4%
	cd											h								
	13%	9%	5%	14%	54%	87%	**	17%	**	**	10%	71%	12%	**	**	**	4%	8%	7%	5%
Yes, to pay upfront for a set amount of minutes	19	15	13	27	65	81	**	23	**	**	12	63	23	**	**	**	12	12	6	17
	21%	14%	11%	13%	17%	17%	**	16%	**	**	17%	20%	13%	**	**	**	15%	11%	8%	16%
	cd																			
	18%	14%	12%	25%	61%	75%	**	21%	**	**	12%	59%	22%	**	**	**	11%	11%	6%	16%
Yes, to pay upfront for a set amount of texts	16	11	12	23	57	66	**	18	**	**	9	58	21	**	**	**	11	10	6	15
	17%	10%	11%	10%	15%	14%	**	12%	**	**	13%	18%	11%	**	**	**	14%	10%	8%	14%
	17%	11%	13%	25%	62%	72%	**	20%	**	**	10%	63%	23%	**	**	**	12%	11%	6%	16%
Yes, for anything else	1	*	1	1	3	6	**	2	**	**	1	4	1	**	**	**	1	-	-	1
	1%	*%	1%	*%	1%	1%	**	1%	**	**	1%	1%	1%	**	**	**	1%	-%	-%	1%
	16%	2%	16%	18%	50%	100%	**	25%	**	**	12%	72%	16%	**	**	**	16%	-%	-%	16%
TOTAL 'YES'	25	21	15	37	89	120	**	31	**	**	16	95	31	**	**	**	14	16	11	20
	26%	21%	13%	17%	24%	25%	**	21%	**	**	22%	29%	17%	**	**	**	19%	15%	14%	19%
	cd											h								
	16%	14%	10%	24%	59%	79%	**	20%	**	**	11%	63%	20%	**	**	**	10%	11%	7%	13%
No, do not buy add-on packs or bolt-ons	67	79	99	178	285	361	**	112	**	**	57	227	152	**	**	**	62	90	68	84
	71%	77%	85%	81%	75%	74%	**	77%	**	**	76%	70%	82%	**	**	**	79%	84%	86%	79%
			a	a																
	17%	20%	25%	45%	72%	91%	**	28%	**	**	14%	57%	38%	**	**	**	16%	23%	17%	21%

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

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

QD10 (QD45). SHOWCARD Do you ever buy add-on packs or bolt-ons from (MOBILE NETWORK PROVIDER) to get extra data, minutes or texts for your pay as you go phone? (MULTI CODE)

Base : Those who use a prepay/ pay as you go mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	158	177	220	397	660	815	53	277	56	36	141	510	249	60	57	31	121	128	109	139
Effective Weighted Sample	112	112	137	248	440	577	38	196	45	26	105	355	190	37	40	25	94	99	83	107
Weighted total	94	102	117	219	380	487	44	146	32	22	75	325	186	18	12	3	78	108	79	106
	17%	18%	21%	40%	69%	88%	**	26%	**	**	14%	59%	33%	**	**	**	14%	19%	14%	19%
Don't know	2	2	2	5	5	6	**	3	**	**	1	2	3	**	**	**	2	1	-	3
	2%	2%	2%	2%	1%	1%	**	2%	**	**	2%	1%	1%	**	**	**	2%	1%	-%	2%
	31%	31%	35%	66%	70%	83%	**	39%	**	**	20%	33%	36%	**	**	**	26%	11%	-%	36%

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

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

QD11A (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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Several times a day	164	66	19	85	335	1207	118	124	19	**	41	1100	72	7	4	**	29	43	36	36
	42%	24%	10%	18%	36%	55%	55%	37%	26%	**	27%	59%	19%	18%	15%	**	16%	21%	19%	18%
	bcd	cd		c				ik				hik								
	12%	5%	1%	6%	24%	88%	9%	9%	1%	**	3%	80%	5%	*%	*%	**	2%	3%	3%	3%
Every day	96	51	29	80	164	416	54	58	11	**	27	363	67	8	3	**	33	34	34	33
	24%	19%	15%	17%	18%	19%	25%	17%	15%	**	18%	19%	17%	20%	13%	**	18%	17%	18%	17%
	cd						f													
	20%	11%	6%	16%	34%	85%	11%	12%	2%	**	6%	74%	14%	2%	1%	**	7%	7%	7%	7%
Several times a week	77	74	36	109	186	294	28	57	10	**	27	235	95	5	7	**	54	41	43	52
	20%	27%	19%	24%	20%	13%	13%	17%	13%	**	18%	12%	24%	14%	27%	**	29%	20%	23%	26%
		ac						l			l		n		n		r			
	23%	22%	11%	32%	55%	87%	8%	17%	3%	**	8%	70%	28%	2%	2%	**	16%	12%	13%	15%
At least once a week	24	33	25	57	75	103	6	26	9	**	13	73	48	5	3	**	25	24	20	28
	6%	12%	13%	12%	8%	5%	3%	8%	12%	**	9%	4%	12%	14%	11%	**	14%	11%	11%	14%
		a	a	a				l	l		l									
	22%	29%	22%	51%	68%	93%	6%	24%	8%	**	12%	65%	44%	5%	3%	**	22%	21%	18%	25%
At least once a month	10	14	14	28	35	50	*	20	10	**	12	29	25	1	2	**	12	13	13	12
	2%	5%	7%	6%	4%	2%	*%	6%	13%	**	8%	2%	6%	3%	6%	**	7%	6%	7%	6%
		a	a	a				l	hl		l									
	19%	28%	27%	55%	68%	96%	*%	39%	19%	**	24%	56%	48%	2%	3%	**	24%	24%	25%	24%
Less than once a month	11	12	23	35	41	42	4	17	3	**	11	25	29	4	2	**	10	20	21	9
	3%	4%	12%	8%	4%	2%	2%	5%	4%	**	7%	1%	7%	10%	8%	**	5%	10%	11%	4%
			abd	a				l			l							t	qt	
	24%	25%	49%	75%	87%	90%	7%	35%	6%	**	24%	54%	62%	8%	4%	**	21%	42%	44%	18%

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

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

QD11A (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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Never	11	22	46	68	85	99	3	34	14	**	18	53	52	8	6	**	21	31	23	29
	3%	8%	24%	15%	9%	4%	2%	10%	18%	**	12%	3%	13%	22%	21%	**	11%	15%	12%	15%
		a	abd	ab				l	hl		l									
	11%	21%	44%	65%	81%	94%	3%	33%	13%	**	18%	51%	50%	8%	5%	**	20%	30%	22%	28%
TOTAL AT LEAST ONCE A WEEK	362	224	108	332	761	2021	206	265	49	**	109	1771	283	25	17	**	141	142	133	150
	92%	82%	57%	72%	82%	91%	97%	79%	65%	**	72%	94%	73%	66%	65%	**	77%	69%	70%	75%
	bcd	cd		c			f	i				hik								
	16%	10%	5%	14%	33%	87%	9%	11%	2%	**	5%	76%	12%	1%	1%	**	6%	6%	6%	6%
TOTAL EVER	382	250	145	395	837	2113	210	302	61	**	133	1825	337	29	21	**	163	174	166	170
	97%	92%	76%	85%	91%	96%	98%	90%	82%	**	88%	97%	87%	78%	79%	**	89%	85%	88%	85%
	bcd	cd		c				i				hik								
	16%	10%	6%	16%	35%	88%	9%	13%	3%	**	6%	76%	14%	1%	1%	**	7%	7%	7%	7%
Don't know	-	-	-	-	1	1	-	-	-	**	-	1	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	*%	*%	-%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	77%	77%	-%	-%	-%	**	-%	77%	-%	-%	-%	**	-%	-%	-%	-%

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

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

QD11B (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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Several times a day	161	50	18	67	285	1028	130	97	20	**	39	970	56	5	4	**	26	30	26	29
	41%	18%	9%	15%	31%	46%	61%	29%	27%	**	26%	52%	14%	13%	16%	**	14%	15%	14%	15%
	bcd	c		c			f					hik								
	13%	4%	1%	6%	24%	86%	11%	8%	2%	**	3%	81%	5%	*%	*%	**	2%	3%	2%	2%
Every day	96	63	32	95	203	489	52	78	11	**	37	415	80	8	4	**	45	34	34	46
	24%	23%	17%	21%	22%	22%	24%	23%	14%	**	24%	22%	20%	21%	16%	**	25%	17%	18%	23%
	c																r			
	17%	11%	6%	17%	36%	86%	9%	14%	2%	**	7%	73%	14%	1%	1%	**	8%	6%	6%	8%
Several times a week	80	83	47	130	209	384	21	73	14	**	33	297	110	9	8	**	50	60	53	57
	20%	30%	25%	28%	23%	17%	10%	22%	18%	**	22%	16%	28%	23%	30%	**	27%	29%	28%	29%
		a		a		g		l			l									
	19%	20%	11%	31%	49%	91%	5%	17%	3%	**	8%	70%	26%	2%	2%	**	12%	14%	13%	14%
At least once a week	31	35	26	60	89	150	7	36	10	**	14	103	48	7	5	**	20	27	24	24
	8%	13%	13%	13%	10%	7%	3%	11%	13%	**	9%	5%	12%	19%	19%	**	11%	13%	13%	12%
		a	a	a				l	l		l									
	19%	22%	16%	38%	55%	93%	4%	22%	6%	**	9%	64%	30%	4%	3%	**	13%	17%	15%	15%
At least once a month	14	26	37	62	72	91	2	31	13	**	16	53	56	3	3	**	27	29	31	25
	3%	9%	19%	14%	8%	4%	1%	9%	18%	**	11%	3%	14%	9%	10%	**	15%	14%	16%	13%
		a	abd	a		g		l	hl		l									
	15%	28%	40%	67%	78%	97%	2%	33%	14%	**	17%	57%	60%	4%	3%	**	29%	32%	33%	27%
Less than once a month	10	15	23	39	47	49	2	14	5	**	10	28	33	4	2	**	12	21	17	16
	3%	6%	12%	8%	5%	2%	1%	4%	7%	**	7%	2%	9%	9%	8%	**	7%	10%	9%	8%
		a	ab	a				l	l		l									
	19%	29%	45%	74%	89%	94%	3%	26%	10%	**	19%	54%	63%	7%	4%	**	23%	40%	33%	30%

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

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

QD11B (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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Never	3	1	7	8	16	19	-	5	1	**	2	11	6	1	*	**	3	3	4	2
	1%	*%	4%	2%	2%	1%	-%	2%	2%	**	1%	1%	2%	4%	2%	**	2%	2%	2%	1%
			ab					l												
	13%	5%	37%	42%	85%	100%	-%	28%	7%	**	10%	58%	32%	7%	2%	**	15%	17%	22%	10%
TOTAL AT LEAST ONCE A WEEK	367	230	123	352	786	2051	210	285	54	**	123	1785	293	29	21	**	142	151	137	156
	93%	85%	64%	76%	85%	93%	98%	85%	72%	**	82%	95%	75%	76%	80%	**	77%	74%	72%	78%
	bcd	cd		c			f	i				hik								
	16%	10%	5%	15%	33%	87%	9%	12%	2%	**	5%	76%	12%	1%	1%	**	6%	6%	6%	7%
TOTAL EVER	391	271	183	454	905	2191	213	330	73	**	149	1867	383	36	26	**	181	202	185	197
	99%	100%	96%	98%	98%	99%	100%	98%	97%	**	99%	99%	98%	95%	98%	**	98%	98%	98%	99%
	c	c										hi	n							
	16%	11%	7%	18%	36%	88%	9%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	7%	8%
Don't know	-	-	1	1	2	1	-	1	1	**	-	1	-	1	-	**	-	-	-	-
	-%	-%	*%	*%	*%	*%	-%	*%	1%	**	-%	*%	-%	2%	-%	**	-%	-%	-%	-%
									l					m						
	-%	-%	41%	41%	94%	84%	-%	41%	41%	**	-%	53%	-%	41%	-%	**	-%	-%	-%	-%

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

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

QD11C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Several times a day	113	40	8	48	231	977	116	89	**	**	32	913	41	**	**	**	25	16	24	18
	38%	23%	11%	20%	37%	53%	60%	45%	**	**	37%	55%	20%	**	**	**	23%	16%	21%	19%
	bcd	c										hk								
	10%	4%	1%	4%	21%	87%	10%	8%	**	**	3%	81%	4%	**	**	**	2%	1%	2%	2%
Every day	66	40	16	56	146	393	46	37	**	**	18	366	46	**	**	**	24	22	27	19
	22%	23%	22%	23%	23%	21%	24%	19%	**	**	21%	22%	22%	**	**	**	23%	22%	24%	21%
	14%	9%	3%	12%	31%	85%	10%	8%	**	**	4%	79%	10%	**	**	**	5%	5%	6%	4%
Several times a week	46	28	12	40	84	206	15	23	**	**	10	185	36	**	**	**	23	13	17	19
	15%	16%	16%	16%	13%	11%	8%	11%	**	**	12%	11%	17%	**	**	**	21%	13%	15%	21%
	20%	12%	5%	17%	36%	88%	6%	10%	**	**	4%	79%	15%	**	**	**	10%	5%	7%	8%
At least once a week	13	9	5	14	33	60	4	7	**	**	4	48	11	**	**	**	5	6	7	4
	4%	5%	7%	6%	5%	3%	2%	3%	**	**	5%	3%	5%	**	**	**	4%	6%	6%	4%
	19%	14%	7%	21%	49%	89%	6%	10%	**	**	6%	71%	16%	**	**	**	7%	9%	10%	6%
At least once a month	10	5	3	8	14	25	-	3	**	**	2	20	5	**	**	**	1	5	3	2
	3%	3%	4%	3%	2%	1%	-%	2%	**	**	2%	1%	3%	**	**	**	1%	5%	3%	2%
	39%	19%	12%	31%	53%	95%	-%	12%	**	**	7%	74%	20%	**	**	**	3%	17%	13%	7%
Less than once a month	5	8	4	12	17	26	3	6	**	**	1	22	11	**	**	**	7	4	5	5
	2%	5%	5%	5%	3%	1%	2%	3%	**	**	1%	1%	5%	**	**	**	7%	4%	5%	6%
		a		a				l												
	16%	27%	12%	39%	55%	84%	10%	20%	**	**	4%	71%	36%	**	**	**	24%	12%	18%	18%
Never	46	40	26	66	99	163	9	33	**	**	18	115	55	**	**	**	22	33	30	24
	15%	23%	35%	27%	16%	9%	5%	17%	**	**	22%	7%	27%	**	**	**	21%	33%	27%	26%
		a	ab	a				l			l							q		
	27%	23%	15%	38%	57%	94%	5%	19%	**	**	11%	67%	32%	**	**	**	13%	19%	18%	14%

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

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

QD11C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
TOTAL AT LEAST ONCE A WEEK	238	118	41	158	494	1636	181	156	**	**	64	1512	135	**	**	**	77	57	74	60
	79%	69%	56%	65%	79%	88%	94%	79%	**	**	75%	91%	65%	**	**	**	72%	58%	65%	65%
	bcd	c					f					hk					r			
	13%	6%	2%	8%	26%	86%	10%	8%	**	**	3%	80%	7%	**	**	**	4%	3%	4%	3%
TOTAL EVER	253	131	48	179	524	1687	184	166	**	**	67	1553	151	**	**	**	85	66	83	68
	85%	76%	65%	73%	84%	91%	95%	83%	**	**	78%	93%	73%	**	**	**	79%	66%	73%	73%
	bcd											hk					r			
	13%	7%	2%	9%	27%	87%	9%	8%	**	**	3%	80%	8%	**	**	**	4%	3%	4%	3%
Don't know	-	1	-	1	1	1	-	-	**	**	-	1	1	**	**	**	-	1	-	1
	-%	1%	-%	*%	*%	*%	-%	-%	**	**	-%	*%	*%	**	**	**	-%	1%	-%	1%
	-%	81%	-%	81%	117%	100%	-%	-%	**	**	-%	63%	81%	**	**	**	-%	81%	-%	81%

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

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

QD11D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use social media sites or apps such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (SINGLE CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Several times a day	65	20	6	26	220	797	102	79	**	**	29	737	22	**	**	**	10	12	8	14
	22%	12%	8%	10%	35%	43%	53%	40%	**	**	34%	44%	11%	**	**	**	9%	12%	7%	15%
	bcd						f													s
	7%	2%	1%	3%	24%	86%	11%	9%	**	**	3%	80%	2%	**	**	**	1%	1%	1%	2%
Every day	49	15	9	24	90	311	39	27	**	**	9	294	17	**	**	**	9	8	11	5
	17%	9%	13%	10%	14%	17%	20%	13%	**	**	11%	18%	8%	**	**	**	8%	8%	10%	5%
	bd																			
	14%	4%	3%	7%	25%	85%	11%	7%	**	**	3%	81%	5%	**	**	**	2%	2%	3%	1%
Several times a week	34	12	6	18	55	177	13	10	**	**	4	164	15	**	**	**	6	9	7	8
	11%	7%	8%	7%	9%	10%	7%	5%	**	**	5%	10%	7%	**	**	**	6%	9%	6%	9%
												h								
	16%	6%	3%	9%	26%	85%	6%	5%	**	**	2%	79%	7%	**	**	**	3%	4%	3%	4%
At least once a week	10	11	3	14	21	64	8	5	**	**	4	66	12	**	**	**	11	2	5	7
	3%	6%	4%	6%	3%	3%	4%	2%	**	**	4%	4%	6%	**	**	**	10%	2%	5%	8%
																	r			r
	12%	14%	4%	18%	27%	82%	10%	6%	**	**	5%	85%	16%	**	**	**	14%	2%	7%	9%
At least once a month	2	1	2	3	5	18	-	3	**	**	2	15	1	**	**	**	*	1	1	-
	1%	1%	2%	1%	1%	1%	-%	1%	**	**	3%	1%	1%	**	**	**	*%	1%	1%	-%
	13%	6%	10%	16%	30%	99%	-%	15%	**	**	13%	85%	6%	**	**	**	1%	5%	6%	-%
Less than once a month	4	8	2	10	13	21	3	3	**	**	2	19	9	**	**	**	5	4	4	6
	1%	5%	3%	4%	2%	1%	1%	2%	**	**	3%	1%	5%	**	**	**	5%	4%	3%	6%
		a		a																
	14%	30%	8%	38%	51%	79%	10%	12%	**	**	9%	72%	35%	**	**	**	20%	16%	14%	22%

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

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

QD11D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use social media sites or apps such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (SINGLE CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Never	135	105	46	151	220	463	29	72	**	**	34	373	130	**	**	**	66	64	78	52
	45%	61%	62%	61%	35%	25%	15%	36%	**	**	40%	22%	63%	**	**	**	62%	65%	68%	56%
		a	a	a		g		l			l									
	27%	21%	9%	30%	44%	92%	6%	14%	**	**	7%	74%	26%	**	**	**	13%	13%	15%	10%
TOTAL AT LEAST ONCE A WEEK	158	57	24	82	386	1349	161	121	**	**	47	1261	66	**	**	**	36	30	31	35
	53%	34%	33%	33%	62%	73%	84%	61%	**	**	55%	76%	32%	**	**	**	33%	30%	27%	37%
	bcd						f					hk								
	10%	4%	2%	5%	24%	86%	10%	8%	**	**	3%	80%	4%	**	**	**	2%	2%	2%	2%
TOTAL EVER	164	66	28	95	404	1387	164	127	**	**	51	1295	76	**	**	**	41	35	36	41
	55%	39%	38%	39%	65%	75%	85%	64%	**	**	60%	78%	37%	**	**	**	38%	35%	32%	44%
	bcd						f					hk								
	10%	4%	2%	6%	25%	86%	10%	8%	**	**	3%	80%	5%	**	**	**	3%	2%	2%	3%

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

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

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Send/ receive text messages	331	199	105	304	689	1869	184	257	49	**	112	1628	261	22	15	**	127	134	131	130
	84%	73%	55%	66%	75%	84%	86%	77%	65%	**	74%	87%	67%	59%	58%	**	69%	65%	69%	65%
	bcd	cd		c				i				hik								
	16%	9%	5%	14%	32%	88%	9%	12%	2%	**	5%	76%	12%	1%	1%	**	6%	6%	6%	6%
Take photos	250	127	52	179	515	1629	165	178	34	**	70	1480	153	12	10	**	82	71	90	64
	64%	47%	27%	39%	56%	74%	77%	53%	45%	**	46%	79%	39%	32%	39%	**	45%	35%	47%	32%
	bcd	cd		c								hik					rt		rt	
	13%	7%	3%	10%	28%	87%	9%	10%	2%	**	4%	79%	8%	1%	1%	**	4%	4%	5%	3%
General browsing/ surfing the internet	208	101	28	129	406	1417	153	136	22	**	51	1312	111	11	4	**	67	45	63	49
	53%	37%	15%	28%	44%	64%	72%	41%	30%	**	34%	70%	29%	30%	14%	**	36%	22%	33%	24%
	bcd	cd		c			f					hik	o	o			rt		r	
	13%	6%	2%	8%	25%	87%	9%	8%	1%	**	3%	80%	7%	1%	*%	**	4%	3%	4%	3%
Send/ receive emails	184	77	29	106	337	1293	138	107	18	**	39	1211	91	9	4	**	52	39	60	31
	47%	28%	15%	23%	37%	58%	65%	32%	23%	**	26%	64%	23%	24%	15%	**	28%	19%	32%	16%
	bcd	c		c								hik					rt		rt	
	12%	5%	2%	7%	23%	87%	9%	7%	1%	**	3%	82%	6%	1%	*%	**	4%	3%	4%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	152	65	21	86	323	1207	144	119	22	**	45	1129	76	5	4	**	40	35	41	35
	39%	24%	11%	19%	35%	55%	67%	35%	29%	**	30%	60%	19%	13%	14%	**	22%	17%	22%	18%
	bcd	c		c			f					hik								
	11%	5%	1%	6%	23%	86%	10%	9%	2%	**	3%	81%	5%	*%	*%	**	3%	3%	3%	3%

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

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

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Send/ receive messages with pictures/ images	154	61	25	86	266	1073	122	109	16	**	44	993	75	7	3	**	44	31	49	26
	39%	22%	13%	19%	29%	48%	57%	32%	21%	**	29%	53%	19%	17%	13%	**	24%	15%	26%	13%
	bcd	c					f	i				hik					rt		rt	
	12%	5%	2%	7%	21%	86%	10%	9%	1%	**	4%	80%	6%	1%	*%	**	3%	3%	4%	2%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	110	32	14	46	256	996	125	97	18	**	38	942	36	6	2	**	16	20	20	17
	28%	12%	7%	10%	28%	45%	59%	29%	24%	**	25%	50%	9%	16%	7%	**	9%	10%	10%	8%
	bcd						f					hik		o						
	9%	3%	1%	4%	22%	85%	11%	8%	2%	**	3%	81%	3%	1%	*%	**	1%	2%	2%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	81	24	6	30	198	805	109	74	11	**	31	782	26	2	1	**	13	13	20	6
	20%	9%	3%	7%	21%	36%	51%	22%	14%	**	20%	42%	7%	6%	5%	**	7%	6%	11%	3%
	bcd	c					f					hik							t	
	8%	2%	1%	3%	20%	83%	11%	8%	1%	**	3%	81%	3%	*%	*%	**	1%	1%	2%	1%
Send/ receive video clips	90	36	13	49	193	750	108	65	11	**	21	730	43	3	2	**	23	20	29	15
	23%	13%	7%	11%	21%	34%	50%	19%	15%	**	14%	39%	11%	7%	9%	**	13%	10%	15%	8%
	bcd	c					f					hik							t	
	10%	4%	1%	5%	21%	83%	12%	7%	1%	**	2%	81%	5%	*%	*%	**	3%	2%	3%	2%
Record video clips	70	29	10	39	180	727	113	68	13	**	25	719	33	2	3	**	19	14	21	12
	18%	10%	5%	8%	20%	33%	53%	20%	17%	**	16%	38%	8%	6%	11%	**	10%	7%	11%	6%
	bcd	c					f					hik								
	8%	3%	1%	4%	20%	81%	13%	8%	1%	**	3%	80%	4%	*%	*%	**	2%	2%	2%	1%

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

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

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Listen to music (not radio)	56	18	7	25	171	736	113	53	10	**	18	730	22	2	1	**	12	10	13	9
	14%	7%	4%	5%	19%	33%	53%	16%	13%	**	12%	39%	6%	4%	5%	**	7%	5%	7%	5%
	bcd						f					hik								
	6%	2%	1%	3%	19%	84%	13%	6%	1%	**	2%	83%	3%	*%	*%	**	1%	1%	1%	1%
Accessing/ receiving news	117	44	17	61	179	769	77	80	13	**	33	704	53	5	2	**	27	25	32	21
	30%	16%	9%	13%	19%	35%	36%	24%	18%	**	22%	37%	14%	13%	8%	**	15%	12%	17%	10%
	bcd	c										hik								
	13%	5%	2%	7%	20%	88%	9%	9%	2%	**	4%	80%	6%	1%	*%	**	3%	3%	4%	2%
Use your phone for Sat Nav or directions	88	37	11	47	158	746	88	65	15	**	23	714	44	2	1	**	26	18	29	15
	22%	13%	6%	10%	17%	34%	41%	19%	20%	**	15%	38%	11%	6%	2%	**	14%	9%	15%	8%
	bcd	c		c			f					hik	o				t		t	
	10%	4%	1%	5%	18%	86%	10%	8%	2%	**	3%	83%	5%	*%	*%	**	3%	2%	3%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	67	30	5	35	153	631	96	55	11	**	19	615	31	2	1	**	16	15	23	8
	17%	11%	3%	8%	17%	29%	45%	16%	14%	**	13%	33%	8%	6%	6%	**	9%	7%	12%	4%
	bcd	c		c			f					hik							t	
	9%	4%	1%	5%	20%	82%	12%	7%	1%	**	2%	80%	4%	*%	*%	**	2%	2%	3%	1%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	73	34	7	42	149	599	103	52	10	**	23	603	36	3	2	**	21	15	24	12
	19%	13%	4%	9%	16%	27%	48%	15%	13%	**	15%	32%	9%	8%	6%	**	11%	8%	13%	6%
	bcd	c		c			f					hik							t	
	10%	5%	1%	6%	20%	81%	14%	7%	1%	**	3%	81%	5%	*%	*%	**	3%	2%	3%	2%

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

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

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Play games	61	18	6	24	198	604	72	66	9	**	25	562	22	1	1	**	11	11	11	11
	16%	7%	3%	5%	21%	27%	34%	20%	12%	**	16%	30%	6%	2%	2%	**	6%	5%	6%	6%
	bcd											hik								
	8%	3%	1%	3%	27%	84%	10%	9%	1%	**	3%	78%	3%	*%	*%	**	2%	2%	2%	2%
Accessing/ receiving sports/ team news/ scores	52	14	7	21	90	431	64	32	4	**	13	431	19	1	1	**	16	3	13	6
	13%	5%	4%	5%	10%	20%	30%	10%	5%	**	8%	23%	5%	2%	3%	**	9%	1%	7%	3%
	bcd						f					hik					rt		r	
	10%	3%	1%	4%	17%	82%	12%	6%	1%	**	2%	82%	4%	*%	*%	**	3%	1%	3%	1%
Watching TV programmes/ films content online	33	5	2	7	80	364	59	31	4	**	15	359	6	1	-	**	3	3	6	*
	8%	2%	1%	2%	9%	16%	28%	9%	5%	**	10%	19%	2%	3%	-%	**	2%	1%	3%	*%
	bcd						f					hik							t	
	7%	1%	1%	2%	18%	81%	13%	7%	1%	**	3%	80%	1%	*%	-%	**	1%	1%	1%	*%
Contactless mobile payment at point of sale/ checkouts	19	10	1	11	56	320	40	26	3	**	9	302	11	1	-	**	5	6	9	1
	5%	4%	1%	2%	6%	14%	19%	8%	4%	**	6%	16%	3%	1%	-%	**	3%	3%	5%	1%
	cd	c										hik							t	
	5%	3%	*%	3%	15%	86%	11%	7%	1%	**	2%	81%	3%	*%	-%	**	1%	2%	3%	*%
Listen to radio	39	22	3	25	83	298	26	32	6	**	15	260	23	2	1	**	13	10	13	9
	10%	8%	2%	6%	9%	13%	12%	9%	7%	**	10%	14%	6%	5%	3%	**	7%	5%	7%	5%
	cd	c		c								h								
	12%	7%	1%	8%	25%	91%	8%	10%	2%	**	5%	79%	7%	1%	*%	**	4%	3%	4%	3%
Listen to podcasts	25	7	*	7	38	233	35	18	2	**	6	237	6	-	*	**	1	5	5	1
	6%	2%	*%	1%	4%	11%	16%	5%	2%	**	4%	13%	2%	-%	1%	**	1%	3%	3%	1%
	bcd	c					f					hik								
	9%	2%	*%	2%	13%	82%	12%	6%	1%	**	2%	84%	2%	-%	*%	**	*%	2%	2%	*%

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
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Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Read an e-book	25	6	2	8	26	138	27	13	2	**	8	138	7	1	*	**	2	5	6	1
	6%	2%	1%	2%	3%	6%	13%	4%	3%	**	5%	7%	2%	2%	*%	**	1%	2%	3%	*%
	bcd						f					h							t	
	15%	4%	1%	5%	16%	81%	16%	8%	1%	**	4%	82%	4%	*%	*%	**	1%	3%	4%	1%
Other	8	3	*	3	4	23	1	4	-	**	3	19	3	-	-	**	1	2	3	-
	2%	1%	*%	1%	*%	1%	*%	1%	-%	**	2%	1%	1%	-%	-%	**	*%	1%	2%	-%
	c																			
	32%	11%	1%	12%	17%	97%	2%	18%	-%	**	13%	81%	12%	-%	-%	**	3%	9%	12%	-%
MESSAGING	341	206	108	314	718	1950	199	262	50	**	114	1711	268	23	17	**	131	137	132	136
	87%	76%	57%	68%	78%	88%	93%	78%	67%	**	76%	91%	69%	62%	63%	**	71%	67%	70%	68%
	bcd	cd		c				i				hik								
	15%	9%	5%	14%	32%	87%	9%	12%	2%	**	5%	77%	12%	1%	1%	**	6%	6%	6%	6%
ENTERTAINMENT	268	143	54	197	570	1750	180	194	37	**	77	1585	169	14	11	**	92	77	93	77
	68%	53%	28%	43%	62%	79%	85%	58%	50%	**	51%	84%	44%	37%	42%	**	50%	38%	49%	38%
	bcd	cd		c								hik					rt		rt	
	13%	7%	3%	10%	28%	87%	9%	10%	2%	**	4%	79%	8%	1%	1%	**	5%	4%	5%	4%
WEB/ DATA ACCESS	250	125	47	171	509	1660	181	167	30	**	65	1533	146	15	7	**	79	67	84	63
	64%	46%	25%	37%	55%	75%	85%	50%	39%	**	43%	82%	38%	40%	25%	**	43%	33%	44%	32%
	bcd	cd		c			f					hik	o	o			rt		rt	
	13%	7%	2%	9%	27%	87%	9%	9%	2%	**	3%	80%	8%	1%	*%	**	4%	4%	4%	3%
WATCHING AV CONTENT	91	25	7	32	220	877	120	79	12	**	34	854	28	3	1	**	14	14	21	7
	23%	9%	3%	7%	24%	40%	56%	23%	15%	**	22%	45%	7%	7%	5%	**	8%	7%	11%	3%
	bcd	c					f					hik							t	
	9%	2%	1%	3%	21%	84%	11%	8%	1%	**	3%	81%	3%	*%	*%	**	1%	1%	2%	1%
LISTEN TO AUDIO CONTENT	78	35	8	43	224	872	122	71	11	**	27	843	37	3	2	**	21	16	20	17
	20%	13%	4%	9%	24%	39%	57%	21%	15%	**	18%	45%	10%	9%	7%	**	12%	8%	11%	9%
	bcd	c		c			f					hik								
	8%	3%	1%	4%	22%	85%	12%	7%	1%	**	3%	82%	4%	*%	*%	**	2%	2%	2%	2%

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
VIDEO OR VOICE CALLS	94	47	11	58	209	792	119	75	14	**	29	770	51	4	2	**	26	25	33	18
USING VOIP	24%	17%	6%	13%	23%	36%	56%	22%	19%	**	19%	41%	13%	10%	9%	**	14%	12%	18%	9%
	bcd	c		c			f					hik							t	
	10%	5%	1%	6%	22%	83%	12%	8%	1%	**	3%	80%	5%	*%	*%	**	3%	3%	3%	2%
None of these	32	44	75	119	140	158	5	54	21	**	30	85	96	13	7	**	41	55	44	51
	8%	16%	39%	26%	15%	7%	2%	16%	28%	**	20%	5%	25%	34%	28%	**	22%	27%	23%	26%
		a	abd	ab		g		l	hl		l									
	19%	26%	45%	71%	84%	95%	3%	33%	13%	**	18%	51%	58%	8%	4%	**	25%	33%	26%	31%
Don't know	-	1	-	1	1	1	-	-	-	**	-	1	1	-	-	**	1	-	-	1
	-%	*%	-%	*%	*%	*%	-%	-%	-%	**	-%	*%	*%	-%	-%	**	1%	-%	-%	*%
	-%	103%	-%	103%	103%	100%	-%	-%	-%	**	-%	100%	103%	-%	-%	**	103%	-%	-%	103%

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Send/ receive text messages	331	199	105	304	689	1869	184	257	49	30	112	1628	261	22	15	5	127	134	131	130
	81%	65%	39%	53%	65%	79%	84%	62%	49%	51%	58%	84%	54%	46%	49%	41%	58%	50%	59%	50%
	bcd	cd		c				i				hijk	p				t		rt	
	16%	9%	5%	14%	32%	88%	9%	12%	2%	1%	5%	76%	12%	1%	1%	*%	6%	6%	6%	6%
Take photos	250	127	52	179	515	1629	165	178	34	15	70	1480	153	12	10	3	82	71	90	64
	61%	42%	19%	31%	49%	69%	75%	43%	34%	26%	36%	76%	32%	25%	33%	25%	38%	27%	40%	24%
	bcd	cd		c				j				hijk					rt		rt	
	13%	7%	3%	10%	28%	87%	9%	10%	2%	1%	4%	79%	8%	1%	1%	*%	4%	4%	5%	3%
General browsing/ surfing the internet	208	101	28	129	406	1417	153	136	22	11	51	1312	111	11	4	3	67	45	63	49
	50%	33%	10%	22%	38%	60%	70%	33%	23%	19%	26%	68%	23%	23%	12%	20%	31%	17%	28%	19%
	bcd	cd		c			f	ij				hijk	o	o			rt		rt	
	13%	6%	2%	8%	25%	87%	9%	8%	1%	1%	3%	80%	7%	1%	*%	*%	4%	3%	4%	3%
Send/ receive emails	184	77	29	106	337	1293	138	107	18	9	39	1211	91	9	4	2	52	39	60	31
	45%	25%	11%	18%	32%	55%	63%	26%	18%	15%	20%	62%	19%	18%	13%	13%	24%	15%	27%	12%
	bcd	cd		c			f					hijk					rt		rt	
	12%	5%	2%	7%	23%	87%	9%	7%	1%	1%	3%	82%	6%	1%	*%	*%	4%	3%	4%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	152	65	21	86	323	1207	144	119	22	8	45	1129	76	5	4	2	40	35	41	35
	37%	21%	8%	15%	31%	51%	66%	29%	22%	13%	23%	58%	16%	10%	12%	13%	18%	13%	18%	13%
	bcd	cd		c			f	j				hijk								
	11%	5%	1%	6%	23%	86%	10%	9%	2%	1%	3%	81%	5%	*%	*%	*%	3%	3%	3%	3%

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Send/ receive messages with pictures/ images	154	61	25	86	266	1073	122	109	16	6	44	993	75	7	3	1	44	31	49	26
	38%	20%	9%	15%	25%	46%	56%	26%	16%	10%	23%	51%	15%	14%	11%	7%	20%	12%	22%	10%
	bcd	cd		c			f	ij			j	hijk					rt		rt	
	12%	5%	2%	7%	21%	86%	10%	9%	1%	*%	4%	80%	6%	1%	*%	*%	3%	3%	4%	2%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	110	32	14	46	256	996	125	97	18	6	38	942	36	6	2	2	16	20	20	17
	27%	10%	5%	8%	24%	42%	57%	23%	18%	10%	19%	49%	7%	13%	6%	13%	7%	7%	9%	6%
	bcd	c					f	j				hijk								
	9%	3%	1%	4%	22%	85%	11%	8%	2%	*%	3%	81%	3%	1%	*%	*%	1%	2%	2%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	81	24	6	30	198	805	109	74	11	6	31	782	26	2	1	*	13	13	20	6
	20%	8%	2%	5%	19%	34%	50%	18%	11%	11%	16%	40%	5%	5%	4%	2%	6%	5%	9%	2%
	bcd	c		c			f					hijk					t		t	
	8%	2%	1%	3%	20%	83%	11%	8%	1%	1%	3%	81%	3%	*%	*%	*%	1%	1%	2%	1%
Send/ receive video clips	90	36	13	49	193	750	108	65	11	5	21	730	43	3	2	1	23	20	29	15
	22%	12%	5%	9%	18%	32%	49%	16%	11%	8%	11%	38%	9%	6%	8%	6%	11%	8%	13%	6%
	bcd	c		c			f					hijk					t		t	
	10%	4%	1%	5%	21%	83%	12%	7%	1%	1%	2%	81%	5%	*%	*%	*%	3%	2%	3%	2%
Record video clips	70	29	10	39	180	727	113	68	13	3	25	719	33	2	3	1	19	14	21	12
	17%	9%	4%	7%	17%	31%	52%	16%	13%	6%	13%	37%	7%	5%	9%	6%	9%	5%	9%	5%
	bcd	c					f	j				hijk							t	
	8%	3%	1%	4%	20%	81%	13%	8%	1%	*%	3%	80%	4%	*%	*%	*%	2%	2%	2%	1%

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

Base : All respondents

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Listen to music (not radio)	56	18	7	25	171	736	113	53	10	5	18	730	22	2	1	*	12	10	13	9
	14%	6%	3%	4%	16%	31%	52%	13%	10%	9%	9%	38%	5%	3%	4%	*%	6%	4%	6%	3%
	bcd	c					f					hijk								
	6%	2%	1%	3%	19%	84%	13%	6%	1%	1%	2%	83%	3%	*%	*%	*%	1%	1%	1%	1%
Accessing/ receiving news	117	44	17	61	179	769	77	80	13	5	33	704	53	5	2	1	27	25	32	21
	28%	15%	6%	11%	17%	33%	35%	19%	13%	9%	17%	36%	11%	10%	7%	10%	13%	9%	14%	8%
	bcd	c		c				j				hijk							t	
	13%	5%	2%	7%	20%	88%	9%	9%	2%	1%	4%	80%	6%	1%	*%	*%	3%	3%	4%	2%
Use your phone for Sat Nav or directions	88	37	11	47	158	746	88	65	15	6	23	714	44	2	1	1	26	18	29	15
	21%	12%	4%	8%	15%	32%	40%	16%	15%	11%	12%	37%	9%	5%	2%	5%	12%	7%	13%	6%
	bcd	cd		c			f					hijk	o				t		rt	
	10%	4%	1%	5%	18%	86%	10%	8%	2%	1%	3%	83%	5%	*%	*%	*%	3%	2%	3%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	67	30	5	35	153	631	96	55	11	3	19	615	31	2	1	1	16	15	23	8
	16%	10%	2%	6%	14%	27%	44%	13%	11%	6%	10%	32%	6%	4%	5%	5%	7%	6%	10%	3%
	bcd	cd		c			f					hijk					t		t	
	9%	4%	1%	5%	20%	82%	12%	7%	1%	*%	2%	80%	4%	*%	*%	*%	2%	2%	3%	1%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	73	34	7	42	149	599	103	52	10	5	23	603	36	3	2	*	21	15	24	12
	18%	11%	3%	7%	14%	25%	47%	13%	10%	8%	12%	31%	7%	6%	5%	4%	10%	6%	11%	5%
	bcd	cd		c			f					hijk					t		rt	
	10%	5%	1%	6%	20%	81%	14%	7%	1%	1%	3%	81%	5%	*%	*%	*%	3%	2%	3%	2%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Play games	61	18	6	24	198	604	72	66	9	5	25	562	22	1	1	*	11	11	11	11
	15%	6%	2%	4%	19%	26%	33%	16%	9%	9%	13%	29%	5%	2%	2%	2%	5%	4%	5%	4%
	bcd	c					f					hijk								
	8%	3%	1%	3%	27%	84%	10%	9%	1%	1%	3%	78%	3%	*%	*%	*%	2%	2%	2%	2%
Accessing/ receiving sports/ team news/ scores	52	14	7	21	90	431	64	32	4	2	13	431	19	1	1	*	16	3	13	6
	13%	5%	2%	4%	9%	18%	29%	8%	4%	4%	6%	22%	4%	1%	3%	2%	7%	1%	6%	2%
	bcd						f					hijk					rt		rt	
	10%	3%	1%	4%	17%	82%	12%	6%	1%	*%	2%	82%	4%	*%	*%	*%	3%	1%	3%	1%
Watching TV programmes/ films content online	33	5	2	7	80	364	59	31	4	4	15	359	6	1	-	*	3	3	6	*
	8%	2%	1%	1%	8%	15%	27%	7%	4%	8%	8%	18%	1%	2%	-%	1%	1%	1%	2%	*%
	bcd						f					hijk							t	
	7%	1%	1%	2%	18%	81%	13%	7%	1%	1%	3%	80%	1%	*%	-%	*%	1%	1%	1%	*%
Contactless mobile payment at point of sale/ checkouts	19	10	1	11	56	320	40	26	3	2	9	302	11	1	-	*	5	6	9	1
	5%	3%	*%	2%	5%	14%	18%	6%	3%	3%	5%	16%	2%	1%	-%	*%	2%	2%	4%	*%
	cd	c										hijk							t	
	5%	3%	*%	3%	15%	86%	11%	7%	1%	*%	2%	81%	3%	*%	-%	*%	1%	2%	3%	*%
Listen to radio	39	22	3	25	83	298	26	32	6	7	15	260	23	2	1	*	13	10	13	9
	9%	7%	1%	4%	8%	13%	12%	8%	6%	12%	8%	13%	5%	4%	2%	*%	6%	4%	6%	4%
	cd	c		c								hik								
	12%	7%	1%	8%	25%	91%	8%	10%	2%	2%	5%	79%	7%	1%	*%	*%	4%	3%	4%	3%
Listen to podcasts	25	7	*	7	38	233	35	18	2	1	6	237	6	-	*	*	1	5	5	1
	6%	2%	*%	1%	4%	10%	16%	4%	2%	1%	3%	12%	1%	-%	1%	2%	1%	2%	2%	*%
	bcd	c		c			f					hijk							t	
	9%	2%	*%	2%	13%	82%	12%	6%	1%	*%	2%	84%	2%	-%	*%	*%	*%	2%	2%	*%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Read an e-book	25	6	2	8	26	138	27	13	2	1	8	138	7	1	*	*	2	5	6	1
	6%	2%	1%	1%	3%	6%	12%	3%	3%	2%	4%	7%	1%	1%	*%	1%	1%	2%	3%	*%
	bcd						f					h							t	
	15%	4%	1%	5%	16%	81%	16%	8%	1%	1%	4%	82%	4%	*%	*%	*%	1%	3%	4%	1%
Other	8	3	*	3	4	23	1	4	-	-	3	19	3	-	-	-	1	2	3	-
	2%	1%	*%	*%	*%	1%	*%	1%	-%	-%	2%	1%	1%	-%	-%	-%	*%	1%	1%	-%
	cd																			
	32%	11%	1%	12%	17%	97%	2%	18%	-%	-%	13%	81%	12%	-%	-%	-%	3%	9%	12%	-%
MESSAGING	341	206	108	314	718	1950	199	262	50	31	114	1711	268	23	17	6	131	137	132	136
	83%	67%	40%	54%	68%	83%	91%	63%	51%	54%	59%	88%	55%	48%	54%	45%	60%	51%	59%	52%
	bcd	cd		c			f	i				hijk					r			
	15%	9%	5%	14%	32%	87%	9%	12%	2%	1%	5%	77%	12%	1%	1%	*%	6%	6%	6%	6%
ENTERTAINMENT	268	143	54	197	570	1750	180	194	37	19	77	1585	169	14	11	3	92	77	93	77
	65%	47%	20%	34%	54%	74%	83%	47%	38%	33%	40%	82%	35%	29%	36%	26%	42%	29%	42%	29%
	bcd	cd		c			f	j				hijk					rt		rt	
	13%	7%	3%	10%	28%	87%	9%	10%	2%	1%	4%	79%	8%	1%	1%	*%	5%	4%	5%	4%
WEB/ DATA ACCESS	250	125	47	171	509	1660	181	167	30	14	65	1533	146	15	7	3	79	67	84	63
	61%	41%	17%	30%	48%	70%	83%	40%	30%	24%	34%	79%	30%	32%	21%	25%	36%	25%	38%	24%
	bcd	cd		c			f	ij				hijk					rt		rt	
	13%	7%	2%	9%	27%	87%	9%	9%	2%	1%	3%	80%	8%	1%	*%	*%	4%	4%	4%	3%
WATCHING AV CONTENT	91	25	7	32	220	877	120	79	12	8	34	854	28	3	1	*	14	14	21	7
	22%	8%	2%	6%	21%	37%	55%	19%	12%	14%	17%	44%	6%	6%	4%	3%	6%	5%	9%	3%
	bcd	c		c			f					hijk					t		t	
	9%	2%	1%	3%	21%	84%	11%	8%	1%	1%	3%	81%	3%	*%	*%	*%	1%	1%	2%	1%
LISTEN TO AUDIO CONTENT	78	35	8	43	224	872	122	71	11	10	27	843	37	3	2	*	21	16	20	17
	19%	11%	3%	7%	21%	37%	56%	17%	12%	17%	14%	43%	8%	7%	6%	2%	10%	6%	9%	7%
	bcd	cd		c			f					hijk								
	8%	3%	1%	4%	22%	85%	12%	7%	1%	1%	3%	82%	4%	*%	*%	*%	2%	2%	2%	2%

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
VIDEO OR VOICE CALLS USING VOIP	94	47	11	58	209	792	119	75	14	5	29	770	51	4	2	1	26	25	33	18
	23%	15%	4%	10%	20%	34%	54%	18%	14%	9%	15%	40%	10%	8%	8%	6%	12%	9%	15%	7%
	bcd	cd		c			f					hijk					t		t	
	10%	5%	1%	6%	22%	83%	12%	8%	1%	1%	3%	80%	5%	*%	*%	*%	3%	3%	3%	2%
None of these	32	44	75	119	140	158	5	54	21	7	30	85	96	13	7	3	41	55	44	51
	8%	14%	27%	21%	13%	7%	2%	13%	21%	13%	15%	4%	20%	27%	24%	22%	19%	20%	20%	20%
		a	abd	ab		g		l	hl	l	l									
	19%	26%	45%	71%	84%	95%	3%	33%	13%	4%	18%	51%	58%	8%	4%	2%	25%	33%	26%	31%
Don't know	-	1	-	1	1	1	-	-	-	-	-	1	1	-	-	-	1	-	-	1
	-%	*%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%
	-%	103%	-%	103%	103%	100%	-%	-%	-%	-%	-%	100%	103%	-%	-%	-%	103%	-%	-%	103%

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

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Send/ receive text messages	311	181	86	267	622	1741	170	229	41	**	92	1534	231	20	11	**	113	118	113	118
	79%	67%	45%	58%	67%	79%	80%	68%	54%	**	61%	82%	59%	54%	40%	**	62%	57%	60%	59%
	bcd	cd		c				i				hik	o							
	16%	9%	4%	13%	31%	88%	9%	12%	2%	**	5%	77%	12%	1%	1%	**	6%	6%	6%	6%
General browsing/ surfing the internet	176	81	21	103	349	1258	142	117	20	**	44	1183	87	9	3	**	51	36	49	39
	45%	30%	11%	22%	38%	57%	67%	35%	27%	**	29%	63%	22%	25%	12%	**	28%	18%	26%	19%
	bcd	cd		c			f					hik	o	o			rt			
	12%	6%	1%	7%	24%	86%	10%	8%	1%	**	3%	81%	6%	1%	*%	**	4%	2%	3%	3%
Take photos	159	68	21	89	326	1152	144	118	20	**	43	1079	76	6	6	**	39	38	43	33
	40%	25%	11%	19%	35%	52%	67%	35%	27%	**	28%	57%	20%	15%	22%	**	21%	18%	23%	17%
	bcd	c		c			f					hik								
	12%	5%	2%	7%	24%	85%	11%	9%	1%	**	3%	79%	6%	*%	*%	**	3%	3%	3%	2%
Send/ receive emails	159	66	22	88	285	1154	129	92	15	**	35	1102	75	8	3	**	44	31	51	24
	40%	24%	11%	19%	31%	52%	61%	27%	20%	**	23%	59%	19%	22%	13%	**	24%	15%	27%	12%
	bcd	c		c			f					hik					rt		rt	
	12%	5%	2%	7%	21%	87%	10%	7%	1%	**	3%	83%	6%	1%	*%	**	3%	2%	4%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	117	53	13	66	268	1032	127	101	18	**	40	975	59	4	2	**	29	30	28	31
	30%	20%	7%	14%	29%	47%	60%	30%	24%	**	26%	52%	15%	9%	7%	**	16%	14%	15%	15%
	bcd	cd		c			f					hik	o							
	10%	4%	1%	6%	22%	86%	11%	8%	1%	**	3%	81%	5%	*%	*%	**	2%	2%	2%	3%

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

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	89	30	7	38	222	892	108	81	14	**	28	846	30	5	2	**	14	16	15	15
	23%	11%	4%	8%	24%	40%	51%	24%	18%	**	18%	45%	8%	14%	6%	**	7%	8%	8%	7%
	bcd	c		c			f					hik								
	9%	3%	1%	4%	22%	87%	10%	8%	1%	**	3%	82%	3%	*%	*%	**	1%	2%	1%	1%
Send/ receive messages with pictures/ images	100	37	11	48	177	776	92	75	11	**	30	731	40	5	2	**	23	18	25	15
	25%	14%	6%	10%	19%	35%	43%	22%	15%	**	20%	39%	10%	13%	8%	**	12%	9%	13%	8%
	bcd	c		c			f					hik								
	11%	4%	1%	5%	20%	86%	10%	8%	1%	**	3%	81%	4%	1%	*%	**	2%	2%	3%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	55	12	2	14	133	609	102	55	8	**	22	611	11	1	1	**	6	5	9	3
	14%	4%	1%	3%	14%	28%	48%	16%	10%	**	14%	33%	3%	4%	4%	**	3%	2%	5%	1%
	bcd	c					f					hik								
	7%	2%	*%	2%	18%	81%	14%	7%	1%	**	3%	82%	1%	*%	*%	**	1%	1%	1%	*%
Listen to music (not radio)	43	11	5	16	139	605	102	42	6	**	15	613	13	1	1	**	6	7	9	4
	11%	4%	3%	3%	15%	27%	48%	12%	8%	**	10%	33%	3%	4%	4%	**	4%	3%	5%	2%
	bcd						f					hik								
	6%	1%	1%	2%	19%	83%	14%	6%	1%	**	2%	84%	2%	*%	*%	**	1%	1%	1%	1%

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

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

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Accessing/ receiving news	86	33	13	46	132	611	60	63	11	**	27	565	40	4	1	**	23	18	25	15
	22%	12%	7%	10%	14%	28%	28%	19%	14%	**	18%	30%	10%	10%	5%	**	12%	9%	13%	7%
	bcd	c										hik								
	12%	5%	2%	7%	19%	88%	9%	9%	2%	**	4%	82%	6%	1%	*%	**	3%	3%	4%	2%
Send/ receive video clips	61	17	3	21	120	506	96	41	8	**	15	521	18	2	*	**	9	9	12	6
	16%	6%	2%	4%	13%	23%	45%	12%	11%	**	10%	28%	5%	4%	2%	**	5%	4%	6%	3%
	bcd	c					f					hik								
	10%	3%	*%	3%	19%	79%	15%	6%	1%	**	2%	81%	3%	*%	*%	**	1%	1%	2%	1%
Play games	51	12	3	15	166	497	53	58	7	**	21	459	14	1	1	**	6	7	8	6
	13%	4%	2%	3%	18%	22%	25%	17%	9%	**	14%	24%	4%	2%	2%	**	3%	4%	4%	3%
	bcd											hik								
	9%	2%	1%	3%	28%	84%	9%	10%	1%	**	4%	77%	2%	*%	*%	**	1%	1%	1%	1%
Record video clips	41	11	1	11	103	452	97	39	7	**	12	475	9	1	1	**	6	3	7	3
	11%	4%	*%	2%	11%	20%	45%	12%	9%	**	8%	25%	2%	3%	2%	**	3%	2%	3%	1%
	bcd	c		c			f					hik								
	7%	2%	*%	2%	18%	77%	16%	7%	1%	**	2%	81%	2%	*%	*%	**	1%	1%	1%	*%
Use your phone for Sat Nav or directions	51	18	5	22	88	467	78	35	11	**	17	478	21	1	-	**	14	7	13	9
	13%	7%	2%	5%	10%	21%	37%	11%	15%	**	11%	25%	5%	3%	-%	**	8%	3%	7%	4%
	bcd	c					f					hik	o							
	9%	3%	1%	4%	16%	83%	14%	6%	2%	**	3%	85%	4%	*%	-%	**	3%	1%	2%	2%

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

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	44	21	4	25	103	435	90	38	9	**	16	457	22	2	1	**	17	5	13	9
	11%	8%	2%	5%	11%	20%	42%	11%	12%	**	11%	24%	6%	6%	2%	**	9%	2%	7%	4%
	cd	c		c			f					hik					r		r	
	8%	4%	1%	5%	19%	79%	16%	7%	2%	**	3%	83%	4%	*%	*%	**	3%	1%	2%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	40	18	1	20	101	433	81	37	8	**	16	436	18	1	*	**	10	8	12	5
	10%	7%	1%	4%	11%	20%	38%	11%	11%	**	10%	23%	5%	3%	2%	**	5%	4%	7%	3%
	cd	c		c			f					hik								
	7%	3%	*%	4%	19%	80%	15%	7%	1%	**	3%	80%	3%	*%	*%	**	2%	1%	2%	1%
Accessing/ receiving sports/ team news/ scores	39	10	5	15	69	340	47	27	3	**	12	336	14	1	1	**	11	3	8	6
	10%	4%	3%	3%	8%	15%	22%	8%	5%	**	8%	18%	4%	1%	2%	**	6%	1%	4%	3%
	bcd						f					hik					r			
	10%	3%	1%	4%	17%	85%	12%	7%	1%	**	3%	84%	4%	*%	*%	**	3%	1%	2%	1%
Watching TV programmes/ films content online	23	3	1	4	57	280	45	25	4	**	13	277	3	*	-	**	3	1	3	*
	6%	1%	*%	1%	6%	13%	21%	7%	5%	**	8%	15%	1%	1%	-%	**	1%	*%	2%	*%
	bcd						f					hik								
	7%	1%	*%	1%	17%	82%	13%	7%	1%	**	4%	82%	1%	*%	-%	**	1%	*%	1%	*%
Contactless mobile payment at point of sale/ checkouts	15	6	*	6	42	250	37	19	3	**	7	245	6	*	-	**	2	4	5	1
	4%	2%	*%	1%	5%	11%	17%	6%	4%	**	5%	13%	2%	1%	-%	**	1%	2%	3%	1%
	cd	c					f					hik								
	5%	2%	*%	2%	14%	85%	12%	6%	1%	**	2%	83%	2%	*%	-%	**	1%	1%	2%	*%

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Listen to radio	30	12	2	14	54	220	21	19	5	**	10	203	13	1	*	**	6	6	10	3
	8%	4%	1%	3%	6%	10%	10%	6%	7%	**	7%	11%	3%	3%	2%	**	3%	3%	5%	1%
	cd	c										h							t	
	12%	5%	1%	6%	22%	89%	9%	8%	2%	**	4%	83%	5%	*%	*%	**	3%	3%	4%	1%
Listen to podcasts	18	5	*	5	29	170	24	12	2	**	4	171	4	-	*	**	1	3	4	-
	4%	2%	*%	1%	3%	8%	11%	4%	2%	**	2%	9%	1%	-%	1%	**	1%	1%	2%	-%
	bcd											hik							t	
	9%	2%	*%	2%	14%	83%	12%	6%	1%	**	2%	84%	2%	-%	*%	**	1%	1%	2%	-%
Read an e-book	15	2	*	2	16	83	21	9	2	**	5	88	1	1	*	**	-	1	1	-
	4%	1%	*%	*%	2%	4%	10%	3%	3%	**	4%	5%	*%	1%	*%	**	-%	1%	1%	-%
	bcd						f													
	14%	2%	*%	2%	15%	78%	20%	8%	2%	**	5%	82%	1%	*%	*%	**	-%	1%	1%	-%
Other	4	3	*	3	4	15	1	2	-	**	*	13	3	-	-	**	1	2	3	-
	1%	1%	*%	1%	*%	1%	*%	*%	-%	**	*%	1%	1%	-%	-%	**	*%	1%	2%	-%
	27%	17%	1%	19%	26%	96%	4%	11%	-%	**	3%	86%	19%	-%	-%	**	4%	15%	19%	-%
MESSAGING	323	189	88	276	660	1868	189	238	43	**	98	1654	238	21	12	**	117	121	115	122
	82%	69%	46%	60%	72%	84%	89%	71%	57%	**	65%	88%	61%	57%	44%	**	64%	59%	61%	61%
	bcd	cd		c				i				hik	o							
	15%	9%	4%	13%	31%	87%	9%	11%	2%	**	5%	77%	11%	1%	1%	**	5%	6%	5%	6%
WEB/ DATA ACCESS	229	109	35	144	463	1567	180	147	24	**	58	1467	124	12	5	**	69	55	69	54
	58%	40%	18%	31%	50%	71%	84%	44%	32%	**	38%	78%	32%	32%	21%	**	37%	27%	37%	27%
	bcd	cd		c			f	i				hik	o				rt		rt	
	13%	6%	2%	8%	26%	86%	10%	8%	1%	**	3%	81%	7%	1%	*%	**	4%	3%	4%	3%
ENTERTAINMENT	191	81	26	106	424	1421	171	149	25	**	58	1317	90	8	7	**	45	45	50	40
	49%	30%	13%	23%	46%	64%	80%	44%	34%	**	38%	70%	23%	21%	26%	**	24%	22%	26%	20%
	bcd	cd		c			f					hik								
	11%	5%	2%	6%	25%	85%	10%	9%	2%	**	3%	79%	5%	*%	*%	**	3%	3%	3%	2%

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
LISTEN TO AUDIO CONTENT	60	21	5	26	178	723	111	55	9	**	21	721	22	2	1	**	11	11	15	7
	15%	8%	3%	6%	19%	33%	52%	16%	12%	**	14%	38%	6%	7%	5%	**	6%	5%	8%	3%
	bcd	c					f					hik							t	
	7%	2%	1%	3%	21%	84%	13%	6%	1%	**	2%	83%	3%	*%	*%	**	1%	1%	2%	1%
WATCHING AV CONTENT	65	12	2	14	156	678	112	63	9	**	27	676	12	1	1	**	7	5	9	3
	17%	4%	1%	3%	17%	31%	53%	19%	11%	**	18%	36%	3%	4%	4%	**	4%	2%	5%	2%
	bcd	c					f					hik								
	8%	1%	*%	2%	19%	82%	14%	8%	1%	**	3%	82%	1%	*%	*%	**	1%	1%	1%	*%
VIDEO OR VOICE CALLS	59	29	5	34	146	580	109	50	10	**	21	592	30	2	1	**	19	11	18	11
USING VOIP	15%	10%	3%	7%	16%	26%	51%	15%	14%	**	14%	31%	8%	6%	3%	**	10%	5%	10%	6%
	cd	c		c			f					hik								
	8%	4%	1%	5%	20%	80%	15%	7%	1%	**	3%	81%	4%	*%	*%	**	3%	1%	3%	2%
None of these	49	67	101	169	203	243	9	84	31	**	47	137	137	15	13	**	62	75	67	70
	12%	25%	53%	36%	22%	11%	4%	25%	41%	**	31%	7%	35%	40%	49%	**	34%	37%	36%	35%
		a	abd	ab		g		l	hl		l				m					
	19%	26%	39%	65%	79%	94%	3%	33%	12%	**	18%	53%	53%	6%	5%	**	24%	29%	26%	27%
Don't know	-	2	-	2	2	3	-	*	-	**	-	2	2	-	-	**	2	-	-	2
	-%	1%	-%	*%	*%	*%	-%	*%	-%	**	-%	*%	1%	-%	-%	**	1%	-%	-%	1%
	-%	76%	-%	76%	87%	100%	-%	9%	-%	**	-%	89%	76%	-%	-%	**	76%	-%	-%	76%

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Send/ receive text messages	311	181	86	267	622	1741	170	229	41	24	92	1534	231	20	11	5	113	118	113	118
	76%	59%	31%	46%	59%	74%	78%	55%	41%	41%	47%	79%	48%	43%	34%	37%	52%	44%	51%	45%
	bcd	cd		c				ijk				hijk	o							
	16%	9%	4%	13%	31%	88%	9%	12%	2%	1%	5%	77%	12%	1%	1%	*%	6%	6%	6%	6%
General browsing/ surfing the internet	176	81	21	103	349	1258	142	117	20	10	44	1183	87	9	3	2	51	36	49	39
	43%	27%	8%	18%	33%	53%	65%	28%	20%	17%	22%	61%	18%	20%	11%	18%	23%	14%	22%	15%
	bcd	cd		c			f	j				hijk					rt		rt	
	12%	6%	1%	7%	24%	86%	10%	8%	1%	1%	3%	81%	6%	1%	*%	*%	4%	2%	3%	3%
Take photos	159	68	21	89	326	1152	144	118	20	8	43	1079	76	6	6	2	39	38	43	33
	39%	22%	8%	15%	31%	49%	66%	29%	20%	14%	22%	56%	16%	12%	19%	13%	18%	14%	19%	13%
	bcd	cd		c			f	j				hijk							t	
	12%	5%	2%	7%	24%	85%	11%	9%	1%	1%	3%	79%	6%	*%	*%	*%	3%	3%	3%	2%
Send/ receive emails	159	66	22	88	285	1154	129	92	15	8	35	1102	75	8	3	1	44	31	51	24
	39%	22%	8%	15%	27%	49%	59%	22%	15%	14%	18%	57%	15%	17%	11%	11%	20%	12%	23%	9%
	bcd	cd		c			f					hijk					rt		rt	
	12%	5%	2%	7%	21%	87%	10%	7%	1%	1%	3%	83%	6%	1%	*%	*%	3%	2%	4%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	117	53	13	66	268	1032	127	101	18	7	40	975	59	4	2	2	29	30	28	31
	28%	18%	5%	11%	25%	44%	58%	24%	18%	11%	21%	50%	12%	7%	6%	13%	13%	11%	13%	12%
	bcd	cd		c			f	j				hijk								
	10%	4%	1%	6%	22%	86%	11%	8%	1%	1%	3%	81%	5%	*%	*%	*%	2%	2%	2%	3%

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
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Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	89	30	7	38	222	892	108	81	14	4	28	846	30	5	2	1	14	16	15	15
	22%	10%	3%	6%	21%	38%	49%	20%	14%	7%	14%	44%	6%	11%	5%	5%	6%	6%	7%	6%
	bcd	cd		c			f	j				hijk								
	9%	3%	1%	4%	22%	87%	10%	8%	1%	*%	3%	82%	3%	*%	*%	*%	1%	2%	1%	1%
Send/ receive messages with pictures/ images	100	37	11	48	177	776	92	75	11	5	30	731	40	5	2	1	23	18	25	15
	24%	12%	4%	8%	17%	33%	42%	18%	11%	8%	15%	38%	8%	10%	7%	6%	10%	7%	11%	6%
	bcd	cd		c			f	j				hijk							t	
	11%	4%	1%	5%	20%	86%	10%	8%	1%	1%	3%	81%	4%	1%	*%	*%	2%	2%	3%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	55	12	2	14	133	609	102	55	8	5	22	611	11	1	1	*	6	5	9	3
	13%	4%	1%	2%	13%	26%	46%	13%	8%	9%	11%	31%	2%	3%	3%	1%	3%	2%	4%	1%
	bcd	c		c			f					hijk							t	
	7%	2%	*%	2%	18%	81%	14%	7%	1%	1%	3%	82%	1%	*%	*%	*%	1%	1%	1%	*%
Listen to music (not radio)	43	11	5	16	139	605	102	42	6	4	15	613	13	1	1	*	6	7	9	4
	11%	4%	2%	3%	13%	26%	47%	10%	6%	7%	8%	32%	3%	3%	3%	*%	3%	3%	4%	1%
	bcd						f					hijk								
	6%	1%	1%	2%	19%	83%	14%	6%	1%	1%	2%	84%	2%	*%	*%	*%	1%	1%	1%	1%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Accessing/ receiving news	86	33	13	46	132	611	60	63	11	4	27	565	40	4	1	1	23	18	25	15
	21%	11%	5%	8%	13%	26%	27%	15%	11%	7%	14%	29%	8%	8%	4%	7%	10%	7%	11%	6%
	bcd	c		c								hijk					t		t	
	12%	5%	2%	7%	19%	88%	9%	9%	2%	1%	4%	82%	6%	1%	*%	*%	3%	3%	4%	2%
Send/ receive video clips	61	17	3	21	120	506	96	41	8	3	15	521	18	2	*	*	9	9	12	6
	15%	6%	1%	4%	11%	21%	44%	10%	8%	6%	8%	27%	4%	3%	2%	1%	4%	3%	5%	2%
	bcd	c		c			f					hijk								
	10%	3%	*%	3%	19%	79%	15%	6%	1%	1%	2%	81%	3%	*%	*%	*%	1%	1%	2%	1%
Play games	51	12	3	15	166	497	53	58	7	3	21	459	14	1	1	*	6	7	8	6
	12%	4%	1%	3%	16%	21%	24%	14%	7%	5%	11%	24%	3%	1%	2%	2%	3%	3%	4%	2%
	bcd	c						ij				hijk								
	9%	2%	1%	3%	28%	84%	9%	10%	1%	*%	4%	77%	2%	*%	*%	*%	1%	1%	1%	1%
Record video clips	41	11	1	11	103	452	97	39	7	2	12	475	9	1	1	*	6	3	7	3
	10%	4%	*%	2%	10%	19%	44%	10%	7%	4%	6%	24%	2%	3%	2%	2%	3%	1%	3%	1%
	bcd	c		c			f					hijk								
	7%	2%	*%	2%	18%	77%	16%	7%	1%	*%	2%	81%	2%	*%	*%	*%	1%	1%	1%	*%
Use your phone for Sat Nav or directions	51	18	5	22	88	467	78	35	11	4	17	478	21	1	-	*	14	7	13	9
	12%	6%	2%	4%	8%	20%	36%	9%	11%	8%	9%	25%	4%	2%	-%	*%	7%	3%	6%	3%
	bcd	c					f					hijk	o				r			
	9%	3%	1%	4%	16%	83%	14%	6%	2%	1%	3%	85%	4%	*%	-%	*%	3%	1%	2%	2%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	44	21	4	25	103	435	90	38	9	3	16	457	22	2	1	*	17	5	13	9
	11%	7%	1%	4%	10%	18%	41%	9%	9%	6%	8%	24%	5%	5%	2%	1%	8%	2%	6%	3%
	cd	c		c			f					hijk					rt		r	
	8%	4%	1%	5%	19%	79%	16%	7%	2%	1%	3%	83%	4%	*%	*%	*%	3%	1%	2%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	40	18	1	20	101	433	81	37	8	1	16	436	18	1	*	*	10	8	12	5
	10%	6%	1%	3%	10%	18%	37%	9%	8%	2%	8%	22%	4%	3%	1%	2%	5%	3%	6%	2%
	cd	c		c			f					hijk							t	
	7%	3%	*%	4%	19%	80%	15%	7%	1%	*%	3%	80%	3%	*%	*%	*%	2%	1%	2%	1%
Accessing/ receiving sports/ team news/ scores	39	10	5	15	69	340	47	27	3	2	12	336	14	1	1	*	11	3	8	6
	10%	3%	2%	3%	7%	14%	22%	7%	3%	4%	6%	17%	3%	1%	2%	2%	5%	1%	4%	2%
	bcd						f					hijk					r		r	
	10%	3%	1%	4%	17%	85%	12%	7%	1%	1%	3%	84%	4%	*%	*%	*%	3%	1%	2%	1%
Watching TV programmes/ films content online	23	3	1	4	57	280	45	25	4	4	13	277	3	*	-	*	3	1	3	*
	6%	1%	*%	1%	5%	12%	21%	6%	4%	8%	7%	14%	1%	1%	-%	*%	1%	*%	1%	*%
	bcd						f					hik								
	7%	1%	*%	1%	17%	82%	13%	7%	1%	1%	4%	82%	1%	*%	-%	*%	1%	*%	1%	*%
Contactless mobile payment at point of sale/ checkouts	15	6	*	6	42	250	37	19	3	1	7	245	6	*	-	*	2	4	5	1
	4%	2%	*%	1%	4%	11%	17%	5%	3%	2%	4%	13%	1%	1%	-%	*%	1%	1%	2%	*%
	cd	c					f					hijk								
	5%	2%	*%	2%	14%	85%	12%	6%	1%	*%	2%	83%	2%	*%	-%	*%	1%	1%	2%	*%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Listen to radio	30	12	2	14	54	220	21	19	5	3	10	203	13	1	*	*	6	6	10	3
	7%	4%	1%	2%	5%	9%	10%	5%	5%	5%	5%	10%	3%	2%	1%	*%	3%	2%	4%	1%
	bcd	c										hk							t	
	12%	5%	1%	6%	22%	89%	9%	8%	2%	1%	4%	83%	5%	*%	*%	*%	3%	3%	4%	1%
Listen to podcasts	18	5	*	5	29	170	24	12	2	1	4	171	4	-	*	*	1	3	4	-
	4%	1%	*%	1%	3%	7%	11%	3%	2%	1%	2%	9%	1%	-%	1%	2%	1%	1%	2%	-%
	bcd	c										hijk							t	
	9%	2%	*%	2%	14%	83%	12%	6%	1%	*%	2%	84%	2%	-%	*%	*%	1%	1%	2%	-%
Read an e-book	15	2	*	2	16	83	21	9	2	1	5	88	1	1	*	*	-	1	1	-
	4%	1%	*%	*%	1%	4%	10%	2%	2%	2%	3%	5%	*%	1%	*%	*%	-%	1%	1%	-%
	bcd						f					h								
	14%	2%	*%	2%	15%	78%	20%	8%	2%	1%	5%	82%	1%	*%	*%	*%	-%	1%	1%	-%
Other	4	3	*	3	4	15	1	2	-	-	*	13	3	-	-	-	1	2	3	-
	1%	1%	*%	*%	*%	1%	*%	*%	-%	-%	*%	1%	1%	-%	-%	-%	*%	1%	1%	-%
	27%	17%	1%	19%	26%	96%	4%	11%	-%	-%	3%	86%	19%	-%	-%	-%	4%	15%	19%	-%
MESSAGING	323	189	88	276	660	1868	189	238	43	26	98	1654	238	21	12	5	117	121	115	122
	78%	62%	32%	48%	62%	79%	86%	58%	43%	46%	51%	85%	49%	45%	37%	42%	54%	45%	52%	47%
	bcd	cd		c			f	i				hijk	o							
	15%	9%	4%	13%	31%	87%	9%	11%	2%	1%	5%	77%	11%	1%	1%	*%	5%	6%	5%	6%
WEB/ DATA ACCESS	229	109	35	144	463	1567	180	147	24	12	58	1467	124	12	5	3	69	55	69	54
	56%	36%	13%	25%	44%	67%	82%	35%	24%	20%	30%	76%	25%	25%	18%	22%	31%	21%	31%	21%
	bcd	cd		c			f	ij				hijk					rt		rt	
	13%	6%	2%	8%	26%	86%	10%	8%	1%	1%	3%	81%	7%	1%	*%	*%	4%	3%	4%	3%
ENTERTAINMENT	191	81	26	106	424	1421	171	149	25	12	58	1317	90	8	7	2	45	45	50	40
	46%	26%	9%	18%	40%	60%	78%	36%	26%	21%	30%	68%	18%	16%	22%	16%	20%	17%	22%	15%
	bcd	cd		c			f	ij				hijk							t	
	11%	5%	2%	6%	25%	85%	10%	9%	2%	1%	3%	79%	5%	*%	*%	*%	3%	3%	3%	2%

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
LISTEN TO AUDIO CONTENT	60	21	5	26	178	723	111	55	9	6	21	721	22	2	1	*	11	11	15	7
	15%	7%	2%	5%	17%	31%	51%	13%	9%	10%	11%	37%	5%	5%	4%	2%	5%	4%	7%	3%
	bcd	c		c			f					hijk							t	
	7%	2%	1%	3%	21%	84%	13%	6%	1%	1%	2%	83%	3%	*%	*%	*%	1%	1%	2%	1%
WATCHING AV CONTENT	65	12	2	14	156	678	112	63	9	7	27	676	12	1	1	*	7	5	9	3
	16%	4%	1%	2%	15%	29%	51%	15%	9%	12%	14%	35%	2%	3%	3%	1%	3%	2%	4%	1%
	bcd	c					f					hijk							t	
	8%	1%	*%	2%	19%	82%	14%	8%	1%	1%	3%	82%	1%	*%	*%	*%	1%	1%	1%	*%
VIDEO OR VOICE CALLS	59	29	5	34	146	580	109	50	10	3	21	592	30	2	1	*	19	11	18	11
USING VOIP	14%	9%	2%	6%	14%	25%	50%	12%	11%	6%	11%	30%	6%	5%	3%	3%	9%	4%	8%	4%
	bcd	cd		c			f					hijk					rt		r	
	8%	4%	1%	5%	20%	80%	15%	7%	1%	*%	3%	81%	4%	*%	*%	*%	3%	1%	3%	2%
None of these	49	67	101	169	203	243	9	84	31	14	47	137	137	15	13	3	62	75	67	70
	12%	22%	37%	29%	19%	10%	4%	20%	31%	25%	24%	7%	28%	31%	41%	26%	28%	28%	30%	27%
		a	abd	ab		g		l	hl	l	l				mp					
	19%	26%	39%	65%	79%	94%	3%	33%	12%	6%	18%	53%	53%	6%	5%	1%	24%	29%	26%	27%
Don't know	-	2	-	2	2	3	-	*	-	-	-	2	2	-	-	-	2	-	-	2
	-%	1%	-%	*%	*%	*%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	1%	-%	-%	1%
	-%	76%	-%	76%	87%	100%	-%	9%	-%	-%	-%	89%	76%	-%	-%	-%	76%	-%	-%	76%

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	360	191	78	269	755	2218	177	261	40	25	90	1959	169	47	31	22	94	75	100	69
Effective Weighted Sample	261	132	49	181	524	1572	137	180	31	17	69	1402	141	30	23	18	79	62	83	59
Weighted total	250	125	47	171	509	1660	181	167	30	14	65	1533	146	15	7	3	79	67	84	63
	13%	7%	**	9%	27%	87%	9%	9%	**	**	**	80%	8%	**	**	**	**	**	4%	**
Wi-Fi/ wireless broadband network at home	201	106	**	145	394	1397	162	138	**	**	**	1307	123	**	**	**	**	**	70	**
	80%	85%	**	85%	77%	84%	89%	83%	**	**	**	85%	84%	**	**	**	**	**	84%	**
	12%	7%	**	9%	24%	86%	10%	8%	**	**	**	81%	8%	**	**	**	**	**	4%	**
Via mobile network (2G, 3G or 4G)	194	85	**	114	381	1323	155	129	**	**	**	1239	101	**	**	**	**	**	61	**
	78%	68%	**	67%	75%	80%	85%	77%	**	**	**	81%	69%	**	**	**	**	**	73%	**
	bd																			
	13%	6%	**	7%	25%	87%	10%	8%	**	**	**	81%	7%	**	**	**	**	**	4%	**
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	91	39	**	51	162	616	54	54	**	**	**	561	45	**	**	**	**	**	28	**
	36%	32%	**	30%	32%	37%	30%	33%	**	**	**	37%	31%	**	**	**	**	**	33%	**
	13%	6%	**	7%	23%	89%	8%	8%	**	**	**	81%	7%	**	**	**	**	**	4%	**
MOBILE NETWORK AND NOT WI-FI	37	17	**	23	89	212	17	26	**	**	**	186	20	**	**	**	**	**	11	**
	15%	13%	**	13%	18%	13%	10%	15%	**	**	**	12%	14%	**	**	**	**	**	13%	**
	16%	7%	**	9%	37%	89%	7%	11%	**	**	**	78%	8%	**	**	**	**	**	4%	**
WI-FI AND NOT MOBILE NETWORK	53	39	**	55	123	331	25	36	**	**	**	290	44	**	**	**	**	**	20	**
	21%	31%	**	32%	24%	20%	14%	22%	**	**	**	19%	30%	**	**	**	**	**	24%	**
		a		a																
	14%	10%	**	14%	33%	88%	7%	10%	**	**	**	77%	12%	**	**	**	**	**	5%	**
ANY WI-FI USE	210	107	**	146	415	1443	163	140	**	**	**	1343	124	**	**	**	**	**	71	**
	84%	86%	**	85%	82%	87%	90%	84%	**	**	**	88%	85%	**	**	**	**	**	85%	**
	13%	6%	**	9%	25%	87%	10%	8%	**	**	**	81%	7%	**	**	**	**	**	4%	**

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

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	360	191	78	269	755	2218	177	261	40	25	90	1959	169	47	31	22	94	75	100	69
Effective Weighted Sample	261	132	49	181	524	1572	137	180	31	17	69	1402	141	30	23	18	79	62	83	59
Weighted total	250	125	47	171	509	1660	181	167	30	14	65	1533	146	15	7	3	79	67	84	63
	13%	7%	**	9%	27%	87%	9%	9%	**	**	**	80%	8%	**	**	**	**	**	4%	**
Don't know	2	1	**	2	5	5	1	1	**	**	**	4	2	**	**	**	**	**	2	**
	1%	*%	**	1%	1%	*%	1%	1%	**	**	**	*%	2%	**	**	**	**	**	3%	**
	37%	8%	**	37%	70%	81%	22%	18%	**	**	**	60%	34%	**	**	**	**	**	34%	**

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

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	360	191	78	269	755	2218	177	261	40	25	90	1959	169	47	31	22	94	75	100	69
Effective Weighted Sample	261	132	49	181	524	1572	137	180	31	17	69	1402	141	30	23	18	79	62	83	59
Weighted total	250	125	47	171	509	1660	181	167	30	14	65	1533	146	15	7	3	79	67	84	63
	13%	7%	**	9%	27%	87%	9%	9%	**	**	**	80%	8%	**	**	**	**	**	4%	**
I always use in the home	26	23	**	28	57	114	17	20	**	**	**	91	19	**	**	**	**	**	8	**
	10%	18%	**	16%	11%	7%	9%	12%	**	**	**	6%	13%	**	**	**	**	**	9%	**
		a						l												
	19%	17%	**	21%	43%	86%	13%	15%	**	**	**	69%	15%	**	**	**	**	**	6%	**
I mainly use in the home	62	45	**	69	167	411	40	59	**	**	**	366	61	**	**	**	**	**	36	**
	25%	36%	**	40%	33%	25%	22%	35%	**	**	**	24%	42%	**	**	**	**	**	43%	**
		a		a				l												
	13%	10%	**	15%	36%	89%	9%	13%	**	**	**	79%	13%	**	**	**	**	**	8%	**
I use equally in the home and outside the home	131	40	**	52	241	987	116	77	**	**	**	939	45	**	**	**	**	**	25	**
	52%	32%	**	30%	47%	59%	64%	46%	**	**	**	61%	31%	**	**	**	**	**	30%	**
	bd											h								
	11%	3%	**	4%	21%	85%	10%	7%	**	**	**	81%	4%	**	**	**	**	**	2%	**
I mainly use outside the home	23	15	**	18	34	121	9	7	**	**	**	116	16	**	**	**	**	**	11	**
	9%	12%	**	11%	7%	7%	5%	4%	**	**	**	8%	11%	**	**	**	**	**	13%	**
	17%	11%	**	14%	26%	90%	6%	5%	**	**	**	87%	12%	**	**	**	**	**	8%	**
I always use outside the home	5	3	**	3	7	19	-	3	**	**	**	14	3	**	**	**	**	**	3	**
	2%	2%	**	2%	1%	1%	-%	2%	**	**	**	1%	2%	**	**	**	**	**	4%	**
	27%	14%	**	18%	35%	100%	-%	15%	**	**	**	73%	16%	**	**	**	**	**	16%	**
ALWAYS/ MAINLY USE IN THE HOME	88	67	**	96	224	525	57	79	**	**	**	457	80	**	**	**	**	**	44	**
	35%	54%	**	56%	44%	32%	31%	47%	**	**	**	30%	55%	**	**	**	**	**	53%	**
		a		a				l												
	15%	11%	**	16%	38%	88%	10%	13%	**	**	**	77%	14%	**	**	**	**	**	7%	**

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

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	360	191	78	269	755	2218	177	261	40	25	90	1959	169	47	31	22	94	75	100	69
Effective Weighted Sample	261	132	49	181	524	1572	137	180	31	17	69	1402	141	30	23	18	79	62	83	59
Weighted total	250	125	47	171	509	1660	181	167	30	14	65	1533	146	15	7	3	79	67	84	63
	13%	7%	**	9%	27%	87%	9%	9%	**	**	**	80%	8%	**	**	**	**	**	4%	**
ALWAYS/ MAINLY USE OUTSIDE THE HOME	28	17	**	22	41	139	9	10	**	**	**	130	19	**	**	**	**	**	14	**
	11%	14%	**	13%	8%	8%	5%	6%	**	**	**	8%	13%	**	**	**	**	**	17%	**
	18%	11%	**	14%	27%	91%	6%	6%	**	**	**	85%	13%	**	**	**	**	**	9%	**
EVER USE OUTSIDE THE HOME	221	102	**	142	449	1537	165	146	**	**	**	1435	125	**	**	**	**	**	75	**
	88%	82%	**	83%	88%	93%	91%	88%	**	**	**	94% h	86%	**	**	**	**	**	90%	**
	12%	6%	**	8%	25%	87%	9%	8%	**	**	**	81%	7%	**	**	**	**	**	4%	**
Don't know	3	-	**	2	3	9	-	1	**	**	**	7	2	**	**	**	**	**	1	**
	1%	-%	**	1%	1%	1%	-%	1%	**	**	**	*%	1%	**	**	**	**	**	1%	**
	36%	-%	**	18%	31%	98%	-%	10%	**	**	**	80%	18%	**	**	**	**	**	10%	**

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

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	314	156	62	218	661	2045	162	226	35	17	71	1832	143	31	25	19	82	61	88	55
Effective Weighted Sample	227	107	40	148	457	1442	124	156	27	12	56	1303	120	20	19	15	69	51	73	47
Weighted total	221	102	40	142	449	1537	165	146	26	11	54	1435	125	9	5	3	71	55	75	51
	12%	6%	**	8%	25%	87%	9%	8%	**	**	**	81%	7%	**	**	**	**	**	**	**
When travelling (e.g. on a train or in a car)	163	68	**	85	288	1110	128	93	**	**	**	1060	73	**	**	**	**	**	**	**
	74%	66%	**	60%	64%	72%	78%	64%	**	**	**	74%	58%	**	**	**	**	**	**	**
	d											h								
	13%	5%	**	7%	22%	86%	10%	7%	**	**	**	82%	6%	**	**	**	**	**	**	**
In other people's homes (e.g. friends/ family)	136	53	**	75	284	1003	107	99	**	**	**	933	66	**	**	**	**	**	**	**
	61%	52%	**	52%	63%	65%	65%	68%	**	**	**	65%	53%	**	**	**	**	**	**	**
	12%	5%	**	6%	25%	87%	9%	9%	**	**	**	81%	6%	**	**	**	**	**	**	**
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	131	55	**	71	247	994	103	90	**	**	**	931	63	**	**	**	**	**	**	**
	59%	54%	**	50%	55%	65%	62%	62%	**	**	**	65%	50%	**	**	**	**	**	**	**
	11%	5%	**	6%	22%	87%	9%	8%	**	**	**	81%	6%	**	**	**	**	**	**	**
Outdoors	133	49	**	64	250	974	106	81	**	**	**	912	56	**	**	**	**	**	**	**
	60%	48%	**	45%	56%	63%	65%	56%	**	**	**	64%	45%	**	**	**	**	**	**	**
	bd											h								
	12%	4%	**	6%	22%	87%	9%	7%	**	**	**	81%	5%	**	**	**	**	**	**	**
At your workplace	111	16	**	19	149	836	91	41	**	**	**	822	17	**	**	**	**	**	**	**
	50%	16%	**	13%	33%	54%	55%	28%	**	**	**	57%	13%	**	**	**	**	**	**	**
	bd											h								
	11%	2%	**	2%	15%	86%	9%	4%	**	**	**	85%	2%	**	**	**	**	**	**	**
Other	2	3	**	4	4	12	*	4	**	**	**	7	3	**	**	**	**	**	**	**
	1%	2%	**	3%	1%	1%	*%	3%	**	**	**	1%	3%	**	**	**	**	**	**	**
								l												
	17%	20%	**	31%	31%	97%	1%	35%	**	**	**	60%	28%	**	**	**	**	**	**	**

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

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	314	156	62	218	661	2045	162	226	35	17	71	1832	143	31	25	19	82	61	88	55
Effective Weighted Sample	227	107	40	148	457	1442	124	156	27	12	56	1303	120	20	19	15	69	51	73	47
Weighted total	221	102	40	142	449	1537	165	146	26	11	54	1435	125	9	5	3	71	55	75	51
	12%	6%	**	8%	25%	87%	9%	8%	**	**	**	81%	7%	**	**	**	**	**	**	**
Don't know	3	2	**	3	4	12	1	1	**	**	**	11	2	**	**	**	**	**	**	**
	2%	2%	**	2%	1%	1%	1%	1%	**	**	**	1%	2%	**	**	**	**	**	**	**
	23%	16%	**	16%	27%	78%	8%	9%	**	**	**	70%	15%	**	**	**	**	**	**	**

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

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

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

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	158	67	17	85	331	1214	131	116	**	**	48	1126	71	**	**	**	35	37	42	29
	53%	39%	23%	34%	53%	66%	68%	58%	**	**	56%	67%	34%	**	**	**	32%	37%	37%	32%
	bcd	c										hk								
	11%	5%	1%	6%	24%	87%	9%	8%	**	**	3%	81%	5%	**	**	**	2%	3%	3%	2%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	123	42	15	57	315	1155	132	99	**	**	39	1081	47	**	**	**	23	24	22	25
	41%	25%	21%	23%	50%	62%	69%	50%	**	**	45%	65%	23%	**	**	**	21%	24%	19%	27%
	bcd											hk								
	9%	3%	1%	4%	24%	86%	10%	7%	**	**	3%	81%	3%	**	**	**	2%	2%	2%	2%
Navigation/ Maps	141	64	18	83	256	1044	125	93	**	**	36	982	77	**	**	**	50	27	45	32
	47%	38%	25%	34%	41%	56%	65%	47%	**	**	43%	59%	37%	**	**	**	46%	28%	39%	35%
	bcd	c					f					hk					r			
	12%	5%	2%	7%	21%	85%	10%	8%	**	**	3%	80%	6%	**	**	**	4%	2%	4%	3%
Banking	122	49	7	56	243	1044	101	84	**	**	29	970	45	**	**	**	27	18	25	20
	41%	29%	10%	23%	39%	56%	52%	42%	**	**	34%	58%	22%	**	**	**	25%	19%	22%	22%
	bcd	c		c								hk								
	10%	4%	1%	5%	21%	88%	8%	7%	**	**	2%	82%	4%	**	**	**	2%	2%	2%	2%
Music	89	29	11	40	231	904	123	73	**	**	26	876	35	**	**	**	23	12	19	17
	30%	17%	15%	16%	37%	49%	64%	37%	**	**	31%	53%	17%	**	**	**	22%	12%	16%	18%
	bcd						f					hk								
	8%	3%	1%	4%	22%	85%	12%	7%	**	**	2%	82%	3%	**	**	**	2%	1%	2%	2%
Shopping (e.g. Amazon, Ocado, eBay)	98	32	8	40	213	883	66	73	**	**	32	796	34	**	**	**	20	14	22	12
	33%	19%	11%	16%	34%	48%	34%	37%	**	**	38%	48%	16%	**	**	**	18%	14%	19%	13%
	bcd					g						h								
	10%	3%	1%	4%	22%	90%	7%	7%	**	**	3%	81%	3%	**	**	**	2%	1%	2%	1%

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

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

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

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Games	77	22	7	30	212	688	78	73	**	**	27	640	26	**	**	**	10	16	16	10
	26%	13%	10%	12%	34%	37%	40%	37%	**	**	31%	38%	12%	**	**	**	9%	16%	14%	10%
	bcd																			
	10%	3%	1%	4%	26%	85%	10%	9%	**	**	3%	79%	3%	**	**	**	1%	2%	2%	1%
News/ newspapers	104	43	15	58	154	695	51	54	**	**	22	635	50	**	**	**	31	20	32	18
	35%	25%	20%	24%	25%	38%	26%	27%	**	**	26%	38%	24%	**	**	**	29%	20%	28%	20%
	bcd					g						hk								
	13%	6%	2%	7%	20%	90%	7%	7%	**	**	3%	82%	7%	**	**	**	4%	3%	4%	2%
Payment services (e.g. Apple Pay, PayPal)	67	21	8	29	146	675	55	57	**	**	21	616	27	**	**	**	13	14	19	8
	22%	12%	11%	12%	23%	36%	29%	29%	**	**	25%	37%	13%	**	**	**	12%	14%	17%	9%
	bcd											hk								
	9%	3%	1%	4%	19%	89%	7%	8%	**	**	3%	82%	4%	**	**	**	2%	2%	2%	1%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	47	11	5	16	122	533	50	48	**	**	22	482	14	**	**	**	6	8	10	4
	16%	6%	7%	7%	19%	29%	26%	24%	**	**	26%	29%	7%	**	**	**	6%	8%	9%	4%
	bcd																			
	8%	2%	1%	3%	20%	89%	8%	8%	**	**	4%	80%	2%	**	**	**	1%	1%	2%	1%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	31	3	*	4	96	450	58	28	**	**	10	435	3	**	**	**	1	1	3	-
	10%	2%	1%	2%	15%	24%	30%	14%	**	**	12%	26%	1%	**	**	**	1%	1%	2%	-%
	bcd											hk								
	6%	1%	*%	1%	18%	86%	11%	5%	**	**	2%	83%	*%	**	**	**	*%	*%	*%	-%

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

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

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

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Taxi booking (e.g. Uber, Ola)	38	9	3	11	63	353	63	28	**	**	10	345	10	**	**	**	5	5	6	4
	13%	5%	4%	5%	10%	19%	33%	14%	**	**	11%	21%	5%	**	**	**	5%	5%	5%	4%
	bcd						f					hk								
	9%	2%	1%	3%	14%	80%	14%	6%	**	**	2%	79%	2%	**	**	**	1%	1%	1%	1%
ANY OF THESE	252	122	38	160	507	1674	186	163	**	**	69	1546	137	**	**	**	76	62	74	63
	84%	71%	51%	65%	81%	90%	96%	82%	**	**	81%	93%	67%	**	**	**	71%	62%	66%	68%
	bcd	c		c			f					hk								
	13%	6%	2%	8%	26%	87%	10%	8%	**	**	4%	80%	7%	**	**	**	4%	3%	4%	3%
None of these	45	48	36	84	115	169	7	35	**	**	16	118	68	**	**	**	31	36	38	30
	15%	28%	49%	34%	18%	9%	4%	17%	**	**	18%	7%	33%	**	**	**	29%	37%	34%	32%
		a	abd	a		g		l			l									
	24%	25%	19%	45%	61%	90%	4%	19%	**	**	8%	63%	36%	**	**	**	17%	19%	20%	16%
Don't know	2	1	-	1	3	7	-	1	**	**	1	5	1	**	**	**	-	1	1	*
	1%	1%	-%	1%	*%	*%	-%	*%	**	**	1%	*%	1%	**	**	**	-%	1%	1%	*%
	22%	18%	-%	18%	34%	93%	-%	9%	**	**	9%	70%	16%	**	**	**	-%	16%	10%	6%

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

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

QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Music	13	4	2	6	37	186	15	10	**	**	4	175	5	**	**	**	2	2	3	2
	4%	2%	2%	2%	6%	10%	8%	5%	**	**	4%	10% h	2%	**	**	**	2%	2%	3%	2%
	6%	2%	1%	3%	17%	87%	7%	5%	**	**	2%	82%	2%	**	**	**	1%	1%	1%	1%
Games	8	*	-	*	21	128	12	8	**	**	4	122	-	**	**	**	-	-	-	-
	3%	*%	-%	*%	3%	7%	6%	4%	**	**	5%	7%	-%	**	**	**	-%	-%	-%	-%
	5% bd	*%	-%	*%	14%	88%	8%	6%	**	**	3%	84%	-%	**	**	**	-%	-%	-%	-%
Banking	18	10	2	13	23	125	17	6	**	**	3	110	9	**	**	**	5	4	3	6
	6%	6%	3%	5%	4%	7%	9%	3%	**	**	4%	7%	4%	**	**	**	5%	4%	3%	6%
	12%	7%	2%	9%	16%	86%	12%	4%	**	**	2%	75%	6%	**	**	**	4%	3%	2%	4%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	15	3	1	4	25	113	20	7	**	**	5	96	3	**	**	**	1	2	2	1
	5%	2%	1%	2%	4%	6%	10%	4%	**	**	6%	6%	1%	**	**	**	1%	2%	1%	1%
	11% d	2%	1%	3%	19%	82%	15% f	5%	**	**	3%	70%	2%	**	**	**	1%	1%	1%	1%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	12	7	1	8	21	106	12	6	**	**	3	98	5	**	**	**	2	3	3	2
	4%	4%	2%	3%	3%	6%	6%	3%	**	**	4%	6%	2%	**	**	**	2%	3%	3%	2%
	9%	5%	1%	6%	17%	84%	10%	5%	**	**	3%	77%	4%	**	**	**	1%	2%	3%	1%
Navigation/ Maps	14	9	1	10	21	106	15	4	**	**	2	92	10	**	**	**	9	1	4	6
	5%	5%	1%	4%	3%	6%	8%	2%	**	**	2%	6% h	5%	**	**	**	9% r	1%	4%	6% r
	12%	7%	1%	8%	17%	86%	12%	4%	**	**	2%	74%	8%	**	**	**	7%	1%	3%	5%

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

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	9	1	-	1	14	108	7	5	**	**	1	96	1	**	**	**	-	1	1	-
	3%	1%	-%	1%	2%	6%	3%	2%	**	**	2%	6%	*%	**	**	**	-%	1%	1%	-%
	d											h								
	8%	1%	-%	1%	12%	92%	6%	4%	**	**	1%	82%	1%	**	**	**	-%	1%	1%	-%
Shopping (e.g. Amazon, Ocado, eBay)	7	1	*	1	12	81	6	3	**	**	1	75	*	**	**	**	*	-	-	*
	2%	1%	*%	*%	2%	4%	3%	2%	**	**	1%	4%	*%	**	**	**	*%	-%	-%	1%
	d											h								
	8%	1%	*%	1%	13%	89%	6%	3%	**	**	1%	81%	1%	**	**	**	1%	-%	-%	1%
Payment services (e.g. Apple Pay, PayPal)	7	1	1	2	13	71	8	2	**	**	1	65	2	**	**	**	2	-	-	2
	2%	1%	1%	1%	2%	4%	4%	1%	**	**	1%	4%	1%	**	**	**	1%	-%	-%	2%
												h								
	8%	1%	1%	2%	16%	86%	9%	3%	**	**	1%	78%	2%	**	**	**	2%	-%	-%	2%
News/ newspapers	16	6	2	8	15	71	8	4	**	**	2	60	6	**	**	**	5	1	3	3
	5%	4%	2%	3%	2%	4%	4%	2%	**	**	3%	4%	3%	**	**	**	5%	1%	3%	3%
	20%	8%	2%	10%	19%	89%	10%	5%	**	**	3%	75%	8%	**	**	**	6%	2%	4%	3%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1	*	-	*	6	48	5	2	**	**	1	42	-	**	**	**	-	-	-	-
	*%	*%	-%	*%	1%	3%	2%	1%	**	**	1%	3%	-%	**	**	**	-%	-%	-%	-%
	1%	*%	-%	*%	11%	90%	9%	3%	**	**	2%	78%	-%	**	**	**	-%	-%	-%	-%

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

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

QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	441	275	129	404	970	2526	190	322	50	32	122	2174	243	69	51	41	129	114	140	103
Effective Weighted Sample	317	185	81	266	658	1781	147	220	38	22	92	1547	202	44	37	33	108	94	116	86
Weighted total	299	171	74	245	624	1851	193	199	36	18	85	1669	206	22	11	6	107	99	113	93
	14%	8%	3%	12%	29%	87%	9%	9%	**	**	4%	79%	10%	**	**	**	5%	5%	5%	4%
Taxi booking (e.g. Uber, Ola)	2	2	-	2	5	42	6	1	**	**	1	38	2	**	**	**	2	-	1	*
	1%	1%	-%	1%	1%	2%	3%	1%	**	**	1%	2%	1%	**	**	**	1%	-%	1%	1%
	4%	3%	-%	3%	10%	87%	13%	2%	**	**	2%	79%	3%	**	**	**	3%	-%	2%	1%
ANY OF THESE	60	25	8	33	116	459	51	35	**	**	16	414	27	**	**	**	16	11	14	13
	20%	14%	11%	13%	19%	25%	26%	18%	**	**	19%	25% h	13%	**	**	**	15%	11%	13%	14%
	d																			
	11%	5%	2%	6%	22%	87%	10%	7%	**	**	3%	78%	5%	**	**	**	3%	2%	3%	2%
None of these	238	144	65	210	504	1382	142	163	**	**	69	1247	177	**	**	**	90	88	97	80
	79%	84%	88%	85%	81%	75%	74%	82%	**	**	81%	75%	86%	**	**	**	84%	88%	86%	86%
								l												
	15%	9%	4%	13%	32%	87%	9%	10%	**	**	4%	79%	11%	**	**	**	6%	6%	6%	5%
Don't know	2	2	*	3	4	10	-	1	**	**	1	8	2	**	**	**	1	1	2	*
	1%	1%	*%	1%	1%	1%	-%	*%	**	**	1%	*%	1%	**	**	**	1%	1%	2%	*%
	18%	24%	2%	26%	39%	95%	-%	6%	**	**	6%	78%	23%	**	**	**	11%	12%	19%	4%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Yes - PC (including iMacs)	130	96	64	160	225	595	46	90	33	10	30	497	143	7	9	1	71	72	93	50
	31%	32%	23%	28%	21%	25%	21%	22%	33%	17%	15%	26%	29%	15%	27%	5%	33%	27%	42%	19%
	c	c						k	hjk			k	np	p	np		t	t	qrt	
	20%	15%	10%	24%	34%	91%	7%	14%	5%	2%	5%	76%	22%	1%	1%	*%	11%	11%	14%	8%
Yes - laptop (including MacBooks)	237	149	78	227	446	1384	169	154	38	14	67	1274	192	21	11	3	102	90	116	76
	58%	49%	29%	39%	42%	59%	77%	37%	39%	25%	34%	66%	40%	43%	35%	24%	47%	34%	52%	29%
	bcd	cd		c			f	j				hijk	p	p			rt		rt	
	15%	9%	5%	14%	28%	86%	10%	10%	2%	1%	4%	79%	12%	1%	1%	*%	6%	6%	7%	5%
Yes - netbook	23	7	3	10	28	122	7	20	7	2	8	102	8	1	1	*	5	3	6	2
	6%	2%	1%	2%	3%	5%	3%	5%	7%	3%	4%	5%	2%	1%	3%	1%	2%	1%	3%	1%
	bcd																			
	17%	5%	2%	7%	21%	90%	5%	14%	5%	1%	6%	75%	6%	*%	1%	*%	4%	2%	4%	1%
Yes - tablet computer - e.g. iPad	201	155	81	236	438	1320	83	170	39	17	76	1130	199	18	15	4	96	103	111	88
	49%	51%	30%	41%	41%	56%	38%	41%	40%	29%	39%	58%	41%	37%	47%	33%	44%	39%	50%	33%
	cd	cd		c		g		j				hijk			p		t		rt	
	14%	11%	6%	16%	30%	91%	6%	12%	3%	1%	5%	78%	14%	1%	1%	*%	7%	7%	8%	6%
TOTAL YES	333	237	149	386	713	1931	192	252	61	25	110	1701	328	29	23	6	162	166	181	147
	81%	78%	55%	67%	67%	82%	88%	61%	62%	43%	57%	88%	67%	60%	74%	46%	74%	62%	81%	56%
	cd	cd		c				j	j		j	hijk	p		np		rt		rt	
	15%	11%	7%	18%	32%	88%	9%	11%	3%	1%	5%	77%	15%	1%	1%	*%	7%	8%	8%	7%
PC ONLY	28	20	23	44	62	103	13	21	8	4	8	87	40	1	2	*	18	21	20	19
	7%	7%	8%	8%	6%	4%	6%	5%	8%	6%	4%	4%	8%	3%	7%	1%	8%	8%	9%	7%
													p							
	24%	18%	20%	38%	54%	89%	12%	18%	7%	3%	7%	75%	34%	1%	2%	*%	16%	18%	17%	17%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
LAPTOP ONLY	73	51	30	81	174	404	84	46	11	5	19	396	69	7	4	1	39	30	37	32
	18%	17%	11%	14%	17%	17%	38%	11%	11%	8%	10%	20%	14%	15%	12%	11%	18%	11%	17%	12%
	c	c					f					hijk					r			
	14%	10%	6%	16%	34%	80%	17%	9%	2%	1%	4%	78%	14%	1%	1%	*%	8%	6%	7%	6%
TABLET ONLY	54	44	35	79	159	345	6	51	5	4	27	270	63	6	7	3	24	40	21	42
	13%	14%	13%	14%	15%	15%	3%	12%	5%	6%	14%	14%	13%	12%	23%	20%	11%	15%	9%	16%
						g		i			i	i			mn					s
	15%	12%	10%	22%	44%	96%	2%	14%	2%	1%	7%	75%	18%	2%	2%	1%	7%	11%	6%	12%
No	78	67	124	191	342	426	27	160	37	33	85	239	157	19	8	7	55	102	41	116
	19%	22%	45%	33%	32%	18%	12%	39%	38%	57%	43%	12%	32%	39%	26%	54%	25%	38%	18%	44%
			abd	ab				l	l	hikl	l			o		mno		qs		qs
	16%	14%	26%	40%	72%	89%	6%	34%	8%	7%	18%	50%	33%	4%	2%	1%	12%	21%	8%	24%
Don't know	-	1	-	1	1	*	-	*	-	-	-	-	1	*	-	-	1	-	1	-
	-%	*%	-%	*%	*%	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	1%	-%	1%	-%
	-%	95%	-%	95%	95%	9%	-%	12%	-%	-%	-%	-%	82%	13%	-%	-%	82%	-%	82%	-%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Yes - have access and use at home	341	234	143	377	750	2013	197	267	61	27	116	1761	321	30	21	6	158	163	181	140
	83%	77%	52%	65%	71%	85%	90%	65%	62%	46%	60%	91%	66%	62%	67%	46%	72%	61%	81%	53%
	bcd	cd		c				j	j		j	hijk	p	p	p		rt		qrt	
	15%	10%	6%	17%	33%	88%	9%	12%	3%	1%	5%	77%	14%	1%	1%	*%	7%	7%	8%	6%
Yes - have access but don't use at home	12	12	8	20	33	43	3	10	3	1	7	28	16	2	2	1	9	7	5	11
	3%	4%	3%	3%	3%	2%	2%	3%	3%	2%	4%	1%	3%	3%	7%	5%	4%	3%	2%	4%
											l									
	22%	23%	15%	38%	62%	82%	6%	20%	5%	2%	14%	54%	30%	3%	4%	1%	17%	13%	10%	21%
No do not have access at home	59	59	120	179	271	298	18	135	35	30	70	149	148	17	8	6	52	97	36	112
	14%	19%	44%	31%	26%	13%	8%	33%	35%	52%	36%	8%	31%	35%	26%	46%	24%	36%	16%	43%
			abd	ab				l	l	hikl	l					mo	s	qs		qs
	17%	17%	36%	53%	80%	89%	5%	40%	10%	9%	21%	44%	44%	5%	2%	2%	15%	29%	11%	33%
Don't know	-	*	1	1	2	2	-	*	*	-	*	2	1	-	-	*	-	1	1	-
	-%	*%	1%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	-%	3%	-%	*%	1%	-%
																m				
	-%	2%	64%	66%	104%	85%	-%	15%	5%	-%	15%	67%	50%	-%	-%	16%	-%	50%	50%	-%
INTERNET ACCESS AT HOME																				
YES	353	247	151	397	783	2056	201	277	64	28	124	1790	337	31	23	7	167	170	186	151
	86%	81%	55%	69%	74%	87%	92%	67%	65%	48%	64%	92%	69%	65%	74%	51%	76%	63%	83%	57%
	cd	cd		c				j	j		j	hijk	p		p		rt		qrt	
	15%	11%	6%	17%	34%	88%	9%	12%	3%	1%	5%	77%	14%	1%	1%	*%	7%	7%	8%	6%
NO	59	59	120	179	271	298	18	135	35	30	70	149	148	17	8	6	52	97	36	112
	14%	19%	44%	31%	26%	13%	8%	33%	35%	52%	36%	8%	31%	35%	26%	46%	24%	36%	16%	43%
			abd	ab				l	l	hikl	l					mo	s	qs		qs
	17%	17%	36%	53%	80%	89%	5%	40%	10%	9%	21%	44%	44%	5%	2%	2%	15%	29%	11%	33%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
In someone else's home	132	74	34	107	330	1029	89	118	22	12	40	927	96	4	4	2	40	56	62	34
	32%	24%	12%	19%	31%	44%	41%	29%	22%	21%	21%	48%	20%	9%	13%	17%	18%	21%	28%	13%
	bcd	cd		c				k				hijk	n					t	qt	
	11%	6%	3%	9%	28%	88%	8%	10%	2%	1%	3%	80%	8%	*%	*%	*%	3%	5%	5%	3%
While travelling	153	75	24	99	269	988	104	101	19	8	36	918	85	7	5	2	45	40	54	31
	37%	24%	9%	17%	26%	42%	47%	24%	19%	13%	19%	47%	18%	14%	18%	12%	20%	15%	24%	12%
	bcd	cd		c				j				hijk					t		rt	
	13%	7%	2%	9%	24%	87%	9%	9%	2%	1%	3%	81%	7%	1%	*%	*%	4%	4%	5%	3%
Your workplace	118	21	3	24	147	890	75	54	15	6	13	856	20	1	2	1	11	9	16	4
	29%	7%	1%	4%	14%	38%	34%	13%	15%	11%	7%	44%	4%	2%	8%	6%	5%	3%	7%	2%
	bcd	c		c				k	k			hijk			n		t		t	
	12%	2%	*%	2%	15%	88%	7%	5%	1%	1%	1%	85%	2%	*%	*%	*%	1%	1%	2%	*%
Library	21	8	6	13	59	166	61	36	3	4	11	180	12	*	1	*	6	5	8	4
	5%	2%	2%	2%	6%	7%	28%	9%	3%	7%	6%	9%	2%	1%	4%	1%	3%	2%	4%	1%
	cd						f	i				i								
	9%	3%	2%	5%	24%	67%	25%	14%	1%	2%	4%	72%	5%	*%	*%	*%	3%	2%	3%	2%
Internet cafe	29	8	2	10	46	202	27	20	3	1	4	192	8	1	1	*	7	1	4	4
	7%	3%	1%	2%	4%	9%	12%	5%	3%	2%	2%	10%	2%	1%	3%	3%	3%	1%	2%	2%
	bcd											hijk					r			
	12%	3%	1%	4%	19%	84%	11%	8%	1%	*%	2%	79%	3%	*%	*%	*%	3%	1%	2%	2%
School/ college	7	5	-	5	32	120	34	13	1	-	2	132	5	-	-	-	3	2	3	2
	2%	2%	-%	1%	3%	5%	16%	3%	1%	-%	1%	7%	1%	-%	-%	-%	2%	1%	1%	1%
	c	c					f					hijk								
	4%	3%	-%	3%	19%	71%	20%	8%	1%	-%	1%	78%	3%	-%	-%	-%	2%	1%	2%	1%
University	2	2	1	3	9	90	33	6	1	2	1	110	3	-	*	*	3	-	1	2
	1%	1%	*%	1%	1%	4%	15%	2%	1%	3%	1%	6%	1%	-%	*%	*%	1%	-%	1%	1%
							f					hik								
	2%	2%	1%	2%	7%	69%	26%	5%	1%	1%	1%	85%	2%	-%	*%	*%	2%	-%	1%	1%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
UK culture centre/ Learn Direct/ other online learning centres	3	2	*	2	13	38	13	4	*	1	*	40	1	*	*	*	1	-	-	1
	1%	1%	*%	*%	1%	2%	6% f	1%	*%	2%	*%	2% k	*%	1%	1%	1%	1%	-%	-%	*%
	6%	4%	*%	4%	25%	69%	24%	7%	*%	2%	*%	74%	2%	1%	1%	*%	2%	-%	-%	2%
Other	10	10	6	16	23	51	4	11	4	2	6	34	14	1	1	-	10	5	11	3
	3%	3%	2%	3%	2%	2%	2%	3%	4%	3%	3%	2%	3%	2%	4%	-%	4% t	2%	5% t	1%
	19%	18%	11%	29%	42%	93%	7%	20%	7%	3%	12%	63%	26%	2%	2%	-%	17%	8%	19%	6%
No, do not	163	168	216	384	524	691	41	218	64	37	122	432	316	37	22	10	132	184	117	198
	40%	55% a	79% abd	66% ab	50%	29% g	19%	53% l	64% hl	65% l	63% hl	22%	65%	77% m	70%	75%	60%	69% qs	53%	75% qs
	22%	22%	29%	51%	70%	92%	5%	29%	8%	5%	16%	57%	42%	5%	3%	1%	18%	24%	16%	26%
EVER USE INTERNET AT HOME OR ELSEWHERE	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	87% bcd	80% cd	55%	68% c	77%	90%	95% f	71% jk	67%	53%	64%	95% hijk	69% p	64% p	68% p	48%	76% rt	64%	84% qrt	57%
	15%	10%	6%	16%	34%	88%	9%	12%	3%	1%	5%	76%	14%	1%	1%	*%	7%	7%	8%	6%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	19	11	7	18	68	100	11	26	5	4	8	77	16	1	*	*	8	9	6	10
	5%	3%	3%	3%	6%	4%	5%	6% l	5%	7%	4%	4%	3%	2%	1%	1%	4%	3%	3%	4%
	15%	9%	6%	15%	56%	82%	9%	21%	4%	3%	6%	63%	13%	1%	*%	*%	6%	7%	5%	8%

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

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

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Every day	253	148	65	213	540	1686	176	194	41	**	77	1534	183	17	12	**	97	85	112	71
	70%	60%	43%	54%	66%	80%	85%	66%	62%	**	62%	83%	54%	55%	56%	**	59%	50%	60%	47%
	bcd	c		c								hik					t		t	
	13%	8%	3%	11%	28%	88%	9%	10%	2%	**	4%	80%	9%	1%	1%	**	5%	4%	6%	4%
Several times a week	65	52	35	87	143	264	19	48	13	**	20	208	74	5	6	**	35	39	37	38
	18%	21%	23%	22%	17%	12%	9%	16%	19%	**	16%	11%	22%	18%	28%	**	21%	23%	20%	25%
								l	l											
	22%	18%	12%	30%	49%	90%	6%	16%	4%	**	7%	71%	25%	2%	2%	**	12%	13%	12%	13%
At least once a week	19	17	18	35	52	68	7	16	6	**	9	45	29	3	2	**	13	16	17	11
	5%	7%	12%	9%	6%	3%	3%	5%	9%	**	7%	2%	9%	9%	9%	**	8%	9%	9%	8%
			a					l	l		l									
	24%	21%	22%	44%	66%	86%	9%	20%	7%	**	11%	57%	36%	3%	2%	**	17%	20%	22%	14%
At least once a month	10	11	14	25	37	44	1	12	1	**	6	26	23	1	*	**	7	16	12	11
	3%	5%	9%	6%	4%	2%	1%	4%	2%	**	5%	1%	7%	5%	2%	**	4%	9%	6%	7%
			ab	a				l			l									
	22%	24%	30%	54%	78%	93%	3%	25%	2%	**	13%	56%	48%	3%	1%	**	14%	34%	25%	23%
A few times a year	3	4	6	10	13	17	-	7	3	**	4	5	8	2	*	**	2	5	3	5
	1%	2%	4%	3%	2%	1%	-%	2%	4%	**	3%	*%	2%	7%	1%	**	2%	3%	1%	3%
			a					l	l		l									
	18%	23%	31%	54%	70%	89%	-%	38%	14%	**	23%	29%	42%	11%	1%	**	13%	29%	14%	28%
Less than once a year	2	2	1	4	5	6	-	3	-	**	1	3	4	-	*	**	2	2	2	2
	1%	1%	1%	1%	1%	*%	-%	1%	-%	**	1%	*%	1%	-%	*%	**	1%	1%	1%	1%
								l			l									
	41%	41%	22%	63%	95%	100%	-%	52%	-%	**	26%	58%	62%	-%	1%	**	28%	34%	34%	28%

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

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

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

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Never	6	10	11	21	26	27	4	11	2	**	6	16	17	2	1	**	9	9	5	12
	2%	4%	7%	5%	3%	1%	2%	4%	4%	**	5%	1%	5%	7%	3%	**	5%	5%	3%	8%
			a	a				l	l		l									s
	21%	33%	34%	67%	85%	88%	12%	35%	8%	**	20%	51%	56%	7%	2%	**	27%	28%	15%	39%
Don't know	*	-	*	*	1	1	1	2	1	**	-	-	*	-	-	**	*	-	-	*
	*%	-%	*%	*%	*%	*%	*%	1%	1%	**	-%	-%	*%	-%	-%	**	*%	-%	-%	*%
								l	l											
	11%	-%	25%	25%	83%	58%	50%	86%	40%	**	-%	-%	25%	-%	-%	**	25%	-%	-%	25%
TOTAL AT LEAST ONCE A WEEK	337	217	118	335	735	2018	202	258	60	**	106	1787	286	25	20	**	146	140	166	120
	94%	89%	78%	85%	90%	96%	97%	88%	90%	**	86%	97%	85%	81%	94%	**	88%	81%	89%	80%
	bcd	c										hik			mn		t		t	
	15%	9%	5%	15%	32%	88%	9%	11%	3%	**	5%	78%	12%	1%	1%	**	6%	6%	7%	5%
TOTAL EVER	353	235	139	374	790	2085	204	280	64	**	118	1822	319	29	20	**	157	163	182	137
	98%	96%	93%	95%	97%	99%	98%	96%	95%	**	95%	99%	95%	93%	97%	**	95%	95%	97%	92%
	cd											hik							t	
	15%	10%	6%	16%	33%	88%	9%	12%	3%	**	5%	77%	13%	1%	1%	**	7%	7%	8%	6%

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

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

QE5 (QE36). Do you personally use the tablet computer? (SINGLE CODE)

Base : Those with a tablet computer in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	~t
Unweighted total	314	235	150	385	713	1880	87	286	59	30	118	1539	227	58	71	29	114	113	135	92
Effective Weighted Sample	220	163	91	253	471	1293	65	188	41	20	85	1071	193	36	47	23	98	95	115	79
Weighted total	201	155	81	236	438	1320	83	170	39	17	76	1130	199	18	15	4	96	103	111	88
	14%	11%	6%	16%	30%	91%	**	12%	**	**	5%	78%	14%	**	**	**	7%	7%	8%	**
Yes	157	125	66	191	331	994	**	121	**	**	53	863	162	**	**	**	72	90	96	**
	78%	80%	81%	81%	76%	75%	**	71%	**	**	70%	76%	81%	**	**	**	75%	87%	86%	**
																		q	q	
	14%	11%	6%	17%	30%	91%	**	11%	**	**	5%	79%	15%	**	**	**	7%	8%	9%	**
No	44	30	15	45	106	325	**	49	**	**	23	267	37	**	**	**	24	13	15	**
	22%	20%	19%	19%	24%	25%	**	29%	**	**	30%	24%	19%	**	**	**	25%	13%	14%	**
																	rs			
	12%	8%	4%	13%	29%	90%	**	14%	**	**	6%	74%	10%	**	**	**	7%	4%	4%	**

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

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

QE6 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	169	131	101	232	315	764	49	132	40	16	53	610	158	23	44	7	87	71	105	53
Effective Weighted Sample	127	94	65	159	221	558	37	87	30	10	34	455	133	15	30	6	72	62	89	45
Weighted total	130	96	64	160	225	595	46	90	33	10	30	497	143	7	9	1	71	72	93	50
	20%	15%	10%	24%	34%	91%	**	14%	**	**	**	76%	22%	**	**	**	**	**	14%	**
Yes	97	78	50	128	172	469	**	76	**	**	**	394	114	**	**	**	**	**	77	**
	75%	81%	78%	80%	76%	79%	**	84%	**	**	**	79%	80%	**	**	**	**	**	83%	**
	19%	15%	10%	25%	33%	91%	**	15%	**	**	**	77%	22%	**	**	**	**	**	15%	**
No	32	18	14	32	53	126	**	15	**	**	**	103	29	**	**	**	**	**	15	**
	25%	19%	22%	20%	24%	21%	**	16%	**	**	**	21%	20%	**	**	**	**	**	17%	**
	23%	13%	10%	23%	38%	90%	**	10%	**	**	**	73%	21%	**	**	**	**	**	11%	**

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

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

QE7 (QE55). Do you personally use the laptop computer? (SINGLE CODE)

Base : Those with a laptop computer in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	~r	s	~t
Unweighted total	336	234	135	369	667	1837	161	259	63	23	105	1580	225	65	56	23	126	99	140	85
Effective Weighted Sample	246	158	84	242	458	1301	126	170	43	17	72	1149	187	40	35	18	105	82	116	71
Weighted total	237	149	78	227	446	1384	169	154	38	14	67	1274	192	21	11	3	102	90	116	76
	15%	9%	5%	14%	28%	86%	10%	10%	**	**	4%	79%	12%	**	**	**	6%	**	7%	**
Yes	191	124	53	177	332	1114	144	115	**	**	47	1046	152	**	**	**	86	**	93	**
	80%	83%	68%	78%	74%	80%	86%	75%	**	**	70%	82%	79%	**	**	**	84%	**	80%	**
	c	c										hk								
	15%	9%	4%	13%	25%	85%	11%	9%	**	**	4%	80%	12%	**	**	**	7%	**	7%	**
No	47	25	25	50	114	271	24	39	**	**	20	228	41	**	**	**	16	**	23	**
	20%	17%	32%	22%	26%	20%	14%	25%	**	**	30%	18%	21%	**	**	**	16%	**	20%	**
			ab					l			l									
	16%	8%	8%	16%	38%	90%	8%	13%	**	**	7%	76%	14%	**	**	**	5%	**	8%	**

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

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

QE8 (QE56). Do you personally use the netbook? (SINGLE CODE)

Base : Those with a netbook in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	37	12	7	19	49	171	9	29	7	2	10	138	10	3	5	1	6	4	8	2
Effective Weighted Sample	27	8	4	12	33	122	6	21	6	2	9	100	9	2	4	1	6	3	7	2
Weighted total	23	7	3	10	28	122	7	20	7	2	8	102	8	1	1	*	5	3	6	2
	**	**	**	**	**	90%	**	**	**	**	**	75%	**	**	**	**	**	**	**	**
Yes	**	**	**	**	**	58	**	**	**	**	**	49	**	**	**	**	**	**	**	**
	**	**	**	**	**	48%	**	**	**	**	**	48%	**	**	**	**	**	**	**	**
	**	**	**	**	**	91%	**	**	**	**	**	76%	**	**	**	**	**	**	**	**
No	**	**	**	**	**	64	**	**	**	**	**	53	**	**	**	**	**	**	**	**
	**	**	**	**	**	52%	**	**	**	**	**	52%	**	**	**	**	**	**	**	**
	**	**	**	**	**	89%	**	**	**	**	**	75%	**	**	**	**	**	**	**	**

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

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

QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Smartphone	130	45	13	58	334	1077	133	105	13	**	30	997	50	4	2	**	27	23	23	27
	36%	19%	9%	15%	41%	51%	64%	36%	19%	**	24%	54%	15%	13%	9%	**	16%	14%	12%	18%
	bcd	c		c			f	ik				hik								
	10%	4%	1%	5%	27%	87%	11%	8%	1%	**	2%	80%	4%	*%	*%	**	2%	2%	2%	2%
Laptop	95	60	42	102	149	417	41	51	15	**	23	368	86	11	5	**	49	36	55	30
	26%	25%	28%	26%	18%	20%	20%	17%	22%	**	18%	20%	25%	34%	24%	**	30%	21%	30%	20%
	20%	13%	9%	21%	31%	86%	8%	11%	3%	**	5%	76%	18%	2%	1%	**	10%	8%	11%	6%
Tablet computer (e.g. iPad)	67	74	43	117	159	316	18	61	13	**	37	256	96	11	8	**	37	58	53	43
	19%	30%	28%	30%	19%	15%	9%	21%	20%	**	30%	14%	28%	36%	40%	**	23%	34%	28%	29%
		a	a	a		g		l			hl				m			q		
	19%	21%	12%	33%	45%	90%	5%	17%	4%	**	11%	72%	27%	3%	2%	**	11%	16%	15%	12%
Desktop PC	46	50	39	90	119	210	10	49	21	**	20	157	83	3	4	**	42	40	47	35
	13%	20%	26%	23%	15%	10%	5%	17%	32%	**	16%	9%	24%	9%	19%	**	26%	23%	25%	24%
		a	a	a		g		l	hkl		l		n							
	21%	23%	18%	40%	53%	94%	4%	22%	10%	**	9%	70%	37%	1%	2%	**	19%	18%	21%	16%
TV set	5	3	1	3	13	21	3	5	*	**	3	15	3	-	*	**	1	1	1	1
	1%	1%	*%	1%	2%	1%	1%	2%	*%	**	3%	1%	1%	-%	*%	**	1%	1%	1%	1%
											l									
	19%	11%	3%	14%	51%	86%	12%	21%	*%	**	13%	62%	12%	-%	*%	**	6%	6%	6%	6%
Games console	1	-	-	-	8	17	-	4	1	**	2	11	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	1%	1%	-%	1%	1%	**	1%	1%	-%	-%	-%	**	-%	-%	-%	-%
	4%	-%	-%	-%	43%	95%	-%	21%	4%	**	8%	62%	-%	-%	-%	**	-%	-%	-%	-%
E-reader (e.g. Kindle)	3	2	2	4	5	6	-	2	1	**	2	4	4	-	-	**	1	3	3	1
	1%	1%	1%	1%	1%	*%	-%	1%	1%	**	2%	*%	1%	-%	-%	**	1%	2%	1%	1%
											l									
	48%	35%	29%	64%	83%	100%	-%	39%	10%	**	39%	64%	61%	-%	-%	**	17%	44%	44%	17%

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

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

QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Netbook	1	-	*	*	2	5	1	2	-	**	1	4	*	-	-	**	-	*	*	-
	*%	-%	*%	*%	*%	*%	1%	1%	-%	**	1%	*%	*%	-%	-%	**	-%	*%	*%	-%
	13%	-%	4%	4%	33%	85%	20%	30%	-%	**	21%	71%	4%	-%	-%	**	-%	4%	4%	-%
Smart speaker (e.g. Amazon Echo, Google Home)	-	1	*	1	2	3	-	*	-	**	*	2	-	-	1	**	-	-	-	-
	-%	*%	*%	*%	*%	*%	-%	*%	-%	**	*%	*%	-%	-%	4%	**	-%	-%	-%	-%
	-%	16%	10%	26%	57%	97%	-%	13%	-%	**	10%	73%	-%	-%	23% m	**	-%	-%	-%	-%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	-	-	-	-	*	1	-	-	-	**	-	1	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	*%	*%	-%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	11%	100%	-%	-%	-%	**	-%	100%	-%	-%	-%	**	-%	-%	-%	-%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	*	-	-	-	**	-	-	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	-%	*%	-%	-%	-%	**	-%	-%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	-%	100%	-%	-%	-%	**	-%	-%	-%	-%	-%	**	-%	-%	-%	-%
Other device	1	-	-	-	1	2	-	-	-	**	-	2	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	*%	*%	-%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	42%	-%	-%	-%	91%	100%	-%	-%	-%	**	-%	100%	-%	-%	-%	**	-%	-%	-%	-%
None	10	7	9	16	21	27	2	11	3	**	5	13	12	3	1	**	4	8	2	10
	3%	3%	6%	4%	3%	1%	1%	4%	4%	**	4%	1%	4%	8%	4%	**	3%	5%	1%	6%
								l	l		l									s
	33%	24%	29%	53%	71%	92%	7%	38%	9%	**	16%	44%	41%	9%	3%	**	14%	27%	8%	32%

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

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

QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Don't know	2	2	2	4	6	10	1	1	1	**	-	8	4	*	*	**	3	1	2	2
	1%	1%	1%	1%	1%	*%	1%	1%	1%	**	-%	*%	1%	*%	1%	**	2%	1%	1%	1%
	19%	17%	17%	34%	49%	88%	11%	13%	6%	**	-%	70%	32%	1%	1%	**	22%	10%	16%	16%

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

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

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

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	521	393	272	665	1252	2885	198	472	97	49	204	2359	397	104	117	47	208	189	231	165
Effective Weighted Sample	375	261	167	429	835	2010	153	313	69	31	144	1672	328	65	75	37	173	156	189	139
Weighted total	353	247	151	397	783	2056	201	277	64	28	124	1790	337	31	23	7	167	170	186	151
	15%	11%	6%	17%	34%	88%	9%	12%	**	**	5%	77%	14%	1%	1%	**	7%	7%	8%	6%
Ordinary phone line - dialup access	4	5	2	7	11	17	5	4	**	**	1	14	6	1	*	**	1	5	2	4
	1%	2%	1%	2%	1%	1%	2%	1%	**	**	1%	1%	2%	2%	*%	**	1%	3%	1%	2%
	18%	24%	8%	32%	53%	82%	21%	18%	**	**	6%	68%	28%	4%	*%	**	5%	24%	11%	17%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	326	236	140	375	691	1885	183	247	**	**	111	1658	321	27	21	**	161	160	180	141
	92%	96%	93%	94%	88%	92%	91%	89%	**	**	90%	93% h	95% n	87%	91%	**	97%	94%	97%	94%
	15%	11%	7%	18%	32%	88%	9%	12%	**	**	5%	78%	15%	1%	1%	**	8%	7%	8%	7%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	18	6	3	9	30	100	13	10	**	**	4	97	8	1	-	**	3	5	6	2
	5%	3%	2%	2%	4%	5%	6%	4%	**	**	3%	5%	2%	4%	-%	**	2%	3%	3%	1%
	15% d	5%	2%	7%	25%	83%	10%	8%	**	**	3%	80%	6%	1%	-%	**	2%	4%	5%	1%

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

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

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

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	521	393	272	665	1252	2885	198	472	97	49	204	2359	397	104	117	47	208	189	231	165
Effective Weighted Sample	375	261	167	429	835	2010	153	313	69	31	144	1672	328	65	75	37	173	156	189	139
Weighted total	353	247	151	397	783	2056	201	277	64	28	124	1790	337	31	23	7	167	170	186	151
	15%	11%	6%	17%	34%	88%	9%	12%	**	**	5%	77%	14%	1%	1%	**	7%	7%	8%	6%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	101	41	17	58	203	673	68	64	**	**	26	640	48	6	2	**	25	23	31	17
	29%	17%	11%	14%	26%	33%	34%	23%	**	**	21%	36%	14%	19%	8%	**	15%	14%	17%	12%
	bcd											hk		o						
	13%	5%	2%	7%	26%	86%	9%	8%	**	**	3%	81%	6%	1%	*%	**	3%	3%	4%	2%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	10	6	4	10	21	66	24	4	**	**	1	82	8	2	-	**	3	5	6	2
	3%	3%	3%	3%	3%	3%	12%	1%	**	**	1%	5%	2%	7%	-%	**	2%	3%	3%	1%
							f					hk		o						
	11%	7%	4%	11%	22%	69%	25%	4%	**	**	1%	85%	8%	2%	-%	**	3%	6%	7%	2%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	346	241	144	385	758	2019	194	264	**	**	115	1765	327	30	22	**	164	164	183	144
	98%	98%	95%	97%	97%	98%	97%	95%	**	**	93%	99%	97%	95%	94%	**	98%	96%	98%	96%
												hk								
	15%	11%	6%	17%	33%	88%	8%	12%	**	**	5%	77%	14%	1%	1%	**	7%	7%	8%	6%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	332	238	142	380	710	1929	188	253	**	**	112	1693	325	29	21	**	163	161	182	143
	94%	96%	94%	96%	91%	94%	94%	91%	**	**	90%	95%	96%	91%	91%	**	98%	95%	98%	95%
												hk								
	15%	11%	6%	17%	32%	88%	9%	12%	**	**	5%	77%	15%	1%	1%	**	7%	7%	8%	7%

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

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

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

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	521	393	272	665	1252	2885	198	472	97	49	204	2359	397	104	117	47	208	189	231	165
Effective Weighted Sample	375	261	167	429	835	2010	153	313	69	31	144	1672	328	65	75	37	173	156	189	139
Weighted total	353	247	151	397	783	2056	201	277	64	28	124	1790	337	31	23	7	167	170	186	151
	15%	11%	6%	17%	34%	88%	9%	12%	**	**	5%	77%	14%	1%	1%	**	7%	7%	8%	6%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	5	2	3	5	19	42	4	7	**	**	1	34	3	1	-	**	2	2	2	2
	1%	1%	2%	1%	2%	2%	2%	2%	**	**	1%	2%	1%	4%	-%	**	1%	1%	1%	1%
	10%	5%	5%	10%	38%	88%	8%	14%	**	**	2%	70%	7%	3%	-%	**	4%	3%	3%	4%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	12	2	1	4	43	83	4	10	**	**	4	65	2	*	1	**	*	2	1	2
	4%	1%	1%	1%	6%	4%	2%	4%	**	**	3%	4%	1%	1%	3%	**	*%	1%	*%	1%
	bd																			
	13%	2%	1%	4%	46%	89%	5%	10%	**	**	4%	70%	3%	*%	1%	**	*%	2%	1%	2%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	17	4	4	9	63	127	8	16	**	**	5	101	6	2	1	**	2	4	3	4
	5%	2%	3%	2%	8%	6%	4%	6%	**	**	4%	6%	2%	5%	3%	**	1%	3%	2%	2%
	bd																			
	12%	3%	3%	6%	44%	88%	6%	12%	**	**	3%	70%	4%	1%	1%	**	1%	3%	2%	2%
Other	1	-	*	*	4	10	1	4	**	**	2	7	*	*	-	**	-	*	*	-
	*%	-%	*%	*%	*%	*%	1%	1%	**	**	2%	*%	*%	*%	-%	**	-%	*%	*%	-%
								l			l									
	11%	-%	3%	3%	33%	91%	11%	36%	**	**	20%	62%	2%	1%	-%	**	-%	2%	2%	-%
Don't know	5	4	5	9	18	27	4	9	**	**	5	18	6	2	1	**	2	3	2	3
	1%	2%	3%	2%	2%	1%	2%	3%	**	**	4%	1%	2%	5%	6%	**	1%	2%	1%	2%
								l			l									
	15%	12%	14%	26%	53%	82%	13%	27%	**	**	16%	53%	17%	5%	4%	**	7%	10%	7%	10%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Ordinary phone line - dialup access	4	5	2	7	11	17	5	4	2	1	1	14	6	1	*	-	1	5	2	4
	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	*%	-%	*%	2%	1%	1%
	18%	24%	8%	32%	53%	82%	21%	18%	9%	4%	6%	68%	28%	4%	*%	-%	5%	24%	11%	17%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	326	236	140	375	691	1885	183	247	55	27	111	1658	321	27	21	6	161	160	180	141
	79%	77%	51%	65%	65%	80%	84%	60%	55%	46%	57%	85%	66%	57%	67%	48%	74%	60%	81%	54%
	cd	cd		c				j				hijk	p		p		rt		rt	
	15%	11%	7%	18%	32%	88%	9%	12%	3%	1%	5%	78%	15%	1%	1%	*%	8%	7%	8%	7%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	18	6	3	9	30	100	13	10	2	-	4	97	8	1	-	-	3	5	6	2
	4%	2%	1%	2%	3%	4%	6%	2%	2%	-%	2%	5%	2%	3%	-%	-%	1%	2%	3%	1%
	cd											hk								
	15%	5%	2%	7%	25%	83%	10%	8%	2%	-%	3%	80%	6%	1%	-%	-%	2%	4%	5%	1%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	101	41	17	58	203	673	68	64	11	5	26	640	48	6	2	1	25	23	31	17
	24%	13%	6%	10%	19%	29%	31%	16%	11%	8%	13%	33%	10%	13%	6%	10%	12%	9%	14%	7%
	bcd	c		c								hijk					t		t	
	13%	5%	2%	7%	26%	86%	9%	8%	1%	1%	3%	81%	6%	1%	*%	*%	3%	3%	4%	2%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	10	6	4	10	21	66	24	4	2	-	1	82	8	2	-	-	3	5	6	2
	3%	2%	1%	2%	2%	3%	11%	1%	2%	-%	1%	4%	2%	5%	-%	-%	1%	2%	3%	1%
							f					hk		o						
	11%	7%	4%	11%	22%	69%	25%	4%	2%	-%	1%	85%	8%	2%	-%	-%	3%	6%	7%	2%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	346	241	144	385	758	2019	194	264	58	27	115	1765	327	30	22	6	164	164	183	144
	84%	79%	53%	67%	72%	86%	89%	64%	58%	46%	59%	91%	67%	62%	70%	49%	75%	61%	82%	55%
	cd	cd		c				j			j	hijk	p		p		rt		rt	
	15%	11%	6%	17%	33%	88%	8%	12%	3%	1%	5%	77%	14%	1%	1%	*%	7%	7%	8%	6%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	332	238	142	380	710	1929	188	253	57	27	112	1693	325	29	21	6	163	161	182	143
	81%	78%	52%	66%	67%	82%	86%	61%	58%	46%	57%	87%	67%	59%	67%	48%	75%	60%	82%	54%
	cd	cd		c				j				hijk	p		p		rt		rt	
	15%	11%	6%	17%	32%	88%	9%	12%	3%	1%	5%	77%	15%	1%	1%	*%	7%	7%	8%	7%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	5	2	3	5	19	42	4	7	2	-	1	34	3	1	-	-	2	2	2	2
	1%	1%	1%	1%	2%	2%	2%	2%	2%	-%	*%	2%	1%	3%	-%	-%	1%	1%	1%	1%
	10%	5%	5%	10%	38%	88%	8%	14%	5%	-%	2%	70%	7%	3%	-%	-%	4%	3%	3%	4%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	12	2	1	4	43	83	4	10	*	*	4	65	2	*	1	*	*	2	1	2
	3%	1%	*%	1%	4%	4%	2%	2%	*%	*%	2%	3%	*%	1%	3%	1%	*%	1%	*%	1%
	bcd														m					
	13%	2%	1%	4%	46%	89%	5%	10%	*%	*%	4%	70%	3%	*%	1%	*%	*%	2%	1%	2%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	17	4	4	9	63	127	8	16	2	*	5	101	6	2	1	*	2	4	3	4
	4%	1%	2%	2%	6%	5%	4%	4%	2%	*%	2%	5%	1%	3%	3%	1%	1%	2%	1%	1%
	bcd																			
	12%	3%	3%	6%	44%	88%	6%	12%	2%	*%	3%	70%	4%	1%	1%	*%	1%	3%	2%	2%
Other	1	-	*	*	4	10	1	4	1	-	2	7	*	*	-	-	-	*	*	-
	*%	-%	*%	*%	*%	*%	1%	1%	1%	-%	1%	*%	*%	*%	-%	-%	-%	*%	*%	-%
	11%	-%	3%	3%	33%	91%	11%	36%	9%	-%	20%	62%	2%	1%	-%	-%	-%	2%	2%	-%
Don't know	5	4	5	9	18	27	4	9	4	*	5	18	6	2	1	*	2	3	2	3
	1%	1%	2%	1%	2%	1%	2%	2%	4%	*%	3%	1%	1%	3%	4%	3%	1%	1%	1%	1%
								l	l		l				m					
	15%	12%	14%	26%	53%	82%	13%	27%	13%	1%	16%	53%	17%	5%	4%	1%	7%	10%	7%	10%
No internet access at home	59	59	120	179	271	298	18	135	35	30	70	149	148	17	8	6	52	97	36	112
	14%	19%	44%	31%	26%	13%	8%	33%	35%	52%	36%	8%	31%	35%	26%	46%	24%	36%	16%	43%
			abd	ab				l	l	hikl	l					mo	s	qs		qs
	17%	17%	36%	53%	80%	89%	5%	40%	10%	9%	21%	44%	44%	5%	2%	2%	15%	29%	11%	33%

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

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

QE11 (QE48). Does your household pay line rental in order to receive the fixed broadband service?

Base : Those with fixed broadband at home who do not have a landline

	AGE			AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	d	e	~f	~g	~h	~i	~j	k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	21	8	8	109	357	35	24	2	3	4	343	3	3	2	2	1	1	2
Effective Weighted Sample	15	5	5	72	260	26	18	2	3	3	251	3	2	2	2	1	1	2
Weighted total	12	3	3	63	266	32	17	2	2	2	263	2	1	*	1	1	*	2
	**	**	**	21%	87%	**	**	**	**	**	86%	**	**	**	**	**	**	**
Yes	**	**	**	52	202	**	**	**	**	**	193	**	**	**	**	**	**	**
	**	**	**	82%	76%	**	**	**	**	**	73%	**	**	**	**	**	**	**
	**	**	**	23%	90%	**	**	**	**	**	86%	**	**	**	**	**	**	**
No	**	**	**	9	40	**	**	**	**	**	44	**	**	**	**	**	**	**
	**	**	**	15%	15%	**	**	**	**	**	17%	**	**	**	**	**	**	**
	**	**	**	20%	84%	**	**	**	**	**	92%	**	**	**	**	**	**	**
Don't know	**	**	**	2	24	**	**	**	**	**	26	**	**	**	**	**	**	**
	**	**	**	4%	9%	**	**	**	**	**	10%	**	**	**	**	**	**	**
	**	**	**	7%	77%	**	**	**	**	**	82%	**	**	**	**	**	**	**

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

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

QE12 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	375	258	151	409	815	2188	157	293	55	30	122	1867	261	50	69	29	153	108	156	105
Effective Weighted Sample	269	185	99	284	562	1530	127	192	37	20	85	1328	230	30	48	24	136	96	137	95
Weighted total	260	194	102	297	572	1622	174	184	39	21	80	1465	261	15	15	5	141	120	147	114
	14%	10%	5%	16%	31%	87%	9%	10%	**	**	4%	79%	14%	**	**	**	8%	6%	8%	6%
1	16	19	7	25	73	103	4	13	**	**	6	79	22	**	**	**	16	6	11	11
	6%	10%	6%	9%	13%	6%	2%	7%	**	**	7%	5%	8%	**	**	**	11%	5%	7%	10%
	14%	17%	6%	22%	65%	91%	3%	12%	**	**	5%	70%	19%	**	**	**	14%	6%	9%	10%
2	167	157	88	245	392	1025	74	128	**	**	58	892	215	**	**	**	112	103	128	86
	64%	81%	86%	83%	68%	63%	42%	69%	**	**	72%	61%	82%	**	**	**	79%	86%	87%	76%
		a	a	a		g		l			l								t	
	15%	14%	8%	22%	34%	90%	6%	11%	**	**	5%	78%	19%	**	**	**	10%	9%	11%	8%
3	43	16	7	24	67	288	41	29	**	**	13	272	22	**	**	**	11	11	8	14
	17%	8%	7%	8%	12%	18%	24%	16%	**	**	16%	19%	9%	**	**	**	8%	9%	6%	12%
	bcd																			
	13%	5%	2%	7%	20%	84%	12%	8%	**	**	4%	80%	7%	**	**	**	3%	3%	2%	4%
4	22	1	*	2	20	136	39	10	**	**	2	151	1	**	**	**	1	-	-	1
	8%	1%	*%	1%	3%	8%	22%	5%	**	**	2%	10%	*%	**	**	**	1%	-%	-%	1%
	bcd						f					hk								
	12%	1%	*%	1%	11%	74%	21%	5%	**	**	1%	82%	1%	**	**	**	1%	-%	-%	1%
5 or more	9	-	-	-	15	57	14	4	**	**	2	58	-	**	**	**	-	-	-	-
	3%	-%	-%	-%	3%	4%	8%	2%	**	**	3%	4%	-%	**	**	**	-%	-%	-%	-%
	bd						f													
	12%	-%	-%	-%	21%	81%	20%	6%	**	**	3%	83%	-%	**	**	**	-%	-%	-%	-%
Don't know	4	1	-	1	5	13	3	1	**	**	-	13	1	**	**	**	1	-	-	1
	2%	1%	-%	*%	1%	1%	2%	*%	**	**	-%	1%	*%	**	**	**	1%	-%	-%	1%
	26%	6%	-%	6%	35%	83%	21%	5%	**	**	-%	85%	6%	**	**	**	6%	-%	-%	6%
Mean number of people	2.3	2.0	2.0	2.0	2.1	2.4	2.9	2.2	**	**	2.2	2.4	2.0	**	**	**	2.0	2.0	2.0	2.0
	bcd						f					hk								
Standard deviation	.93	.47	.40	.45	.82	.94	1.25	.80	**	**	.74	.99	.46	**	**	**	.50	.39	.36	.56
Standard error	.05	.03	.03	.02	.03	.02	.10	.05	**	**	.07	.02	.03	**	**	**	.04	.04	.03	.05

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

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

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	521	393	272	665	1252	2885	198	472	97	49	204	2359	397	104	117	47	208	189	231	165
Effective Weighted Sample	375	261	167	429	835	2010	153	313	69	31	144	1672	328	65	75	37	173	156	189	139
Weighted total	353	247	151	397	783	2056	201	277	64	28	124	1790	337	31	23	7	167	170	186	151
	15%	11%	6%	17%	34%	88%	9%	12%	**	**	5%	77%	14%	1%	1%	**	7%	7%	8%	6%
BT	109	83	68	151	215	532	39	82	**	**	34	456	123	13	11	**	60	63	69	55
	31%	34%	45%	38%	27%	26%	19%	29%	**	**	27%	25%	37%	43%	50%	**	36%	37%	37%	36%
			ab	a											m					
	18%	14%	11%	25%	36%	89%	7%	14%	**	**	6%	76%	21%	2%	2%	**	10%	11%	12%	9%
Sky	64	50	20	70	151	464	70	62	**	**	28	421	61	3	5	**	29	32	30	30
	18%	20%	13%	18%	19%	23%	35%	22%	**	**	23%	24%	18%	9%	21%	**	17%	19%	16%	20%
							f													
	11%	9%	4%	12%	27%	83%	13%	11%	**	**	5%	75%	11%	1%	1%	**	5%	6%	5%	5%
Virgin Media	71	42	20	63	137	399	29	44	**	**	17	344	53	9	*	**	28	25	29	23
	20%	17%	14%	16%	18%	19%	14%	16%	**	**	14%	19%	16%	28%	2%	**	17%	15%	16%	16%
													o	mo						
	16%	10%	5%	14%	32%	92%	7%	10%	**	**	4%	80%	12%	2%	*%	**	6%	6%	7%	5%
TalkTalk	36	30	19	49	105	232	31	37	**	**	18	203	45	2	2	**	23	22	27	18
	10%	12%	13%	12%	13%	11%	15%	13%	**	**	15%	11%	13%	7%	8%	**	14%	13%	15%	12%
	13%	11%	7%	18%	39%	86%	11%	14%	**	**	7%	75%	17%	1%	1%	**	9%	8%	10%	7%
EE/ Orange/ T-Mobile	22	6	4	10	39	143	14	16	**	**	7	132	7	1	2	**	2	5	3	4
	6%	3%	2%	2%	5%	7%	7%	6%	**	**	6%	7%	2%	4%	7%	**	1%	3%	2%	3%
	bd														m					
	13%	4%	2%	6%	24%	87%	8%	10%	**	**	4%	80%	4%	1%	1%	**	1%	3%	2%	3%
Plusnet	16	13	8	21	35	72	5	12	**	**	10	57	18	1	1	**	10	8	12	7
	5%	5%	5%	5%	5%	3%	3%	4%	**	**	8%	3%	5%	5%	3%	**	6%	5%	6%	5%
											l									
	20%	16%	9%	26%	44%	89%	7%	15%	**	**	12%	71%	23%	2%	1%	**	13%	10%	14%	9%
Vodafone	8	2	1	3	16	51	2	8	**	**	3	40	3	*	*	**	1	2	3	*
	2%	1%	1%	1%	2%	2%	1%	3%	**	**	3%	2%	1%	*%	*%	**	1%	1%	1%	*%
	14%	4%	2%	6%	30%	98%	3%	14%	**	**	7%	76%	6%	*%	*%	**	3%	3%	5%	1%

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

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

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	521	393	272	665	1252	2885	198	472	97	49	204	2359	397	104	117	47	208	189	231	165
Effective Weighted Sample	375	261	167	429	835	2010	153	313	69	31	144	1672	328	65	75	37	173	156	189	139
Weighted total	353	247	151	397	783	2056	201	277	64	28	124	1790	337	31	23	7	167	170	186	151
	15%	11%	6%	17%	34%	88%	9%	12%	**	**	5%	77%	14%	1%	1%	**	7%	7%	8%	6%
O2	4	2	-	2	13	20	*	3	**	**	2	15	1	*	-	**	1	-	1	-
	1%	1%	-%	*%	2%	1%	*%	1%	**	**	1%	1%	*%	*%	-%	**	1%	-%	1%	-%
	17%	7%	-%	7%	57%	87%	2%	11%	**	**	7%	65%	5%	1%	-%	**	5%	-%	5%	-%
Post Office	3	2	2	4	12	20	2	3	**	**	*	19	3	*	*	**	3	*	2	1
	1%	1%	1%	1%	2%	1%	1%	1%	**	**	*%	1%	1%	1%	2%	**	2%	*%	1%	1%
	12%	11%	7%	18%	52%	85%	8%	11%	**	**	2%	81%	14%	1%	2%	**	13%	1%	9%	4%
NOW TV/ NOW Broadband	4	1	-	1	3	13	2	1	**	**	-	12	1	-	-	**	-	1	-	1
	1%	*%	-%	*%	*%	1%	1%	*%	**	**	-%	1%	*%	-%	-%	**	-%	1%	-%	1%
	32%	7%	-%	7%	23%	91%	11%	4%	**	**	-%	87%	7%	-%	-%	**	-%	7%	-%	7%
'3'	2	1	-	1	4	11	1	*	**	**	-	9	*	*	-	**	-	*	*	-
	1%	*%	-%	*%	1%	1%	*%	*%	**	**	-%	1%	*%	1%	-%	**	-%	*%	*%	-%
	16%	4%	-%	4%	35%	88%	4%	3%	**	**	-%	73%	3%	1%	-%	**	-%	3%	3%	-%
Tesco	2	-	*	*	5	8	-	1	**	**	1	8	-	-	-	**	-	-	-	-
	*%	-%	*%	*%	1%	*%	-%	*%	**	**	*%	*%	-%	-%	-%	**	-%	-%	-%	-%
	18%	-%	2%	2%	52%	97%	-%	7%	**	**	7%	88%	-%	-%	-%	**	-%	-%	-%	-%
KCOM	-	2	1	3	4	6	-	1	**	**	-	5	3	-	-	**	3	-	-	3
	-%	1%	1%	1%	1%	*%	-%	*%	**	**	-%	*%	1%	-%	-%	**	2%	-%	-%	2%
	-%	35%	14%	49%	67%	100%	-%	19%	**	**	-%	80%	49%	-%	-%	**	49%	-%	-%	s 49%
Utility Warehouse	2	2	2	3	3	6	-	*	**	**	-	4	3	-	-	**	2	2	2	2
	*%	1%	1%	1%	*%	*%	-%	*%	**	**	-%	*%	1%	-%	-%	**	1%	1%	1%	1%
	29%	29%	27%	55%	55%	100%	-%	6%	**	**	-%	71%	55%	-%	-%	**	25%	30%	25%	30%
SSE	*	-	*	*	1	5	-	*	**	**	*	4	*	-	-	**	-	*	*	-
	*%	-%	*%	*%	*%	*%	-%	*%	**	**	*%	*%	*%	-%	-%	**	-%	*%	*%	-%
	7%	-%	11%	11%	22%	100%	-%	9%	**	**	9%	93%	11%	-%	-%	**	-%	11%	11%	-%

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

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

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	521	393	272	665	1252	2885	198	472	97	49	204	2359	397	104	117	47	208	189	231	165
Effective Weighted Sample	375	261	167	429	835	2010	153	313	69	31	144	1672	328	65	75	37	173	156	189	139
Weighted total	353	247	151	397	783	2056	201	277	64	28	124	1790	337	31	23	7	167	170	186	151
	15%	11%	6%	17%	34%	88%	9%	12%	**	**	5%	77%	14%	1%	1%	**	7%	7%	8%	6%
Giffgaff	*	-	-	-	2	3	1	1	**	**	-	2	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	*%	*%	*%	*%	**	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	12%	-%	-%	-%	70%	86%	15%	35%	**	**	-%	56%	-%	-%	-%	**	-%	-%	-%	-%
First Utility	*	*	-	*	1	2	2	*	**	**	*	3	-	-	*	**	-	-	-	-
	*%	*%	-%	*%	*%	*%	1% f	*%	**	**	*%	*%	-%	-%	2% m	**	-%	-%	-%	-%
	14%	11%	-%	11%	40%	49%	47%	13%	**	**	13%	81%	-%	-%	11%	**	-%	-%	-%	-%
Gigaclear	1	-	-	-	-	1	-	-	**	**	-	1	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	-%	*%	-%	-%	**	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	100%	-%	-%	-%	-%	100%	-%	-%	**	**	-%	100%	-%	-%	-%	**	-%	-%	-%	-%
Zen	-	-	-	-	1	1	-	-	**	**	-	-	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	*%	*%	-%	-%	**	**	-%	-%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	100%	100%	-%	-%	**	**	-%	-%	-%	-%	-%	**	-%	-%	-%	-%
Lothian Broadband	*	*	-	*	*	1	-	-	**	**	-	1	-	*	-	**	-	-	-	-
	*%	*%	-%	*%	*%	*%	-%	-%	**	**	-%	*%	-%	1%	-%	**	-%	-%	-%	-%
	19%	24%	-%	24%	47%	100%	-%	-%	**	**	-%	100%	-%	24%	-%	**	-%	-%	-%	-%
Other	5	4	2	5	14	23	2	1	**	**	*	20	5	*	-	**	2	3	3	2
	1%	1%	1%	1%	2%	1%	1%	1%	**	**	*%	1%	2%	*%	-%	**	1%	2%	2%	1%
	20%	14%	7%	21%	54%	91%	7%	6%	**	**	1%	78%	20%	1%	-%	**	9%	11%	14%	6%
Don't know	4	6	5	11	21	44	3	6	**	**	2	35	9	*	1	**	3	6	4	5
	1%	3%	3%	3%	3%	2%	2%	2%	**	**	2%	2%	3%	2%	6%	**	2%	4%	2%	3%
	8%	13%	10%	23%	43%	91%	7%	13%	**	**	5%	72%	18%	1%	3%	**	6%	13%	9%	10%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Send/ receive e-mails	289	182	98	281	594	1781	172	213	52	**	80	1599	240	22	17	**	127	113	143	96
	80%	74%	65%	71%	73%	84%	83%	73%	78%	**	64%	87%	71%	70%	79%	**	77%	66%	77%	64%
	cd	c							k			hik					rt		rt	
	14%	9%	5%	14%	29%	88%	9%	11%	3%	**	4%	79%	12%	1%	1%	**	6%	6%	7%	5%
General searching/ surfing/ browsing the internet	294	181	107	288	621	1772	156	230	56	**	91	1564	251	17	16	**	122	129	147	104
	82%	74%	71%	73%	76%	84%	75%	79%	85%	**	74%	85%	74%	55%	75%	**	74%	75%	79%	69%
	bcd					g						hk	n		n				t	
	15%	9%	5%	14%	31%	88%	8%	11%	3%	**	5%	78%	13%	1%	1%	**	6%	6%	7%	5%
Online shopping (purchasing goods/ services/ tickets etc.)	241	132	54	186	446	1486	130	166	38	**	69	1344	159	10	14	**	76	83	103	56
	67%	54%	36%	47%	55%	70%	63%	57%	57%	**	55%	73%	47%	32%	67%	**	46%	48%	55%	37%
	bcd	c		c		g						hik	n		mn				t	
	14%	8%	3%	11%	27%	88%	8%	10%	2%	**	4%	80%	9%	1%	1%	**	5%	5%	6%	3%
Banking/ paying bills	215	117	46	163	378	1377	106	146	33	**	62	1245	141	12	8	**	78	63	90	50
	60%	48%	31%	41%	46%	65%	51%	50%	49%	**	50%	68%	42%	38%	40%	**	47%	37%	48%	34%
	bcd	c		c		g						hik					t		rt	
	14%	8%	3%	11%	24%	89%	7%	9%	2%	**	4%	80%	9%	1%	1%	**	5%	4%	6%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	169	92	36	128	391	1280	126	142	32	**	59	1156	113	8	6	**	48	64	70	42
	47%	38%	24%	32%	48%	61%	61%	49%	48%	**	47%	63%	33%	25%	30%	**	29%	37%	38%	28%
	bcd	c		c								hik								
	12%	6%	2%	9%	27%	88%	9%	10%	2%	**	4%	79%	8%	1%	*%	**	3%	4%	5%	3%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	144	64	34	97	317	1140	111	128	31	**	51	1040	82	8	6	**	41	41	49	32
	40%	26%	22%	25%	39%	54%	53%	44%	47%	**	41%	57%	24%	26%	29%	**	24%	24%	26%	22%
	bcd											hk								
	11%	5%	3%	7%	24%	88%	9%	10%	2%	**	4%	80%	6%	1%	*%	**	3%	3%	4%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	151	57	21	78	221	1003	132	103	20	**	36	958	72	1	4	**	38	34	49	24
	42%	23%	14%	20%	27%	47%	63%	35%	30%	**	29%	52%	21%	5%	20%	**	23%	20%	26%	16%
	bcd	c					f					hik	n		n				t	
	13%	5%	2%	7%	19%	85%	11%	9%	2%	**	3%	81%	6%	*%	*%	**	3%	3%	4%	2%
Accessing news	180	104	47	151	314	1043	92	126	32	**	51	940	129	11	10	**	67	62	80	49
	50%	42%	32%	38%	38%	49%	44%	43%	49%	**	41%	51%	38%	34%	47%	**	40%	36%	43%	33%
	cd	c										hk								
	15%	9%	4%	13%	27%	88%	8%	11%	3%	**	4%	80%	11%	1%	1%	**	6%	5%	7%	4%
To find information on health related issues	155	86	43	129	281	915	75	124	23	**	47	807	109	6	13	**	48	62	78	31
	43%	35%	28%	33%	34%	43%	36%	42%	35%	**	38%	44%	32%	18%	61%	**	29%	36%	42%	21%
	bcd												n		mn			t	qt	
	15%	8%	4%	12%	27%	89%	7%	12%	2%	**	5%	78%	11%	1%	1%	**	5%	6%	8%	3%

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

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

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	115	56	19	75	233	890	88	98	23	**	39	838	66	5	4	**	31	35	44	21
	32%	23%	13%	19%	28%	42%	42%	33%	34%	**	32%	46%	19%	17%	18%	**	19%	20%	24%	14%
	bcd	c										hk							t	
	11%	6%	2%	7%	23%	87%	9%	10%	2%	**	4%	82%	6%	1%	*%	**	3%	3%	4%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	164	83	37	120	257	848	72	111	28	**	45	758	108	5	6	**	58	50	69	38
	45%	34%	25%	30%	31%	40%	35%	38%	42%	**	36%	41%	32%	18%	30%	**	35%	29%	37%	26%
	bcd	c											n						t	
	17%	9%	4%	13%	27%	89%	8%	12%	3%	**	5%	79%	11%	1%	1%	**	6%	5%	7%	4%
Making video calls e.g. via FaceTime, Skype	80	46	27	73	213	741	98	83	20	**	31	704	62	5	5	**	32	30	41	21
	22%	19%	18%	18%	26%	35%	47%	29%	30%	**	25%	38%	18%	15%	25%	**	19%	17%	22%	14%
							f					hk								
	9%	5%	3%	8%	24%	83%	11%	9%	2%	**	4%	79%	7%	1%	1%	**	4%	3%	5%	2%
Trading/ auctions e.g. eBay	116	53	18	71	194	759	58	86	21	**	34	687	64	3	3	**	36	28	45	19
	32%	22%	12%	18%	24%	36%	28%	29%	31%	**	28%	37%	19%	8%	13%	**	22%	17%	24%	13%
	bcd	c				g						hk	n				t		t	
	14%	6%	2%	8%	23%	90%	7%	10%	2%	**	4%	81%	8%	*%	*%	**	4%	3%	5%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Watching TV programmes/ films content online	84	52	20	72	191	733	71	77	22	**	30	680	66	3	3	**	30	36	47	19
	23%	21%	13%	18%	23%	35%	34%	26%	33%	**	24%	37%	19%	9%	12%	**	18%	21%	25%	13%
	c	c										hk	n						t	
	10%	6%	2%	8%	23%	87%	8%	9%	3%	**	4%	81%	8%	*%	*%	**	4%	4%	6%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	70	37	20	57	139	584	45	68	19	**	24	532	52	2	2	**	26	26	38	15
	20%	15%	14%	14%	17%	28%	22%	23%	28%	**	19%	29%	16%	8%	10%	**	16%	15%	20%	10%
	d											hk							t	
	11%	6%	3%	9%	21%	89%	7%	10%	3%	**	4%	81%	8%	*%	*%	**	4%	4%	6%	2%
Making voice calls using a VoIP service e.g. Skype	66	34	11	45	127	515	68	53	15	**	20	487	37	4	4	**	20	17	27	9
	18%	14%	7%	11%	15%	24%	33%	18%	23%	**	16%	26%	11%	12%	20%	**	12%	10%	14%	6%
	cd	c					f					hk			m				t	
	11%	5%	2%	7%	20%	83%	11%	8%	2%	**	3%	78%	6%	1%	1%	**	3%	3%	4%	2%
Playing games online/ interactively	56	34	17	51	160	504	50	68	14	**	26	460	46	3	2	**	20	27	35	11
	15%	14%	12%	13%	20%	24%	24%	23%	21%	**	21%	25%	14%	9%	9%	**	12%	16%	19%	8%
																		t	t	
	9%	6%	3%	9%	27%	86%	8%	12%	2%	**	5%	78%	8%	*%	*%	**	3%	5%	6%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	71	33	15	48	104	510	50	48	13	**	21	480	42	3	3	**	23	19	32	9
	20%	14%	10%	12%	13%	24%	24%	16%	20%	**	17%	26%	12%	11%	15%	**	14%	11%	17%	6%
	bcd											hk					t		t	
	12%	6%	3%	8%	18%	87%	9%	8%	2%	**	4%	82%	7%	1%	1%	**	4%	3%	6%	2%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	37	6	4	10	80	467	58	34	6	**	10	465	8	1	1	**	4	4	5	3
	10%	2%	3%	2%	10%	22%	28%	12%	9%	**	8%	25%	2%	4%	3%	**	3%	2%	3%	2%
	bcd											hik								
	7%	1%	1%	2%	15%	85%	11%	6%	1%	**	2%	84%	1%	*%	*%	**	1%	1%	1%	*%
Listening to radio	55	39	10	49	115	433	26	39	9	**	16	394	44	3	2	**	20	24	31	13
	15%	16%	7%	12%	14%	20%	12%	13%	13%	**	13%	21%	13%	8%	10%	**	12%	14%	17%	9%
	c	c		c		g						hk							t	
	12%	8%	2%	10%	24%	91%	5%	8%	2%	**	3%	83%	9%	1%	*%	**	4%	5%	7%	3%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	26	6	1	7	47	329	33	24	6	**	7	325	6	*	*	**	4	3	4	2
	7%	2%	1%	2%	6%	16%	16%	8%	8%	**	5%	18%	2%	1%	1%	**	2%	2%	2%	2%
	bcd											hik								
	7%	1%	*%	2%	12%	87%	9%	6%	1%	**	2%	86%	2%	*%	*%	**	1%	1%	1%	1%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	26	10	5	15	49	237	11	20	10	**	8	214	12	1	1	**	8	4	8	4
	7%	4%	3%	4%	6%	11%	5%	7%	15%	**	7%	12%	4%	4%	7%	**	5%	2%	4%	3%
	d					g			hk			h								
	10%	4%	2%	6%	19%	93%	4%	8%	4%	**	3%	83%	5%	*%	1%	**	3%	1%	3%	1%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	20	3	1	3	15	130	4	17	8	**	10	113	3	*	-	**	2	1	3	*
	5%	1%	*%	1%	2%	6%	2%	6%	13%	**	8%	6%	1%	1%	-%	**	1%	1%	2%	*%
	bcd					g			hl											
	14%	2%	*%	2%	11%	94%	3%	13%	6%	**	7%	82%	2%	*%	-%	**	2%	1%	2%	*%
Other	8	5	2	7	9	19	1	4	-	**	3	15	7	*	-	**	3	3	7	-
	2%	2%	1%	2%	1%	1%	*%	1%	-%	**	2%	1%	2%	1%	-%	**	2%	2%	4%	-%
											l								t	
	39%	24%	10%	35%	43%	91%	5%	19%	-%	**	15%	72%	32%	2%	-%	**	15%	17%	32%	-%
USE SOCIAL NETWORKING SITES	158	73	39	113	341	1199	121	138	34	**	54	1097	95	9	6	**	48	47	61	35
	44%	30%	26%	28%	42%	57%	58%	47%	51%	**	44%	60%	28%	29%	31%	**	29%	28%	32%	23%
	bcd											hk								
	12%	5%	3%	8%	25%	87%	9%	10%	2%	**	4%	80%	7%	1%	*%	**	4%	3%	4%	3%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

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	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
TV/ VIDEO VIEWING	143	78	31	109	311	1084	110	121	29	**	49	1013	96	7	5	**	44	52	63	33
	40%	32%	21%	28%	38%	51%	53%	41%	43%	**	40%	55%	29%	22%	26%	**	27%	30%	34%	22%
	bcd	c										hk							t	
	11%	6%	2%	9%	25%	87%	9%	10%	2%	**	4%	81%	8%	1%	*%	**	4%	4%	5%	3%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	103	57	33	90	242	843	100	96	23	**	37	785	77	7	6	**	39	38	51	26
	29%	23%	22%	23%	30%	40%	48%	33%	35%	**	30%	43%	23%	21%	30%	**	24%	22%	27%	17%
							f					hk							t	
	10%	6%	3%	9%	24%	84%	10%	10%	2%	**	4%	78%	8%	1%	1%	**	4%	4%	5%	3%
STREAMED AUDIO SERVICES	45	9	4	13	96	576	65	42	7	**	12	569	11	1	1	**	7	4	7	4
	12%	4%	3%	3%	12%	27%	31%	14%	11%	**	9%	31%	3%	4%	4%	**	4%	2%	4%	3%
	bcd											hik								
	7%	1%	1%	2%	14%	86%	10%	6%	1%	**	2%	85%	2%	*%	*%	**	1%	1%	1%	1%
None of these	12	19	15	34	45	46	5	18	4	**	10	24	28	5	1	**	13	15	11	17
	3%	8%	10%	9%	6%	2%	3%	6%	6%	**	8%	1%	8%	15%	4%	**	8%	9%	6%	11%
		a	a	a				l	l		l			o						
	24%	37%	28%	66%	87%	88%	10%	34%	7%	**	19%	46%	54%	9%	2%	**	25%	28%	21%	32%
Don't know	-	*	-	*	1	2	1	1	-	**	1	3	*	-	-	**	-	*	-	*
	-%	*%	-%	*%	*%	*%	*%	*%	-%	**	1%	*%	*%	-%	-%	**	-%	*%	-%	*%
	-%	13%	-%	13%	46%	72%	31%	21%	-%	**	21%	79%	13%	-%	-%	**	-%	13%	-%	13%
INFORMATION	317	194	115	309	671	1902	179	249	59	**	100	1679	269	18	18	**	129	140	156	112
	88%	79%	77%	78%	82%	90%	86%	85%	89%	**	80%	91%	80%	59%	84%	**	78%	82%	84%	75%
	bcd											hk	n		n					
	15%	9%	5%	14%	31%	88%	8%	12%	3%	**	5%	78%	12%	1%	1%	**	6%	6%	7%	5%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
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Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
COMMUNICATION	306	191	107	299	660	1893	188	236	55	**	94	1692	254	23	18	**	131	123	150	104
	85%	78%	71%	76%	81%	90%	90%	81%	82%	**	76%	92%	75%	76%	85%	**	79%	72%	80%	69%
	bcd											hik							t	
	14%	9%	5%	14%	31%	88%	9%	11%	3%	**	4%	78%	12%	1%	1%	**	6%	6%	7%	5%
PURCHASING/ FINANCES	285	160	70	230	537	1714	149	200	42	**	80	1539	194	17	16	**	100	94	120	75
	79%	65%	47%	58%	66%	81%	72%	68%	63%	**	64%	84%	58%	53%	74%	**	60%	55%	64%	50%
	bcd	c		c		g						hik			mn				t	
	15%	8%	4%	12%	28%	88%	8%	10%	2%	**	4%	79%	10%	1%	1%	**	5%	5%	6%	4%
ENTERTAINMENT	177	103	42	144	382	1278	130	144	32	**	57	1185	127	9	7	**	59	67	82	44
	49%	42%	28%	36%	47%	60%	62%	49%	48%	**	46%	64%	38%	30%	36%	**	36%	39%	44%	30%
	cd	c		c								hik							t	
	12%	7%	3%	10%	26%	87%	9%	10%	2%	**	4%	81%	9%	1%	1%	**	4%	5%	6%	3%
SOCIAL	158	73	39	113	341	1199	121	138	34	**	54	1097	95	9	6	**	48	47	61	35
	44%	30%	26%	28%	42%	57%	58%	47%	51%	**	44%	60%	28%	29%	31%	**	29%	28%	32%	23%
	bcd											hk								
	12%	5%	3%	8%	25%	87%	9%	10%	2%	**	4%	80%	7%	1%	*%	**	4%	3%	4%	3%
REMOTE ACCESS	83	37	19	55	127	603	54	59	16	**	27	562	47	4	5	**	25	21	36	11
	23%	15%	12%	14%	15%	29%	26%	20%	24%	**	21%	31%	14%	13%	22%	**	15%	12%	19%	7%
	bcd											hk					t		t	
	12%	5%	3%	8%	19%	88%	8%	9%	2%	**	4%	82%	7%	1%	1%	**	4%	3%	5%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Send/ receive e-mails	289	182	98	281	594	1781	172	213	52	19	80	1599	240	22	17	2	127	113	143	96
	70%	60%	36%	49%	56%	76%	79%	52%	53%	33%	41%	82%	49%	45%	54%	18%	58%	42%	64%	37%
	bcd	cd		c				jk	jk			hijk	p	p	p		rt		rt	
	14%	9%	5%	14%	29%	88%	9%	11%	3%	1%	4%	79%	12%	1%	1%	*%	6%	6%	7%	5%
General searching/ surfing/ browsing the internet	294	181	107	288	621	1772	156	230	56	21	91	1564	251	17	16	4	122	129	147	104
	71%	59%	39%	50%	59%	75%	71%	56%	57%	36%	47%	81%	52%	35%	51%	32%	56%	48%	66%	40%
	bcd	cd		c				jk	j			hijk	np		np		t	t	qrt	
	15%	9%	5%	14%	31%	88%	8%	11%	3%	1%	5%	78%	13%	1%	1%	*%	6%	6%	7%	5%
Online shopping (purchasing goods/ services/ tickets etc.)	241	132	54	186	446	1486	130	166	38	16	69	1344	159	10	14	3	76	83	103	56
	58%	43%	20%	32%	42%	63%	60%	40%	38%	28%	35%	69%	33%	21%	46%	27%	35%	31%	46%	21%
	bcd	cd		c				j				hijk	n		mnp		t	t	qrt	
	14%	8%	3%	11%	27%	88%	8%	10%	2%	1%	4%	80%	9%	1%	1%	*%	5%	5%	6%	3%
Banking/ paying bills	215	117	46	163	378	1377	106	146	33	15	62	1245	141	12	8	2	78	63	90	50
	52%	38%	17%	28%	36%	58%	49%	35%	33%	26%	32%	64%	29%	24%	27%	14%	36%	24%	41%	19%
	bcd	cd		c		g						hijk	p		p		rt		rt	
	14%	8%	3%	11%	24%	89%	7%	9%	2%	1%	4%	80%	9%	1%	1%	*%	5%	4%	6%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	169	92	36	128	391	1280	126	142	32	13	59	1156	113	8	6	2	48	64	70	42
	41%	30%	13%	22%	37%	54%	58%	34%	32%	22%	30%	60%	23%	16%	20%	14%	22%	24%	32%	16%
	bcd	cd		c				j				hijk						t	qt	
	12%	6%	2%	9%	27%	88%	9%	10%	2%	1%	4%	79%	8%	1%	*%	*%	3%	4%	5%	3%

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
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Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	144	64	34	97	317	1140	111	128	31	14	51	1040	82	8	6	2	41	41	49	32
	35%	21%	12%	17%	30%	48%	51%	31%	32%	23%	26%	54%	17%	17%	19%	13%	19%	15%	22%	12%
	bcd	c										hijk					t		t	
	11%	5%	3%	7%	24%	88%	9%	10%	2%	1%	4%	80%	6%	1%	*%	*%	3%	3%	4%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	151	57	21	78	221	1003	132	103	20	5	36	958	72	1	4	*	38	34	49	24
	37%	19%	8%	14%	21%	43%	60%	25%	20%	8%	18%	49%	15%	3%	14%	1%	17%	13%	22%	9%
	bcd	cd		c			f	jk	j		j	hijk	np		np		t		rt	
	13%	5%	2%	7%	19%	85%	11%	9%	2%	*%	3%	81%	6%	*%	*%	*%	3%	3%	4%	2%
Accessing news	180	104	47	151	314	1043	92	126	32	11	51	940	129	11	10	2	67	62	80	49
	44%	34%	17%	26%	30%	44%	42%	30%	33%	20%	26%	48%	27%	22%	32%	16%	31%	23%	36%	19%
	bcd	cd		c					j			hijk	p		p		t		rt	
	15%	9%	4%	13%	27%	88%	8%	11%	3%	1%	4%	80%	11%	1%	1%	*%	6%	5%	7%	4%
To find information on health related issues	155	86	43	129	281	915	75	124	23	11	47	807	109	6	13	1	48	62	78	31
	38%	28%	16%	22%	27%	39%	34%	30%	24%	18%	24%	42%	23%	12%	41%	7%	22%	23%	35%	12%
	bcd	cd		c				j				hijk	np		mnp		t	t	qrt	
	15%	8%	4%	12%	27%	89%	7%	12%	2%	1%	5%	78%	11%	1%	1%	*%	5%	6%	8%	3%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	115	56	19	75	233	890	88	98	23	12	39	838	66	5	4	1	31	35	44	21
	28%	18%	7%	13%	22%	38%	40%	24%	23%	21%	20%	43%	14%	11%	12%	5%	14%	13%	20%	8%
	bcd	cd		c								hijk	p				t		rt	
	11%	6%	2%	7%	23%	87%	9%	10%	2%	1%	4%	82%	6%	1%	*%	*%	3%	3%	4%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	164	83	37	120	257	848	72	111	28	11	45	758	108	5	6	1	58	50	69	38
	40%	27%	14%	21%	24%	36%	33%	27%	28%	19%	23%	39%	22%	11%	20%	6%	26%	19%	31%	15%
	bcd	cd		c								hijk	np		p		rt		rt	
	17%	9%	4%	13%	27%	89%	8%	12%	3%	1%	5%	79%	11%	1%	1%	*%	6%	5%	7%	4%
Making video calls e.g. via FaceTime, Skype	80	46	27	73	213	741	98	83	20	5	31	704	62	5	5	1	32	30	41	21
	19%	15%	10%	13%	20%	31%	45%	20%	20%	9%	16%	36%	13%	10%	17%	5%	15%	11%	18%	8%
	cd	c					f	j	j			hijk	p		p		t		rt	
	9%	5%	3%	8%	24%	83%	11%	9%	2%	1%	4%	79%	7%	1%	1%	*%	4%	3%	5%	2%
Trading/ auctions e.g. eBay	116	53	18	71	194	759	58	86	21	8	34	687	64	3	3	2	36	28	45	19
	28%	17%	7%	12%	18%	32%	26%	21%	21%	14%	18%	35%	13%	5%	9%	12%	16%	11%	20%	7%
	bcd	cd		c								hijk	n				t		rt	
	14%	6%	2%	8%	23%	90%	7%	10%	2%	1%	4%	81%	8%	*%	*%	*%	4%	3%	5%	2%

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
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Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Watching TV programmes/ films content online	84	52	20	72	191	733	71	77	22	10	30	680	66	3	3	1	30	36	47	19
	20%	17%	7%	12%	18%	31%	32%	19%	22%	18%	15%	35%	14%	6%	8%	5%	14%	13%	21%	7%
	cd	cd		c								hijk	np				t	t	qrt	
	10%	6%	2%	8%	23%	87%	8%	9%	3%	1%	4%	81%	8%	*%	*%	*%	4%	4%	6%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	70	37	20	57	139	584	45	68	19	4	24	532	52	2	2	*	26	26	38	15
	17%	12%	7%	10%	13%	25%	21%	16%	19%	8%	12%	27%	11%	5%	7%	*%	12%	10%	17%	6%
	bcd	c							j			hijk	p		p		t		rt	
	11%	6%	3%	9%	21%	89%	7%	10%	3%	1%	4%	81%	8%	*%	*%	*%	4%	4%	6%	2%
Making voice calls using a VoIP service e.g. Skype	66	34	11	45	127	515	68	53	15	4	20	487	37	4	4	*	20	17	27	9
	16%	11%	4%	8%	12%	22%	31%	13%	16%	6%	10%	25%	8%	8%	13%	3%	9%	6%	12%	4%
	bcd	c		c			f					hijk			mp		t		rt	
	11%	5%	2%	7%	20%	83%	11%	8%	2%	1%	3%	78%	6%	1%	1%	*%	3%	3%	4%	2%
Playing games online/ interactively	56	34	17	51	160	504	50	68	14	5	26	460	46	3	2	*	20	27	35	11
	14%	11%	6%	9%	15%	21%	23%	16%	14%	8%	14%	24%	10%	6%	6%	1%	9%	10%	16%	4%
	cd	c										hijk	p				t	t	qt	
	9%	6%	3%	9%	27%	86%	8%	12%	2%	1%	5%	78%	8%	*%	*%	*%	3%	5%	6%	2%

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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	71	33	15	48	104	510	50	48	13	3	21	480	42	3	3	-	23	19	32	9
	17%	11%	6%	8%	10%	22%	23%	12%	13%	6%	11%	25%	9%	7%	10%	-%	10%	7%	14%	4%
	bcd	c										hijk	p	p	p		t		rt	
	12%	6%	3%	8%	18%	87%	9%	8%	2%	1%	4%	82%	7%	1%	1%	-%	4%	3%	6%	2%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	37	6	4	10	80	467	58	34	6	4	10	465	8	1	1	*	4	4	5	3
	9%	2%	1%	2%	8%	20%	26%	8%	6%	6%	5%	24%	2%	3%	2%	*%	2%	1%	2%	1%
	bcd						f					hijk								
	7%	1%	1%	2%	15%	85%	11%	6%	1%	1%	2%	84%	1%	*%	*%	*%	1%	1%	1%	*%
Listening to radio	55	39	10	49	115	433	26	39	9	4	16	394	44	3	2	*	20	24	31	13
	13%	13%	4%	8%	11%	18%	12%	10%	9%	6%	8%	20%	9%	5%	7%	1%	9%	9%	14%	5%
	cd	cd		c		g						hijk	p						t	
	12%	8%	2%	10%	24%	91%	5%	8%	2%	1%	3%	83%	9%	1%	*%	*%	4%	5%	7%	3%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	26	6	1	7	47	329	33	24	6	3	7	325	6	*	*	*	4	3	4	2
	6%	2%	*%	1%	4%	14%	15%	6%	6%	5%	3%	17%	1%	1%	1%	*%	2%	1%	2%	1%
	bcd											hijk								
	7%	1%	*%	2%	12%	87%	9%	6%	1%	1%	2%	86%	2%	*%	*%	*%	1%	1%	1%	1%

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

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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	26	10	5	15	49	237	11	20	10	1	8	214	12	1	1	*	8	4	8	4
	6%	3%	2%	3%	5%	10%	5%	5%	10%	3%	4%	11%	2%	3%	5%	*%	4%	1%	4%	1%
	bcd					g			hjk			hjk								
	10%	4%	2%	6%	19%	93%	4%	8%	4%	1%	3%	83%	5%	*%	1%	*%	3%	1%	3%	1%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	20	3	1	3	15	130	4	17	8	4	10	113	3	*	-	-	2	1	3	*
	5%	1%	*%	1%	1%	6%	2%	4%	9%	7%	5%	6%	1%	*%	-%	-%	1%	*%	1%	*%
	bcd					g														
	14%	2%	*%	2%	11%	94%	3%	13%	6%	3%	7%	82%	2%	*%	-%	-%	2%	1%	2%	*%
Other	8	5	2	7	9	19	1	4	-	-	3	15	7	*	-	*	3	3	7	-
	2%	2%	1%	1%	1%	1%	*%	1%	-%	-%	2%	1%	1%	1%	-%	2%	1%	1%	3%	-%
																	t		t	
	39%	24%	10%	35%	43%	91%	5%	19%	-%	-%	15%	72%	32%	2%	-%	1%	15%	17%	32%	-%
USE SOCIAL NETWORKING SITES	158	73	39	113	341	1199	121	138	34	14	54	1097	95	9	6	2	48	47	61	35
	38%	24%	14%	19%	32%	51%	56%	33%	34%	23%	28%	57%	20%	19%	21%	13%	22%	18%	27%	13%
	bcd	c		c								hijk					t		rt	
	12%	5%	3%	8%	25%	87%	9%	10%	2%	1%	4%	80%	7%	1%	*%	*%	4%	3%	4%	3%

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
TV/ VIDEO VIEWING	143	78	31	109	311	1084	110	121	29	16	49	1013	96	7	5	1	44	52	63	33
	35%	26%	11%	19%	29%	46%	50%	29%	29%	28%	25%	52%	20%	14%	17%	7%	20%	19%	28%	13%
	bcd	cd		c								hijk	p		p		t	t	qrt	
	11%	6%	2%	9%	25%	87%	9%	10%	2%	1%	4%	81%	8%	1%	*%	*%	4%	4%	5%	3%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	103	57	33	90	242	843	100	96	23	5	37	785	77	7	6	1	39	38	51	26
	25%	19%	12%	16%	23%	36%	46%	23%	24%	9%	19%	40%	16%	14%	20%	5%	18%	14%	23%	10%
	bcd	c					f	j	j		j	hijk	p	p	p		t		rt	
	10%	6%	3%	9%	24%	84%	10%	10%	2%	1%	4%	78%	8%	1%	1%	*%	4%	4%	5%	3%
STREAMED AUDIO SERVICES	45	9	4	13	96	576	65	42	7	5	12	569	11	1	1	*	7	4	7	4
	11%	3%	2%	2%	9%	24%	30%	10%	8%	8%	6%	29%	2%	3%	3%	*%	3%	2%	3%	1%
	bcd											hijk								
	7%	1%	1%	2%	14%	86%	10%	6%	1%	1%	2%	85%	2%	*%	*%	*%	1%	1%	1%	1%
None of these	12	19	15	34	45	46	5	18	4	4	10	24	28	5	1	1	13	15	11	17
	3%	6%	5%	6%	4%	2%	2%	4%	4%	8%	5%	1%	6%	10%	3%	5%	6%	6%	5%	6%
		a		a				l	l	l	l			o						
	24%	37%	28%	66%	87%	88%	10%	34%	7%	9%	19%	46%	54%	9%	2%	1%	25%	28%	21%	32%
Don't know	-	*	-	*	1	2	1	1	-	-	1	3	*	-	-	-	-	*	-	*
	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	-%	*%
	-%	13%	-%	13%	46%	72%	31%	21%	-%	-%	21%	79%	13%	-%	-%	-%	-%	13%	-%	13%
INFORMATION	317	194	115	309	671	1902	179	249	59	23	100	1679	269	18	18	5	129	140	156	112
	77%	64%	42%	54%	64%	81%	82%	60%	60%	41%	51%	87%	55%	38%	57%	35%	59%	52%	70%	43%
	bcd	cd		c				jk	j			hijk	np		np		t	t	qrt	
	15%	9%	5%	14%	31%	88%	8%	12%	3%	1%	5%	78%	12%	1%	1%	*%	6%	6%	7%	5%

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
COMMUNICATION	306	191	107	299	660	1893	188	236	55	21	94	1692	254	23	18	3	131	123	150	104
	74%	63%	39%	52%	62%	80%	86%	57%	55%	37%	48%	87%	52%	49%	58%	23%	60%	46%	68%	40%
	bcd	cd		c				jk	j			hijk	p	p	p		rt		rt	
	14%	9%	5%	14%	31%	88%	9%	11%	3%	1%	4%	78%	12%	1%	1%	*%	6%	6%	7%	5%
PURCHASING/ FINANCES	285	160	70	230	537	1714	149	200	42	19	80	1539	194	17	16	4	100	94	120	75
	69%	52%	26%	40%	51%	73%	68%	48%	43%	33%	41%	79%	40%	34%	50%	32%	46%	35%	54%	28%
	bcd	cd		c				j				hijk			np		rt		rt	
	15%	8%	4%	12%	28%	88%	8%	10%	2%	1%	4%	79%	10%	1%	1%	*%	5%	5%	6%	4%
ENTERTAINMENT	177	103	42	144	382	1278	130	144	32	17	57	1185	127	9	7	1	59	67	82	44
	43%	34%	15%	25%	36%	54%	60%	35%	32%	30%	29%	61%	26%	19%	24%	7%	27%	25%	37%	17%
	bcd	cd		c								hijk	p	p	p		t	t	qrt	
	12%	7%	3%	10%	26%	87%	9%	10%	2%	1%	4%	81%	9%	1%	1%	*%	4%	5%	6%	3%
SOCIAL	158	73	39	113	341	1199	121	138	34	14	54	1097	95	9	6	2	48	47	61	35
	38%	24%	14%	19%	32%	51%	56%	33%	34%	23%	28%	57%	20%	19%	21%	13%	22%	18%	27%	13%
	bcd	c		c								hijk					t		rt	
	12%	5%	3%	8%	25%	87%	9%	10%	2%	1%	4%	80%	7%	1%	*%	*%	4%	3%	4%	3%
REMOTE ACCESS	83	37	19	55	127	603	54	59	16	6	27	562	47	4	5	*	25	21	36	11
	20%	12%	7%	10%	12%	26%	25%	14%	16%	10%	14%	29%	10%	9%	15%	*%	12%	8%	16%	4%
	bcd	c										hijk	p	p	p		t		rt	
	12%	5%	3%	8%	19%	88%	8%	9%	2%	1%	4%	82%	7%	1%	1%	*%	4%	3%	5%	2%

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

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

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Send/ receive e-mails	251	154	80	234	491	1551	158	180	48	**	68	1411	198	19	15	**	108	91	119	80
	70%	63%	53%	59%	60%	73%	76%	62%	72%	**	55%	77%	59%	62%	72%	**	65%	53%	63%	53%
	cd								k			hk			m		rt		r	
	14%	9%	5%	13%	28%	88%	9%	10%	3%	**	4%	80%	11%	1%	1%	**	6%	5%	7%	5%
General searching/ surfing/ browsing the internet	247	147	84	231	520	1549	134	188	46	**	73	1379	205	11	12	**	108	97	121	84
	69%	60%	56%	58%	64%	73%	64%	64%	69%	**	58%	75%	61%	37%	59%	**	65%	57%	65%	56%
	bcd					g						hk	n		n					
	14%	8%	5%	13%	30%	89%	8%	11%	3%	**	4%	79%	12%	1%	1%	**	6%	6%	7%	5%
Banking/ paying bills	177	95	28	123	288	1109	75	109	25	**	46	1000	106	10	7	**	57	49	69	37
	49%	39%	19%	31%	35%	52%	36%	37%	38%	**	37%	54%	32%	31%	32%	**	35%	29%	37%	25%
	bcd	cd		c		g						hik							t	
	14%	8%	2%	10%	24%	91%	6%	9%	2%	**	4%	82%	9%	1%	1%	**	5%	4%	6%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	126	64	25	89	306	1025	108	113	26	**	45	938	78	5	5	**	37	41	52	26
	35%	26%	17%	23%	37%	49%	52%	39%	39%	**	36%	51%	23%	16%	24%	**	22%	24%	28%	17%
	bcd	c										hik							t	
	11%	5%	2%	8%	26%	88%	9%	10%	2%	**	4%	80%	7%	*%	*%	**	3%	4%	4%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	151	71	27	98	258	990	72	106	25	**	47	906	84	7	5	**	38	45	60	24
	42%	29%	18%	25%	32%	47%	35%	36%	37%	**	38%	49%	25%	23%	24%	**	23%	26%	32%	16%
	bcd	c				g						hik						t	t	
	14%	6%	2%	9%	23%	90%	7%	10%	2%	**	4%	82%	8%	1%	*%	**	3%	4%	5%	2%

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

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

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	109	47	24	71	262	947	96	103	27	**	41	873	59	6	5	**	32	28	35	24
	30%	19%	16%	18%	32%	45%	46%	35%	41%	**	33%	48%	18%	20%	25%	**	19%	16%	19%	16%
	bcd											hk								
	10%	4%	2%	7%	24%	88%	9%	10%	3%	**	4%	81%	6%	1%	*%	**	3%	3%	3%	2%
Accessing news	124	72	37	109	219	767	68	88	26	**	40	707	96	6	6	**	51	45	63	33
	34%	30%	24%	28%	27%	36%	33%	30%	40%	**	32%	38%	28%	20%	26%	**	31%	27%	34%	22%
	cd											h							t	
	14%	8%	4%	13%	26%	90%	8%	10%	3%	**	5%	83%	11%	1%	1%	**	6%	5%	7%	4%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	102	37	13	50	146	720	101	73	16	**	26	700	47	1	2	**	24	23	31	16
	28%	15%	9%	13%	18%	34%	48%	25%	24%	**	21%	38%	14%	3%	10%	**	14%	14%	16%	11%
	bcd						f					hik	n							
	12%	4%	2%	6%	17%	84%	12%	8%	2%	**	3%	82%	5%	*%	*%	**	3%	3%	4%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	72	26	10	36	158	622	72	59	14	**	22	604	31	3	1	**	18	13	19	12
	20%	11%	7%	9%	19%	29%	35%	20%	20%	**	17%	33%	9%	11%	6%	**	11%	7%	10%	8%
	bcd											hik								
	10%	4%	1%	5%	22%	85%	10%	8%	2%	**	3%	83%	4%	*%	*%	**	3%	2%	3%	2%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Watching TV programmes/ films content online	59	33	9	41	129	501	61	47	13	**	21	484	38	2	1	**	18	20	26	12
	16%	13%	6%	10%	16%	24%	29%	16%	20%	**	17%	26%	11%	6%	4%	**	11%	12%	14%	8%
	cd	c										hk								
	10%	6%	1%	7%	22%	86%	10%	8%	2%	**	4%	83%	7%	*%	*%	**	3%	3%	4%	2%
Making video calls e.g. via FaceTime, Skype	43	18	15	33	123	465	72	48	13	**	22	450	28	3	2	**	13	15	18	10
	12%	7%	10%	8%	15%	22%	34%	16%	19%	**	18%	24%	8%	10%	9%	**	8%	9%	10%	6%
							f					h								
	7%	3%	3%	6%	22%	82%	13%	8%	2%	**	4%	79%	5%	1%	*%	**	2%	3%	3%	2%
To find information on health related issues	76	39	15	54	141	492	46	70	13	**	25	438	47	3	3	**	20	27	33	14
	21%	16%	10%	14%	17%	23%	22%	24%	20%	**	20%	24%	14%	9%	17%	**	12%	16%	18%	9%
	cd																		t	
	14%	7%	3%	10%	25%	88%	8%	13%	2%	**	4%	79%	8%	1%	1%	**	4%	5%	6%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	76	33	10	43	113	403	47	53	12	**	23	373	38	2	3	**	21	18	29	10
	21%	14%	7%	11%	14%	19%	23%	18%	18%	**	18%	20%	11%	5%	14%	**	12%	10%	15%	7%
	bcd	c																	t	
	16%	7%	2%	9%	24%	87%	10%	11%	3%	**	5%	80%	8%	*%	1%	**	4%	4%	6%	2%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Trading/ auctions e.g. eBay	67	21	6	27	95	405	39	54	12	**	24	360	25	1	1	**	12	13	17	8
	19%	8%	4%	7%	12%	19%	19%	18%	17%	**	19%	20%	7%	4%	4%	**	7%	7%	9%	5%
	bcd																			
	15%	5%	1%	6%	21%	88%	8%	12%	3%	**	5%	78%	5%	*%	*%	**	3%	3%	4%	2%
Playing games online/ interactively	40	28	11	39	131	390	33	58	11	**	26	349	34	3	2	**	14	20	24	10
	11%	11%	7%	10%	16%	18%	16%	20%	17%	**	21%	19%	10%	9%	8%	**	9%	12%	13%	7%
	9%	6%	2%	9%	29%	88%	8%	13%	3%	**	6%	79%	8%	1%	*%	**	3%	5%	6%	2%
Making voice calls using a VoIP service e.g. Skype	32	14	3	17	77	332	54	28	9	**	12	324	13	2	2	**	6	7	11	2
	9%	6%	2%	4%	9%	16%	26%	10%	14%	**	9%	18%	4%	8%	9%	**	3%	4%	6%	1%
	cd						f					hk								
	8%	3%	1%	4%	19%	81%	13%	7%	2%	**	3%	79%	3%	1%	*%	**	1%	2%	3%	1%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	36	20	6	26	86	346	29	32	8	**	15	326	25	*	1	**	14	11	15	10
	10%	8%	4%	7%	11%	16%	14%	11%	12%	**	12%	18%	7%	2%	4%	**	8%	6%	8%	7%
	c											h								
	9%	5%	1%	7%	22%	89%	7%	8%	2%	**	4%	84%	6%	*%	*%	**	4%	3%	4%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	20	4	2	6	60	317	45	22	5	**	7	326	5	*	-	**	3	2	5	*
	6%	1%	1%	1%	7%	15%	22%	7%	7%	**	5%	18%	2%	1%	-%	**	2%	1%	3%	*%
	bcd						f					hik								
	5%	1%	1%	1%	16%	84%	12%	6%	1%	**	2%	86%	1%	*%	-%	**	1%	1%	1%	*%

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	37	17	10	27	64	290	35	25	9	**	14	285	23	2	1	**	13	11	18	5
	10%	7%	7%	7%	8%	14%	17%	8%	13%	**	11%	16% h	7%	7%	6%	**	8%	6%	10% t	3%
	11%	5%	3%	8%	19%	86%	10%	7%	3%	**	4%	85%	7%	1%	*%	**	4%	3%	5%	2%
Listening to radio	41	26	5	31	83	297	19	26	6	**	11	270	29	*	1	**	11	18	24	5
	11% c	10% c	4%	8%	10%	14%	9%	9%	10%	**	9%	15% h	9% n	1%	6%	**	7%	11% t	13% t	4%
	13%	8%	2%	10%	26%	92%	6%	8%	2%	**	3%	83%	9%	*%	*%	**	3%	6%	7%	2%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	21	3	1	4	39	252	26	17	5	**	5	248	3	*	-	**	2	1	2	1
	6% bcd	1%	*%	1%	5%	12%	12%	6%	8%	**	4%	14% hk	1%	1%	-%	**	1%	1%	1%	1%
	7%	1%	*%	1%	14%	88%	9%	6%	2%	**	2%	86%	1%	*%	-%	**	1%	*%	1%	*%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	15	5	4	9	29	157	8	13	7	**	8	143	6	1	1	**	4	2	4	2
	4%	2%	2%	2%	4%	7%	4%	5%	10% h	**	6%	8% h	2%	4%	7% m	**	2%	1%	2%	2%
	9%	3%	2%	5%	17%	93%	5%	8%	4%	**	5%	84%	4%	1%	1%	**	2%	1%	2%	1%

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
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Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	14	1	1	2	10	98	3	13	8	**	8	85	2	-	-	**	1	1	2	*
	4%	1%	*%	*%	1%	5%	1%	5%	13%	**	7%	5%	1%	-%	-%	**	1%	1%	1%	*%
	bcd								hl											
	13%	1%	1%	2%	9%	95%	3%	13%	8%	**	8%	82%	2%	-%	-%	**	1%	1%	1%	*%
Other	7	5	2	7	8	16	1	3	-	**	2	13	6	*	-	**	3	3	6	-
	2%	2%	1%	2%	1%	1%	*%	1%	-%	**	2%	1%	2%	1%	-%	**	2%	2%	3%	-%
																			t	
	38%	28%	10%	37%	47%	90%	6%	17%	-%	**	13%	72%	34%	2%	-%	**	16%	19%	34%	-%
USE SOCIAL NETWORKING SITES	116	53	27	80	276	982	102	108	28	**	43	908	67	6	6	**	38	29	42	25
	32%	22%	18%	20%	34%	46%	49%	37%	42%	**	34%	49%	20%	20%	26%	**	23%	17%	22%	17%
	bcd											hk								
	10%	5%	2%	7%	25%	88%	9%	10%	2%	**	4%	81%	6%	1%	*%	**	3%	3%	4%	2%
TV/ VIDEO VIEWING	101	47	14	61	224	804	95	79	18	**	34	773	54	4	2	**	29	25	34	21
	28%	19%	9%	15%	27%	38%	45%	27%	26%	**	28%	42%	16%	13%	10%	**	18%	15%	18%	14%
	bcd	c										hik								
	11%	5%	1%	6%	24%	85%	10%	8%	2%	**	4%	82%	6%	*%	*%	**	3%	3%	4%	2%

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Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	57	23	16	39	141	533	81	57	15	**	26	515	32	4	3	**	13	19	21	11
	16%	9%	11%	10%	17%	25%	39%	19%	22%	**	21%	28%	9%	13%	14%	**	8%	11%	11%	8%
	bd						f					h								
	9%	4%	2%	6%	22%	82%	12%	9%	2%	**	4%	79%	5%	1%	*%	**	2%	3%	3%	2%
STREAMED AUDIO SERVICES	29	6	2	8	74	421	53	28	6	**	8	429	8	*	-	**	6	2	6	2
	8%	2%	1%	2%	9%	20%	25%	9%	9%	**	7%	23%	2%	1%	-%	**	3%	1%	3%	1%
	bcd											hik								
	6%	1%	*%	2%	15%	85%	11%	6%	1%	**	2%	87%	2%	*%	-%	**	1%	*%	1%	*%
None of these	20	14	15	29	40	60	6	19	6	**	10	39	25	1	1	**	6	19	14	11
	6%	6%	10%	7%	5%	3%	3%	6%	8%	**	8%	2%	8%	4%	5%	**	4%	11%	7%	8%
								l	l		l							q		
	30%	21%	22%	43%	59%	87%	9%	28%	8%	**	14%	58%	37%	2%	1%	**	9%	28%	20%	17%
Don't know	-	-	-	-	-	*	-	-	-	**	-	*	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	-%	*%	-%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	-%	100%	-%	-%	-%	**	-%	100%	-%	-%	-%	**	-%	-%	-%	-%
COMMUNICATION	273	167	89	256	578	1723	179	212	51	**	85	1554	217	21	16	**	113	104	128	89
	76%	68%	59%	65%	71%	82%	86%	72%	76%	**	68%	85%	64%	67%	78%	**	68%	61%	69%	59%
	bcd											hk			m					
	14%	8%	5%	13%	29%	87%	9%	11%	3%	**	4%	79%	11%	1%	1%	**	6%	5%	6%	5%
INFORMATION	272	161	95	256	576	1696	161	212	50	**	83	1517	224	14	15	**	116	108	134	90
	76%	66%	63%	65%	70%	80%	77%	72%	74%	**	67%	83%	67%	47%	70%	**	70%	63%	72%	60%
	bcd											hk	n		n				t	
	14%	8%	5%	13%	30%	88%	8%	11%	3%	**	4%	79%	12%	1%	1%	**	6%	6%	7%	5%

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

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	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
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Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
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	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
PURCHASING/ FINANCES	222	115	48	163	386	1395	107	152	34	**	64	1259	138	14	9	**	70	68	91	47
	62%	47%	32%	41%	47%	66%	52%	52%	52%	**	51%	68%	41%	45%	42%	**	42%	39%	49%	31%
	bcd	c		c		g						hik					t		t	
	14%	7%	3%	10%	25%	89%	7%	10%	2%	**	4%	81%	9%	1%	1%	**	4%	4%	6%	3%
ENTERTAINMENT	134	72	25	97	293	1013	116	114	22	**	47	956	86	6	4	**	42	44	56	30
	37%	29%	16%	24%	36%	48%	56%	39%	34%	**	38%	52%	25%	21%	19%	**	25%	26%	30%	20%
	bcd	c		c								hik							t	
	11%	6%	2%	8%	25%	86%	10%	10%	2%	**	4%	81%	7%	1%	*%	**	4%	4%	5%	3%
SOCIAL	116	53	27	80	276	982	102	108	28	**	43	908	67	6	6	**	38	29	42	25
	32%	22%	18%	20%	34%	46%	49%	37%	42%	**	34%	49%	20%	20%	26%	**	23%	17%	22%	17%
	bcd											hk								
	10%	5%	2%	7%	25%	88%	9%	10%	2%	**	4%	81%	6%	1%	*%	**	3%	3%	4%	2%
REMOTE ACCESS	46	20	13	33	81	382	37	35	14	**	19	364	27	3	3	**	14	13	20	7
	13%	8%	8%	8%	10%	18%	18%	12%	21%	**	15%	20%	8%	9%	13%	**	9%	8%	11%	5%
	d											h							t	
	11%	5%	3%	8%	19%	88%	9%	8%	3%	**	4%	84%	6%	1%	1%	**	3%	3%	5%	2%

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Send/ receive e-mails	251	154	80	234	491	1551	158	180	48	16	68	1411	198	19	15	2	108	91	119	80
	61%	50%	29%	41%	47%	66%	72%	44%	48%	27%	35%	73%	41%	40%	49%	12%	49%	34%	53%	30%
	bcd	cd		c				jk	jk			hijk	p	p	p		rt		rt	
	14%	9%	5%	13%	28%	88%	9%	10%	3%	1%	4%	80%	11%	1%	1%	*%	6%	5%	7%	5%
General searching/ surfing/ browsing the internet	247	147	84	231	520	1549	134	188	46	15	73	1379	205	11	12	2	108	97	121	84
	60%	48%	31%	40%	49%	66%	61%	46%	47%	26%	37%	71%	42%	24%	40%	17%	49%	36%	54%	32%
	bcd	cd		c				jk	j			hijk	np		np		rt		rt	
	14%	8%	5%	13%	30%	89%	8%	11%	3%	1%	4%	79%	12%	1%	1%	*%	6%	6%	7%	5%
Banking/ paying bills	177	95	28	123	288	1109	75	109	25	10	46	1000	106	10	7	1	57	49	69	37
	43%	31%	10%	21%	27%	47%	35%	26%	25%	17%	24%	52%	22%	20%	22%	4%	26%	18%	31%	14%
	bcd	cd		c		g						hijk	p	p	p		rt		rt	
	14%	8%	2%	10%	24%	91%	6%	9%	2%	1%	4%	82%	9%	1%	1%	*%	5%	4%	6%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	126	64	25	89	306	1025	108	113	26	11	45	938	78	5	5	1	37	41	52	26
	31%	21%	9%	15%	29%	44%	49%	27%	26%	18%	23%	48%	16%	10%	17%	8%	17%	15%	23%	10%
	bcd	cd		c								hijk	p				t		rt	
	11%	5%	2%	8%	26%	88%	9%	10%	2%	1%	4%	80%	7%	*%	*%	*%	3%	4%	4%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	151	71	27	98	258	990	72	106	25	8	47	906	84	7	5	2	38	45	60	24
	37%	23%	10%	17%	24%	42%	33%	26%	25%	14%	24%	47%	17%	15%	17%	13%	18%	17%	27%	9%
	bcd	cd		c		g		j				hijk					t	t	qrt	
	14%	6%	2%	9%	23%	90%	7%	10%	2%	1%	4%	82%	8%	1%	*%	*%	3%	4%	5%	2%

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Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	109	47	24	71	262	947	96	103	27	9	41	873	59	6	5	1	32	28	35	24
	26%	16%	9%	12%	25%	40%	44%	25%	27%	15%	21%	45%	12%	13%	17%	7%	14%	10%	16%	9%
	bcd	c										hijk			p				t	
	10%	4%	2%	7%	24%	88%	9%	10%	3%	1%	4%	81%	6%	1%	*%	*%	3%	3%	3%	2%
Accessing news	124	72	37	109	219	767	68	88	26	5	40	707	96	6	6	1	51	45	63	33
	30%	24%	13%	19%	21%	33%	31%	21%	27%	10%	20%	36%	20%	13%	18%	9%	23%	17%	28%	13%
	bcd	c		c				j	j		j	hijk	p				t		rt	
	14%	8%	4%	13%	26%	90%	8%	10%	3%	1%	5%	83%	11%	1%	1%	*%	6%	5%	7%	4%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	102	37	13	50	146	720	101	73	16	2	26	700	47	1	2	*	24	23	31	16
	25%	12%	5%	9%	14%	31%	46%	18%	16%	4%	13%	36%	10%	2%	7%	*%	11%	9%	14%	6%
	bcd	c		c			f	j	j		j	hijk	np		p		t		t	
	12%	4%	2%	6%	17%	84%	12%	8%	2%	*%	3%	82%	5%	*%	*%	*%	3%	3%	4%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	72	26	10	36	158	622	72	59	14	8	22	604	31	3	1	*	18	13	19	12
	18%	9%	4%	6%	15%	26%	33%	14%	14%	14%	11%	31%	6%	7%	4%	4%	8%	5%	9%	4%
	bcd	c										hijk							t	
	10%	4%	1%	5%	22%	85%	10%	8%	2%	1%	3%	83%	4%	*%	*%	*%	3%	2%	3%	2%

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Watching TV programmes/ films content online	59	33	9	41	129	501	61	47	13	7	21	484	38	2	1	*	18	20	26	12
	14%	11%	3%	7%	12%	21%	28%	11%	13%	12%	11%	25%	8%	4%	3%	*%	8%	8%	12%	5%
	cd	c		c			f					hijk	p						t	
	10%	6%	1%	7%	22%	86%	10%	8%	2%	1%	4%	83%	7%	*%	*%	*%	3%	3%	4%	2%
Making video calls e.g. via FaceTime, Skype	43	18	15	33	123	465	72	48	13	1	22	450	28	3	2	*	13	15	18	10
	10%	6%	5%	6%	12%	20%	33%	12%	13%	2%	12%	23%	6%	6%	6%	*%	6%	6%	8%	4%
	bcd						f	j	j		j	hijk	p	p					t	
	7%	3%	3%	6%	22%	82%	13%	8%	2%	*%	4%	79%	5%	1%	*%	*%	2%	3%	3%	2%
To find information on health related issues	76	39	15	54	141	492	46	70	13	4	25	438	47	3	3	*	20	27	33	14
	18%	13%	5%	9%	13%	21%	21%	17%	13%	7%	13%	23%	10%	6%	11%	1%	9%	10%	15%	5%
	bcd	c		c				j				hijk	p		p			t	t	
	14%	7%	3%	10%	25%	88%	8%	13%	2%	1%	4%	79%	8%	1%	1%	*%	4%	5%	6%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	76	33	10	43	113	403	47	53	12	4	23	373	38	2	3	*	21	18	29	10
	19%	11%	4%	7%	11%	17%	22%	13%	12%	6%	12%	19%	8%	3%	10%	1%	9%	7%	13%	4%
	bcd	c		c								hjk	p		p		t		rt	
	16%	7%	2%	9%	24%	87%	10%	11%	3%	1%	5%	80%	8%	*%	1%	*%	4%	4%	6%	2%

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Trading/ auctions e.g. eBay	67	21	6	27	95	405	39	54	12	4	24	360	25	1	1	*	12	13	17	8
	16%	7%	2%	5%	9%	17%	18%	13%	12%	6%	12%	19%	5%	2%	3%	1%	6%	5%	8%	3%
	bcd	c										hjk							t	
	15%	5%	1%	6%	21%	88%	8%	12%	3%	1%	5%	78%	5%	*%	*%	*%	3%	3%	4%	2%
Playing games online/ interactively	40	28	11	39	131	390	33	58	11	5	26	349	34	3	2	-	14	20	24	10
	10%	9%	4%	7%	12%	17%	15%	14%	11%	8%	14%	18%	7%	6%	6%	-%	7%	8%	11%	4%
	c	c										hj	p	p	p				t	
	9%	6%	2%	9%	29%	88%	8%	13%	3%	1%	6%	79%	8%	1%	*%	-%	3%	5%	6%	2%
Making voice calls using a VoIP service e.g. Skype	32	14	3	17	77	332	54	28	9	1	12	324	13	2	2	*	6	7	11	2
	8%	5%	1%	3%	7%	14%	25%	7%	9%	2%	6%	17%	3%	5%	6%	*%	3%	3%	5%	1%
	cd	c					f		j			hijk			p				t	
	8%	3%	1%	4%	19%	81%	13%	7%	2%	*%	3%	79%	3%	1%	*%	*%	1%	2%	3%	1%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	36	20	6	26	86	346	29	32	8	2	15	326	25	*	1	*	14	11	15	10
	9%	7%	2%	5%	8%	15%	13%	8%	8%	3%	7%	17%	5%	1%	2%	*%	6%	4%	7%	4%
	cd	c										hijk								
	9%	5%	1%	7%	22%	89%	7%	8%	2%	*%	4%	84%	6%	*%	*%	*%	4%	3%	4%	3%

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

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Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Streamed audio services (free)	20	4	2	6	60	317	45	22	5	3	7	326	5	*	-	*	3	2	5	*
e.g. Spotify (free) or Deezer (free)	5%	1%	1%	1%	6%	13%	21%	5%	5%	5%	3%	17%	1%	1%	-%	*%	1%	1%	2%	*%
	bcd						f					hijk							t	
	5%	1%	1%	1%	16%	84%	12%	6%	1%	1%	2%	86%	1%	*%	-%	*%	1%	1%	1%	*%
Accessing files through a cloud	37	17	10	27	64	290	35	25	9	1	14	285	23	2	1	-	13	11	18	5
service such as Dropbox, Google	9%	5%	4%	5%	6%	12%	16%	6%	9%	2%	7%	15%	5%	5%	4%	-%	6%	4%	8%	2%
Drive, Microsoft OneDrive or	cd											hjk	p				t		rt	
Apple iCloud	11%	5%	3%	8%	19%	86%	10%	7%	3%	*%	4%	85%	7%	1%	*%	-%	4%	3%	5%	2%
Listening to radio	41	26	5	31	83	297	19	26	6	3	11	270	29	*	1	*	11	18	24	5
	10%	8%	2%	5%	8%	13%	8%	6%	6%	5%	6%	14%	6%	1%	4%	*%	5%	7%	11%	2%
	cd	c		c								hijk	np					t	qt	
	13%	8%	2%	10%	26%	92%	6%	8%	2%	1%	3%	83%	9%	*%	*%	*%	3%	6%	7%	2%
Streamed audio services	21	3	1	4	39	252	26	17	5	2	5	248	3	*	-	*	2	1	2	1
(subscription) e.g. Spotify	5%	1%	*%	1%	4%	11%	12%	4%	5%	4%	2%	13%	1%	*%	-%	*%	1%	*%	1%	*%
Premium, Apple Music or Deezer	bcd											hijk								
Premium	7%	1%	*%	1%	14%	88%	9%	6%	2%	1%	2%	86%	1%	*%	-%	*%	1%	*%	1%	*%

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	15	5	4	9	29	157	8	13	7	1	8	143	6	1	1	*	4	2	4	2
	4%	2%	1%	2%	3%	7%	4%	3%	7%	3%	4%	7%	1%	2%	5%	*%	2%	1%	2%	1%
	cd											hk			m					
	9%	3%	2%	5%	17%	93%	5%	8%	4%	1%	5%	84%	4%	1%	1%	*%	2%	1%	2%	1%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	14	1	1	2	10	98	3	13	8	4	8	85	2	-	-	-	1	1	2	*
	3%	*%	*%	*%	1%	4%	1%	3%	9%	7%	4%	4%	*%	-%	-%	-%	*%	*%	1%	*%
	bcd								hl											
	13%	1%	1%	2%	9%	95%	3%	13%	8%	4%	8%	82%	2%	-%	-%	-%	1%	1%	1%	*%
Other	7	5	2	7	8	16	1	3	-	-	2	13	6	*	-	*	3	3	6	-
	2%	2%	1%	1%	1%	1%	*%	1%	-%	-%	1%	1%	1%	1%	-%	2%	1%	1%	3%	-%
																			t	
	38%	28%	10%	37%	47%	90%	6%	17%	-%	-%	13%	72%	34%	2%	-%	1%	16%	19%	34%	-%
USE SOCIAL NETWORKING SITES	116	53	27	80	276	982	102	108	28	9	43	908	67	6	6	1	38	29	42	25
	28%	17%	10%	14%	26%	42%	47%	26%	28%	15%	22%	47%	14%	13%	18%	7%	17%	11%	19%	10%
	bcd	c						j	j			hijk			p		rt		rt	
	10%	5%	2%	7%	25%	88%	9%	10%	2%	1%	4%	81%	6%	1%	*%	*%	3%	3%	4%	2%

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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
TV/ VIDEO VIEWING	101	47	14	61	224	804	95	79	18	10	34	773	54	4	2	*	29	25	34	21
	24%	15%	5%	11%	21%	34%	43%	19%	18%	17%	18%	40%	11%	9%	7%	4%	13%	9%	15%	8%
	bcd	cd		c			f					hijk	p				t		t	
	11%	5%	1%	6%	24%	85%	10%	8%	2%	1%	4%	82%	6%	*%	*%	*%	3%	3%	4%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	57	23	16	39	141	533	81	57	15	1	26	515	32	4	3	*	13	19	21	11
	14%	8%	6%	7%	13%	23%	37%	14%	15%	2%	13%	27%	7%	8%	9%	*%	6%	7%	9%	4%
	bcd						f	j	j		j	hijk	p	p	p				t	
	9%	4%	2%	6%	22%	82%	12%	9%	2%	*%	4%	79%	5%	1%	*%	*%	2%	3%	3%	2%
STREAMED AUDIO SERVICES	29	6	2	8	74	421	53	28	6	3	8	429	8	*	-	*	6	2	6	2
	7%	2%	1%	1%	7%	18%	24%	7%	6%	5%	4%	22%	2%	1%	-%	*%	3%	1%	3%	1%
	bcd						f					hijk							t	
	6%	1%	*%	2%	15%	85%	11%	6%	1%	1%	2%	87%	2%	*%	-%	*%	1%	*%	1%	*%
None of these	20	14	15	29	40	60	6	19	6	3	10	39	25	1	1	2	6	19	14	11
	5%	5%	6%	5%	4%	3%	3%	5%	6%	6%	5%	2%	5%	3%	3%	12%	3%	7%	6%	4%
								l	l	l	l					mno		q		
	30%	21%	22%	43%	59%	87%	9%	28%	8%	5%	14%	58%	37%	2%	1%	2%	9%	28%	20%	17%
Don't know	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%
COMMUNICATION	273	167	89	256	578	1723	179	212	51	18	85	1554	217	21	16	2	113	104	128	89
	66%	55%	33%	44%	55%	73%	82%	51%	52%	31%	44%	80%	45%	43%	53%	14%	52%	39%	58%	34%
	bcd	cd		c			f	jk	j			hijk	p	p	p		rt		rt	
	14%	8%	5%	13%	29%	87%	9%	11%	3%	1%	4%	79%	11%	1%	1%	*%	6%	5%	6%	5%

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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
INFORMATION	272	161	95	256	576	1696	161	212	50	17	83	1517	224	14	15	2	116	108	134	90
	66%	53%	35%	44%	55%	72%	73%	51%	50%	29%	43%	78%	46%	30%	47%	18%	53%	40%	60%	34%
	bcd	cd		c				jk	j		j	hijk	np		np		rt		rt	
	14%	8%	5%	13%	30%	88%	8%	11%	3%	1%	4%	79%	12%	1%	1%	*%	6%	6%	7%	5%
PURCHASING/ FINANCES	222	115	48	163	386	1395	107	152	34	14	64	1259	138	14	9	2	70	68	91	47
	54%	38%	17%	28%	37%	59%	49%	37%	35%	25%	33%	65%	28%	29%	29%	17%	32%	25%	41%	18%
	bcd	cd		c		g		j				hijk	p				t	t	qrt	
	14%	7%	3%	10%	25%	89%	7%	10%	2%	1%	4%	81%	9%	1%	1%	*%	4%	4%	6%	3%
ENTERTAINMENT	134	72	25	97	293	1013	116	114	22	12	47	956	86	6	4	*	42	44	56	30
	33%	24%	9%	17%	28%	43%	53%	28%	23%	21%	24%	49%	18%	13%	13%	4%	19%	17%	25%	12%
	bcd	cd		c			f					hijk	p	p	p		t		rt	
	11%	6%	2%	8%	25%	86%	10%	10%	2%	1%	4%	81%	7%	1%	*%	*%	4%	4%	5%	3%
SOCIAL	116	53	27	80	276	982	102	108	28	9	43	908	67	6	6	1	38	29	42	25
	28%	17%	10%	14%	26%	42%	47%	26%	28%	15%	22%	47%	14%	13%	18%	7%	17%	11%	19%	10%
	bcd	c						j	j			hijk			p		rt		rt	
	10%	5%	2%	7%	25%	88%	9%	10%	2%	1%	4%	81%	6%	1%	*%	*%	3%	3%	4%	2%
REMOTE ACCESS	46	20	13	33	81	382	37	35	14	5	19	364	27	3	3	*	14	13	20	7
	11%	7%	5%	6%	8%	16%	17%	9%	14%	9%	10%	19%	6%	6%	9%	*%	7%	5%	9%	3%
	bcd											hjk	p		p		t		t	
	11%	5%	3%	8%	19%	88%	9%	8%	3%	1%	4%	84%	6%	1%	1%	*%	3%	3%	5%	2%

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

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	312	199	109	308	681	1908	181	245	58	22	96	1686	267	20	16	5	132	135	155	112
	76%	65%	40%	53%	64%	81%	83%	59%	59%	39%	49%	87%	55%	41%	51%	37%	61%	50%	70%	43%
	bcd	cd		c				jk	j			hijk	np				rt		qrt	
	14%	9%	5%	14%	31%	88%	8%	11%	3%	1%	4%	78%	12%	1%	1%	*%	6%	6%	7%	5%
SEND/ RECEIVE EMAILS	305	188	99	288	623	1858	178	220	53	21	83	1665	246	22	17	2	130	117	148	98
	74%	62%	36%	50%	59%	79%	82%	53%	54%	36%	43%	86%	51%	46%	55%	19%	59%	44%	66%	37%
	bcd	cd		c				jk	j			hijk	p	p	p		rt		rt	
	14%	9%	5%	14%	30%	88%	8%	10%	3%	1%	4%	79%	12%	1%	1%	*%	6%	6%	7%	5%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	205	106	40	146	463	1497	169	159	33	14	65	1374	128	8	8	2	59	69	75	53
	50%	35%	15%	25%	44%	64%	77%	38%	33%	25%	33%	71%	26%	17%	25%	16%	27%	26%	34%	20%
	bcd	cd		c			f	j				hijk	np						t	
	12%	6%	2%	8%	27%	87%	10%	9%	2%	1%	4%	80%	7%	*%	*%	*%	3%	4%	4%	3%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	173	80	41	121	400	1339	147	152	35	14	61	1229	102	11	7	2	50	51	65	37
	42%	26%	15%	21%	38%	57%	67%	37%	36%	24%	31%	63%	21%	22%	21%	16%	23%	19%	29%	14%
	bcd	c		c			f	j				hijk					t		rt	
	11%	5%	3%	8%	26%	87%	10%	10%	2%	1%	4%	79%	7%	1%	*%	*%	3%	3%	4%	2%
ACCESSING NEWS	204	112	52	164	364	1224	111	143	34	12	59	1099	139	12	11	2	71	67	83	56
	50%	37%	19%	28%	34%	52%	51%	35%	35%	21%	30%	57%	29%	25%	34%	18%	33%	25%	37%	21%
	bcd	cd		c				j	j			hijk			p		t		rt	
	15%	8%	4%	12%	26%	88%	8%	10%	2%	1%	4%	79%	10%	1%	1%	*%	5%	5%	6%	4%

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	145	61	23	85	305	1127	137	122	25	13	47	1071	74	6	4	1	34	39	51	22
	35%	20%	9%	15%	29%	48%	63%	29%	25%	22%	24%	55%	15%	13%	14%	6%	16%	15%	23%	9%
	bcd	cd		c			f					hijk	p				t	t	qrt	
	11%	5%	2%	6%	23%	85%	10%	9%	2%	1%	4%	81%	6%	*%	*%	*%	3%	3%	4%	2%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	104	57	28	85	263	924	131	100	21	6	37	880	73	6	6	1	36	36	47	26
	25%	19%	10%	15%	25%	39%	60%	24%	21%	11%	19%	45%	15%	12%	19%	7%	17%	14%	21%	10%
	bcd	c					f	j				hijk			p		t		rt	
	9%	5%	3%	8%	24%	83%	12%	9%	2%	1%	3%	79%	7%	1%	1%	*%	3%	3%	4%	2%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	105	54	13	67	218	873	88	80	14	11	32	818	58	5	3	*	29	30	35	23
	26%	18%	5%	12%	21%	37%	40%	19%	14%	19%	17%	42%	12%	11%	9%	3%	13%	11%	16%	9%
	bcd	cd		c								hijk	p	p					t	
	11%	5%	1%	7%	22%	88%	9%	8%	1%	1%	3%	82%	6%	1%	*%	*%	3%	3%	4%	2%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	105	54	16	71	204	787	118	76	17	7	31	768	61	5	5	1	35	25	41	20
	25%	18%	6%	12%	19%	33%	54%	18%	17%	11%	16%	40%	12%	9%	16%	4%	16%	9%	18%	8%
	bcd	cd		c			f					hijk	p		p		rt		rt	
	11%	6%	2%	7%	21%	82%	12%	8%	2%	1%	3%	80%	6%	*%	1%	*%	4%	3%	4%	2%

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

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	92	52	21	73	209	792	92	81	22	10	32	746	66	3	3	1	30	36	47	19
	22%	17%	8%	13%	20%	34%	42%	20%	22%	18%	16%	38%	14%	7%	8%	5%	14%	13%	21%	7%
	cd	c		c			f					hijk	p				t	t	qrt	
	10%	6%	2%	8%	22%	85%	10%	9%	2%	1%	3%	80%	7%	*%	*%	*%	3%	4%	5%	2%
TOTAL ONLINE TV/ VIDEO VIEWING	174	81	34	115	363	1273	149	142	31	17	56	1194	101	8	6	1	46	55	67	34
	42%	27%	13%	20%	34%	54%	68%	34%	31%	29%	29%	62%	21%	16%	19%	8%	21%	21%	30%	13%
	bcd	cd		c			f					hijk	p		p		t	t	qrt	
	12%	5%	2%	8%	24%	86%	10%	10%	2%	1%	4%	80%	7%	1%	*%	*%	3%	4%	4%	2%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	139	78	37	116	317	1088	145	121	26	8	47	1025	99	8	7	1	51	48	61	38
	34%	26%	14%	20%	30%	46%	66%	29%	26%	14%	24%	53%	20%	17%	23%	8%	24%	18%	28%	14%
	bcd	cd		c			f	j	j			hijk	p		p		t		rt	
	11%	6%	3%	9%	24%	84%	11%	9%	2%	1%	4%	79%	8%	1%	1%	*%	4%	4%	5%	3%

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

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	275	162	87	248	587	1736	172	206	48	17	78	1559	218	14	13	3	117	101	126	92
	67%	53%	32%	43%	56%	74%	79%	50%	48%	29%	40%	80%	45%	30%	41%	27%	53%	38%	57%	35%
	bcd	cd		c				jk	j			hijk	np		p		rt		rt	
	14%	8%	4%	13%	30%	88%	9%	10%	2%	1%	4%	79%	11%	1%	1%	*%	6%	5%	6%	5%
SEND/ RECEIVE EMAILS	275	161	82	243	524	1667	168	187	48	17	73	1515	206	20	16	2	110	95	125	81
	67%	53%	30%	42%	50%	71%	77%	45%	48%	30%	37%	78%	42%	42%	51%	15%	51%	36%	56%	31%
	bcd	cd		c				jk	jk			hijk	p	p	p		rt		rt	
	14%	8%	4%	13%	28%	88%	9%	10%	3%	1%	4%	80%	11%	1%	1%	*%	6%	5%	7%	4%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	157	83	29	112	383	1298	151	136	27	12	54	1203	98	6	5	2	46	52	56	42
	38%	27%	11%	19%	36%	55%	69%	33%	27%	21%	28%	62%	20%	13%	17%	13%	21%	19%	25%	16%
	bcd	cd		c			f	j				hijk							t	
	11%	6%	2%	7%	26%	87%	10%	9%	2%	1%	4%	80%	7%	*%	*%	*%	3%	3%	4%	3%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	141	61	30	91	338	1186	128	127	29	10	48	1096	75	9	6	1	41	34	47	28
	34%	20%	11%	16%	32%	50%	59%	31%	29%	18%	25%	56%	15%	18%	19%	9%	19%	13%	21%	11%
	bcd	c		c			f	j				hijk			p		t		rt	
	10%	4%	2%	7%	25%	87%	9%	9%	2%	1%	4%	81%	6%	1%	*%	*%	3%	3%	3%	2%
ACCESSING NEWS	152	83	42	125	272	965	86	109	28	7	47	879	108	9	6	1	58	50	68	40
	37%	27%	16%	22%	26%	41%	39%	27%	28%	12%	24%	45%	22%	19%	21%	9%	27%	19%	30%	15%
	bcd	c		c				j	j		j	hijk	p		p		rt		rt	
	14%	8%	4%	12%	25%	89%	8%	10%	3%	1%	4%	81%	10%	1%	1%	*%	5%	5%	6%	4%

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

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	94	32	11	43	210	847	123	82	14	9	32	827	37	4	2	1	22	15	24	13
	23%	11%	4%	8%	20%	36%	56%	20%	14%	15%	16%	43%	8%	9%	6%	4%	10%	6%	11%	5%
	bcd	c		c			f					hijk					t		rt	
	9%	3%	1%	4%	21%	83%	12%	8%	1%	1%	3%	82%	4%	*%	*%	*%	2%	1%	2%	1%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	61	28	15	43	172	636	108	65	13	2	29	622	38	3	2	*	17	21	24	13
	15%	9%	5%	7%	16%	27%	50%	16%	13%	4%	15%	32%	8%	7%	6%	2%	8%	8%	11%	5%
	bcd						f	j	j		j	hijk							t	
	8%	4%	2%	5%	22%	81%	14%	8%	2%	*%	4%	79%	5%	*%	*%	*%	2%	3%	3%	2%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	75	31	7	38	156	662	70	57	12	7	22	635	35	1	1	*	15	20	28	7
	18%	10%	3%	7%	15%	28%	32%	14%	12%	12%	11%	33%	7%	3%	4%	2%	7%	8%	13%	3%
	bcd	cd		c								hijk					t	t	qt	
	10%	4%	1%	5%	20%	87%	9%	7%	2%	1%	3%	83%	5%	*%	*%	*%	2%	3%	4%	1%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	60	30	7	36	135	557	100	48	10	4	20	565	30	4	2	*	20	11	19	11
	15%	10%	2%	6%	13%	24%	46%	12%	10%	8%	10%	29%	6%	7%	7%	1%	9%	4%	9%	4%
	bcd	cd		c			f					hijk					rt		rt	
	9%	4%	1%	5%	19%	80%	14%	7%	1%	1%	3%	81%	4%	1%	*%	*%	3%	2%	3%	2%

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	67	33	9	43	145	566	74	55	15	9	25	551	40	2	1	*	19	20	27	13
	16%	11%	3%	7%	14%	24%	34%	13%	15%	15%	13%	28%	8%	4%	3%	*%	9%	8%	12%	5%
	bcd	c		c			f					hijk	op						t	
	10%	5%	1%	6%	22%	85%	11%	8%	2%	1%	4%	82%	6%	*%	*%	*%	3%	3%	4%	2%
TOTAL ONLINE TV/ VIDEO VIEWING	125	51	16	66	266	986	138	103	19	12	43	953	58	5	2	1	32	27	36	23
	30%	17%	6%	11%	25%	42%	63%	25%	19%	21%	22%	49%	12%	10%	8%	4%	15%	10%	16%	9%
	bcd	cd		c			f					hijk	p				t		rt	
	11%	4%	1%	6%	23%	84%	12%	9%	2%	1%	4%	81%	5%	*%	*%	*%	3%	2%	3%	2%

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

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

QE16 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	480	369	248	617	1098	2623	170	414	81	45	181	2159	371	91	111	44	200	171	220	150
Effective Weighted Sample	344	246	152	398	724	1821	135	272	57	29	126	1529	309	56	72	34	167	144	182	128
Weighted total	326	236	140	375	691	1885	183	247	55	27	111	1658	321	27	21	6	161	160	180	141
	15%	11%	7%	18%	32%	88%	9%	12%	**	**	5%	78%	15%	**	1%	**	8%	7%	8%	7%
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	117	88	72	160	296	643	76	100	**	**	46	554	135	**	11	**	70	64	65	69
	36%	37%	51%	43%	43%	34%	41%	41%	**	**	42%	33%	42%	**	54%	**	44%	40%	36%	49%
	16%	12%	ab 10%	22%	40%	87%	10%	l 14%	**	**	6%	75%	18%	**	2%	**	9%	9%	9%	s 9%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	157	104	39	142	267	929	85	106	**	**	50	841	121	**	7	**	67	53	79	41
	48%	44%	28%	38%	39%	49%	47%	43%	**	**	45%	51%	38%	**	32%	**	42%	33%	44%	29%
	cd 15%	c 10%	4%	c 14%	25%	89%	8%	10%	**	**	5%	h 80%	12%	**	1%	**	t 6%	5%	t 8%	4%
Ultrafast broadband - the download speed is 100MB/ second or higher	18	3	4	7	24	118	3	9	**	**	5	103	7	**	-	**	6	1	3	4
	6%	1%	3%	2%	3%	6%	2%	3%	**	**	5%	6%	2%	**	-%	**	4%	1%	2%	3%
	bd 15%	3%	3%	6%	19%	g 95%	2%	7%	**	**	4%	83%	5%	**	-%	**	5%	1%	3%	3%

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

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

QE16 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	480	369	248	617	1098	2623	170	414	81	45	181	2159	371	91	111	44	200	171	220	150
Effective Weighted Sample	344	246	152	398	724	1821	135	272	57	29	126	1529	309	56	72	34	167	144	182	128
Weighted total	326	236	140	375	691	1885	183	247	55	27	111	1658	321	27	21	6	161	160	180	141
	15%	11%	7%	18%	32%	88%	9%	12%	**	**	5%	78%	15%	**	1%	**	8%	7%	8%	7%
Don't know	34	41	25	66	104	196	19	31	**	**	9	160	59	**	3	**	18	41	32	27
	10%	17%	18%	18%	15%	10%	10%	13%	**	**	8%	10%	18%	**	15%	**	11%	26%	18%	19%
		a	a	a														q		
	15%	18%	11%	30%	47%	88%	8%	14%	**	**	4%	72%	26%	**	1%	**	8%	18%	14%	12%

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

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

QE17 (QE11C). Do you know how to find out what speeds you are getting through your fixed broadband at home? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	480	369	248	617	1098	2623	170	414	81	45	181	2159	371	91	111	44	200	171	220	150
Effective Weighted Sample	344	246	152	398	724	1821	135	272	57	29	126	1529	309	56	72	34	167	144	182	128
Weighted total	326	236	140	375	691	1885	183	247	55	27	111	1658	321	27	21	6	161	160	180	141
	15%	11%	7%	18%	32%	88%	9%	12%	**	**	5%	78%	15%	**	1%	**	8%	7%	8%	7%
Yes	131	79	36	115	238	893	77	90	**	**	46	818	101	**	7	**	67	34	69	32
	40%	33%	26%	31%	34%	47%	42%	36%	**	**	41%	49%	31%	**	34%	**	41%	21%	38%	23%
	cd											h					rt		rt	
	13%	8%	4%	11%	24%	88%	8%	9%	**	**	5%	81%	10%	**	1%	**	7%	3%	7%	3%
No	177	138	93	230	412	901	86	140	**	**	59	757	192	**	14	**	79	113	97	94
	54%	58%	66%	61%	60%	48%	47%	57%	**	**	53%	46%	60%	**	66%	**	49%	71%	54%	67%
			a					l										qs		qs
	18%	14%	9%	23%	41%	89%	8%	14%	**	**	6%	75%	19%	**	1%	**	8%	11%	10%	9%
Don't know	17	19	11	30	41	91	20	16	**	**	6	82	28	**	-	**	16	13	14	15
	5%	8%	8%	8%	6%	5%	11%	7%	**	**	6%	5%	9%	**	-%	**	10%	8%	8%	10%
							f						o							
	15%	17%	9%	26%	36%	81%	17%	14%	**	**	6%	73%	25%	**	-%	**	14%	11%	12%	13%

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

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

QE18 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	480	369	248	617	1098	2623	170	414	81	45	181	2159	371	91	111	44	200	171	220	150
Effective Weighted Sample	344	246	152	398	724	1821	135	272	57	29	126	1529	309	56	72	34	167	144	182	128
Weighted total	326	236	140	375	691	1885	183	247	55	27	111	1658	321	27	21	6	161	160	180	141
	15%	11%	7%	18%	32%	88%	9%	12%	**	**	5%	78%	15%	**	1%	**	8%	7%	8%	7%
A lot faster	12	8	11	19	39	96	9	14	**	**	6	76	17	**	1	**	11	6	8	9
	4%	3%	8%	5%	6%	5%	5%	6%	**	**	6%	5%	5%	**	7%	**	7%	4%	4%	6%
	11%	8%	10% a	18%	36%	90%	8%	13%	**	**	6%	71%	16%	**	1%	**	11%	5%	7%	8%
A little faster	31	33	12	46	86	253	22	27	**	**	12	226	41	**	3	**	27	14	23	18
	9%	14%	9%	12%	12%	13%	12%	11%	**	**	11%	14%	13%	**	13%	**	17% r	9%	13%	13%
	11%	12%	4%	16%	31%	90%	8%	10%	**	**	4%	81%	15%	**	1%	**	10%	5%	8%	6%
TOTAL FASTER	42	42	23	65	125	350	31	41	**	**	18	302	58	**	4	**	38	20	31	27
	13%	18%	17%	17%	18%	19%	17%	17%	**	**	16%	18%	18%	**	20%	**	24% r	12%	17%	19%
	11%	11%	6%	17%	32%	90%	8%	11%	**	**	5%	78%	15%	**	1%	**	10%	5%	8%	7%
About the same	188	127	69	196	357	1005	98	133	**	**	55	902	164	**	11	**	71	93	92	72
	58%	54%	50%	52%	52%	53%	54%	54%	**	**	49%	54%	51%	**	54%	**	44%	58% q	51%	51%
	16%	11%	6%	17%	31%	88%	9%	12%	**	**	5%	79%	14%	**	1%	**	6%	8%	8%	6%
A little slower	36	29	13	42	81	250	27	25	**	**	11	234	38	**	2	**	21	17	26	12
	11%	12%	9%	11%	12%	13%	15%	10%	**	**	10%	14%	12%	**	9%	**	13%	10%	14%	9%
	12%	10%	5%	15%	28%	87%	10%	9%	**	**	4%	82%	13%	**	1%	**	7%	6%	9%	4%
A lot slower	16	9	8	17	37	104	4	20	**	**	12	76	14	**	2	**	9	5	11	3
	5%	4%	6%	5%	5%	6%	2%	8% l	**	**	11% l	5%	4%	**	8%	**	6%	3%	6%	2%
	13%	8%	7%	15%	32%	90%	4%	17%	**	**	10%	65%	12%	**	1%	**	8%	4%	10%	2%
TOTAL SLOWER	51	39	21	59	117	354	31	45	**	**	23	310	52	**	3	**	30	21	37	15
	16%	16%	15%	16%	17%	19%	17%	18%	**	**	21%	19%	16%	**	16%	**	19%	13%	20% t	10%
	13%	10%	5%	15%	29%	88%	8%	11%	**	**	6%	77%	13%	**	1%	**	7%	5%	9%	4%

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

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

QE18 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	480	369	248	617	1098	2623	170	414	81	45	181	2159	371	91	111	44	200	171	220	150
Effective Weighted Sample	344	246	152	398	724	1821	135	272	57	29	126	1529	309	56	72	34	167	144	182	128
Weighted total	326	236	140	375	691	1885	183	247	55	27	111	1658	321	27	21	6	161	160	180	141
	15%	11%	7%	18%	32%	88%	9%	12%	**	**	5%	78%	15%	**	1%	**	8%	7%	8%	7%
Don't know	44	29	26	55	92	177	22	28	**	**	15	145	48	**	2	**	22	26	20	27
	13%	12%	19%	15%	13%	9%	12%	11%	**	**	14%	9%	15%	**	10%	**	14%	16%	11%	19%
	22%	14%	13%	27%	45%	87%	11%	14%	**	**	7%	71%	23%	**	1%	**	11%	13%	10%	s 13%

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

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

QE19 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	480	369	248	617	1098	2623	170	414	81	45	181	2159	371	91	111	44	200	171	220	150
Effective Weighted Sample	344	246	152	398	724	1821	135	272	57	29	126	1529	309	56	72	34	167	144	182	128
Weighted total	326	236	140	375	691	1885	183	247	55	27	111	1658	321	27	21	6	161	160	180	141
	15%	11%	7%	18%	32%	88%	9%	12%	**	**	5%	78%	15%	**	1%	**	8%	7%	8%	7%
Yes	290	206	116	323	612	1725	168	226	**	**	98	1530	279	**	18	**	146	133	156	122
	89%	87%	83%	86%	89%	91%	92%	92%	**	**	88%	92%	87%	**	85%	**	90%	83%	87%	87%
	15%	11%	6%	17%	31%	88%	9%	12%	**	**	5%	78%	14%	**	1%	**	7%	7%	8%	6%
No	26	22	14	36	55	112	7	11	**	**	7	92	27	**	2	**	8	19	15	12
	8%	9%	10%	10%	8%	6%	4%	5%	**	**	6%	6%	8%	**	12%	**	5%	12% q	9%	8%
	20%	17%	11%	28%	43%	87%	5%	9%	**	**	6%	71%	21%	**	2%	**	6%	15%	12%	9%
Don't know	9	8	9	17	24	49	8	9	**	**	6	37	15	**	1	**	7	8	8	6
	3%	3%	7%	4%	4%	3%	4%	4%	**	**	6% l	2%	5%	**	3%	**	5%	5%	5%	5%
	16%	13%	16%	29%	42%	84%	13%	16%	**	**	11%	63%	26%	**	1%	**	13%	14%	14%	11%

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

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

QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	428	318	212	530	958	2387	157	377	74	43	161	1985	323	76	98	33	181	142	194	129
Effective Weighted Sample	309	212	129	341	636	1663	125	247	51	28	110	1412	268	46	63	26	151	119	160	109
Weighted total	290	206	116	323	612	1725	168	226	50	26	98	1530	279	22	18	5	146	133	156	122
	15%	11%	6%	17%	31%	88%	9%	12%	**	**	5%	78%	14%	**	**	**	7%	7%	8%	6%
Smartphone/ mobile phone	226	124	42	166	412	1390	161	150	**	**	64	1281	142	**	**	**	78	65	85	58
	78%	60%	36%	51%	67%	81%	96%	66%	**	**	66%	84%	51%	**	**	**	53%	49%	54%	47%
	bcd	cd		c			f					hk								
	14%	8%	3%	10%	26%	87%	10%	9%	**	**	4%	80%	9%	**	**	**	5%	4%	5%	4%
Laptop	200	130	64	195	374	1209	146	132	**	**	58	1124	170	**	**	**	90	81	104	66
	69%	63%	55%	60%	61%	70%	87%	58%	**	**	59%	73%	61%	**	**	**	62%	61%	67%	54%
	cd						f					hk							t	
	14%	9%	5%	14%	27%	86%	10%	9%	**	**	4%	80%	12%	**	**	**	6%	6%	7%	5%
Tablet computer (e.g. iPad)	180	125	61	186	349	1123	73	136	**	**	60	979	161	**	**	**	81	80	93	68
	62%	61%	52%	58%	57%	65%	43%	60%	**	**	61%	64%	58%	**	**	**	56%	60%	59%	56%
						g														
	15%	10%	5%	15%	28%	91%	6%	11%	**	**	5%	79%	13%	**	**	**	7%	6%	7%	6%
TV set	95	52	26	78	164	609	22	84	**	**	39	517	67	**	**	**	31	36	45	22
	33%	25%	23%	24%	27%	35%	13%	37%	**	**	40%	34%	24%	**	**	**	21%	27%	29%	18%
	cd					g													t	
	15%	8%	4%	12%	25%	94%	3%	13%	**	**	6%	80%	10%	**	**	**	5%	6%	7%	3%
Games console	43	9	3	12	111	496	57	47	**	**	17	459	11	**	**	**	5	6	4	7
	15%	4%	3%	4%	18%	29%	34%	21%	**	**	18%	30%	4%	**	**	**	4%	4%	3%	6%
	bcd											hk								
	8%	2%	1%	2%	19%	87%	10%	8%	**	**	3%	81%	2%	**	**	**	1%	1%	1%	1%
Desktop PC	94	85	44	129	175	464	31	72	**	**	21	384	117	**	**	**	60	57	72	45
	32%	41%	37%	40%	29%	27%	18%	32%	**	**	22%	25%	42%	**	**	**	41%	43%	46%	37%
		a		a		g		kl												
	19%	17%	9%	25%	35%	92%	6%	14%	**	**	4%	76%	23%	**	**	**	12%	11%	14%	9%

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

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

QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	428	318	212	530	958	2387	157	377	74	43	161	1985	323	76	98	33	181	142	194	129
Effective Weighted Sample	309	212	129	341	636	1663	125	247	51	28	110	1412	268	46	63	26	151	119	160	109
Weighted total	290	206	116	323	612	1725	168	226	50	26	98	1530	279	22	18	5	146	133	156	122
	15%	11%	6%	17%	31%	88%	9%	12%	**	**	5%	78%	14%	**	**	**	7%	7%	8%	6%
Smart speaker (e.g. Amazon Echo, Google Home)	41	17	13	30	78	344	12	42	**	**	14	287	29	**	**	**	9	20	15	13
	14%	8%	12%	9%	13%	20%	7%	18%	**	**	15%	19%	10%	**	**	**	6%	15%	10%	11%
	b					g												q		
	11%	5%	4%	8%	21%	94%	3%	11%	**	**	4%	78%	8%	**	**	**	3%	5%	4%	4%
E-reader (e.g. Kindle)	53	34	20	53	89	274	14	47	**	**	21	231	48	**	**	**	23	25	34	14
	18%	16%	17%	16%	15%	16%	8%	21%	**	**	22%	15%	17%	**	**	**	16%	19%	22%	11%
						g		l											t	
	18%	11%	7%	18%	30%	92%	5%	16%	**	**	7%	78%	16%	**	**	**	8%	8%	11%	5%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	20	6	2	8	26	160	16	15	**	**	4	149	7	**	**	**	3	5	4	3
	7%	3%	2%	2%	4%	9%	9%	7%	**	**	4%	10%	3%	**	**	**	2%	4%	3%	3%
	bcd											k								
	11%	3%	1%	4%	14%	88%	9%	9%	**	**	2%	82%	4%	**	**	**	1%	3%	2%	2%
Netbook	24	8	2	10	25	115	7	13	**	**	6	103	9	**	**	**	6	3	6	3
	8%	4%	2%	3%	4%	7%	4%	6%	**	**	6%	7%	3%	**	**	**	4%	2%	4%	2%
	cd																			
	18%	6%	2%	8%	19%	89%	6%	10%	**	**	5%	80%	7%	**	**	**	5%	2%	5%	2%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	10	1	-	1	11	94	3	13	**	**	3	77	1	**	**	**	1	-	1	-
	4%	1%	-%	*%	2%	5%	2%	6%	**	**	3%	5%	*%	**	**	**	1%	-%	1%	-%
	bcd																			
	10%	1%	-%	1%	11%	93%	3%	13%	**	**	3%	76%	1%	**	**	**	1%	-%	1%	-%

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

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

QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	428	318	212	530	958	2387	157	377	74	43	161	1985	323	76	98	33	181	142	194	129
Effective Weighted Sample	309	212	129	341	636	1663	125	247	51	28	110	1412	268	46	63	26	151	119	160	109
Weighted total	290	206	116	323	612	1725	168	226	50	26	98	1530	279	22	18	5	146	133	156	122
	15%	11%	6%	17%	31%	88%	9%	12%	**	**	5%	78%	14%	**	**	**	7%	7%	8%	6%
Smart home technology - such as for heating, lighting or video doorbell	15	6	*	7	16	96	1	13	**	**	8	80	7	**	**	**	5	2	5	1
	5%	3%	*%	2%	3%	6%	1%	6%	**	**	8%	5%	2%	**	**	**	3%	2%	3%	1%
	cd					g														
	15%	6%	*%	7%	16%	97%	1%	13%	**	**	8%	81%	7%	**	**	**	5%	2%	5%	1%
None of these	2	*	1	1	3	6	-	1	**	**	*	5	-	**	**	**	-	-	-	-
	1%	*%	1%	*%	*%	*%	-%	*%	**	**	*%	*%	-%	**	**	**	-%	-%	-%	-%
	26%	6%	9%	16%	43%	100%	-%	14%	**	**	3%	82%	-%	**	**	**	-%	-%	-%	-%
Don't know	-	*	-	*	*	2	-	1	**	**	-	1	*	**	**	**	*	-	*	-
	-%	*%	-%	*%	*%	*%	-%	1%	**	**	-%	*%	*%	**	**	**	*%	-%	*%	-%
	-%	20%	-%	20%	20%	100%	-%	65%	**	**	-%	61%	20%	**	**	**	20%	-%	20%	-%
Mean number of types of devices	3.5	2.9	2.4	2.7	3.0	3.7	3.2	3.4	**	**	3.2	3.7	2.8	**	**	**	2.7	2.9	3.0	2.5
	bcd	c		c		g						hk							t	
Standard deviation	1.96	1.66	1.67	1.68	1.78	2.09	1.35	2.22	**	**	2.03	2.02	1.72	**	**	**	1.65	1.79	1.85	1.49
Standard error	.09	.09	.12	.07	.06	.04	.11	.11	**	**	.16	.05	.10	**	**	**	.12	.15	.13	.13

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

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

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
In cafes, restaurants, pubs or bars	137	53	15	68	242	923	76	100	15	**	38	835	59	4	5	**	31	28	36	23
	38%	22%	10%	17%	30%	44%	36%	34%	23%	**	31%	45%	17%	12%	23%	**	18%	16%	19%	15%
	bcd	c		c								hik								
	13%	5%	1%	7%	24%	90%	7%	10%	1%	**	4%	81%	6%	*%	*%	**	3%	3%	4%	2%
In shops or shopping centres	95	39	9	48	190	652	64	72	14	**	25	585	40	3	4	**	25	15	26	15
	26%	16%	6%	12%	23%	31%	31%	25%	21%	**	20%	32%	12%	9%	19%	**	15%	9%	14%	10%
	bcd	c		c								hik								
	13%	5%	1%	6%	25%	87%	8%	10%	2%	**	3%	78%	5%	*%	1%	**	3%	2%	3%	2%
On trains/ buses/ trams	90	43	6	50	168	601	49	67	14	**	20	538	42	4	3	**	24	18	27	15
	25%	18%	4%	13%	20%	28%	23%	23%	21%	**	16%	29%	12%	14%	13%	**	14%	11%	14%	10%
	bcd	c		c								hk								
	13%	6%	1%	7%	25%	89%	7%	10%	2%	**	3%	79%	6%	1%	*%	**	4%	3%	4%	2%
In hotels	96	62	23	84	144	625	26	76	17	**	27	538	72	5	6	**	37	35	53	19
	27%	25%	15%	21%	18%	30%	13%	26%	26%	**	22%	29%	21%	16%	30%	**	22%	20%	28%	13%
	c	c				g											t		t	
	14%	9%	3%	13%	21%	93%	4%	11%	3%	**	4%	80%	11%	1%	1%	**	6%	5%	8%	3%
In airports	75	39	8	47	84	407	24	38	8	**	15	375	42	2	2	**	23	18	32	10
	21%	16%	6%	12%	10%	19%	12%	13%	12%	**	12%	20%	12%	8%	9%	**	14%	11%	17%	7%
	cd	c		c		g						hk					t		t	
	17%	9%	2%	10%	18%	90%	5%	8%	2%	**	3%	82%	9%	1%	*%	**	5%	4%	7%	2%

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

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QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
In rail stations/ bus stations/ tram stops	57	21	2	23	72	308	34	34	4	**	12	281	19	2	2	**	10	9	12	7
	16%	8%	1%	6%	9%	15%	16%	11%	6%	**	10%	15%	6%	6%	8%	**	6%	5%	6%	5%
	bcd	c		c								i								
	16%	6%	1%	6%	20%	86%	9%	9%	1%	**	3%	79%	5%	1%	*%	**	3%	2%	3%	2%
In leisure centres/ gyms/ sports grounds	23	13	4	17	67	263	32	24	3	**	7	244	15	*	2	**	11	4	9	6
	7%	5%	3%	4%	8%	12%	15%	8%	5%	**	6%	13%	4%	*%	9%	**	6%	2%	5%	4%
												hik			n					
	8%	4%	1%	6%	22%	86%	11%	8%	1%	**	2%	80%	5%	*%	1%	**	4%	1%	3%	2%
In libraries	26	9	5	14	61	219	56	32	3	**	9	217	10	1	2	**	5	5	8	2
	7%	4%	3%	3%	7%	10%	27%	11%	5%	**	7%	12%	3%	3%	10%	**	3%	3%	4%	1%
	d						f								m					
	9%	3%	2%	5%	21%	74%	19%	11%	1%	**	3%	74%	3%	*%	1%	**	2%	2%	3%	1%
In hospitals/ doctors surgeries/ dentists	42	17	5	21	61	243	20	46	10	**	21	199	17	1	3	**	11	6	13	4
	12%	7%	3%	5%	7%	11%	10%	16%	15%	**	17%	11%	5%	4%	15%	**	6%	4%	7%	3%
	bcd							l			l				mn					
	16%	6%	2%	8%	23%	90%	7%	17%	4%	**	8%	74%	6%	*%	1%	**	4%	2%	5%	2%
On aeroplanes	26	6	2	8	17	119	14	17	4	**	6	106	6	1	1	**	3	3	6	1
	7%	3%	1%	2%	2%	6%	7%	6%	7%	**	5%	6%	2%	2%	4%	**	2%	2%	3%	*%
	bcd																			
	18%	4%	1%	5%	12%	82%	10%	12%	3%	**	4%	73%	4%	*%	1%	**	2%	2%	4%	*%

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

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

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	531	390	270	660	1306	2966	208	489	100	50	198	2428	404	100	111	45	211	193	235	168
Effective Weighted Sample	384	260	168	428	877	2072	160	330	72	34	143	1721	331	63	73	35	174	159	192	140
Weighted total	360	245	150	395	818	2113	208	293	67	31	124	1838	337	31	21	6	166	171	187	150
	15%	10%	6%	16%	34%	88%	9%	12%	3%	**	5%	76%	14%	1%	1%	**	7%	7%	8%	6%
Other public wi-Fi services	6	2	1	3	11	36	4	3	-	**	1	36	3	-	*	**	1	1	3	-
	2%	1%	1%	1%	1%	2%	2%	1%	-%	**	1%	2%	1%	-%	*%	**	1%	1%	1%	-%
	13%	4%	3%	6%	25%	86%	9%	6%	-%	**	3%	86%	6%	-%	*%	**	3%	3%	6%	-%
ANY USE OF FREE PUBLIC WI-FI SERVICES OUTSIDE THE HOME	205	106	37	142	400	1318	129	146	27	**	53	1193	124	7	9	**	66	58	79	45
	57%	43%	24%	36%	49%	62%	62%	50%	40%	**	42%	65%	37%	22%	42%	**	40%	34%	42%	30%
	bcd	c		c								hik	n		n				t	
	14%	7%	2%	9%	27%	88%	9%	10%	2%	**	4%	79%	8%	*%	1%	**	4%	4%	5%	3%
No, never use public Wi-Fi services	151	135	111	246	406	777	74	145	40	**	70	627	207	24	12	**	95	112	106	101
	42%	55%	73%	62%	50%	37%	36%	49%	60%	**	56%	34%	61%	76%	58%	**	57%	65%	57%	67%
		a	abd	a				l	l		l			mo						s
	17%	15%	13%	28%	46%	89%	8%	16%	5%	**	8%	72%	24%	3%	1%	**	11%	13%	12%	12%
Don't know	3	4	3	8	12	17	5	2	-	**	1	18	7	*	-	**	5	1	3	4
	1%	2%	2%	2%	1%	1%	3%	1%	-%	**	1%	1%	2%	1%	-%	**	3%	1%	1%	2%
							f													
	14%	17%	13%	30%	47%	70%	21%	8%	-%	**	5%	73%	27%	1%	-%	**	22%	5%	10%	15%

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

Any break column with 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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	~s	t
Unweighted total	100	140	280	420	566	588	23	289	70	51	155	268	254	60	53	53	110	144	66	187
Effective Weighted Sample	80	93	174	266	374	420	20	205	52	43	113	189	199	38	37	43	91	115	51	147
Weighted total	59	59	120	179	271	298	18	135	35	30	70	149	148	17	8	6	52	97	36	112
	17%	17%	36%	53%	80%	89%	**	40%	**	**	21%	44%	44%	**	**	**	15%	29%	**	33%
Certain to	1	1	-	1	6	9	**	2	**	**	-	7	1	**	**	**	1	-	**	-
	2%	2%	-%	*%	2%	3%	**	2%	**	**	-%	5%	*%	**	**	**	1%	-%	**	-%
	c											k								
	12%	8%	-%	8%	51%	75%	**	22%	**	**	-%	59%	5%	**	**	**	5%	-%	**	-%
Very likely	1	1	*	1	6	10	**	3	**	**	-	5	1	**	**	**	-	1	**	1
	2%	2%	*%	1%	2%	3%	**	3%	**	**	-%	4%	1%	**	**	**	-%	1%	**	1%
												k								
	9%	10%	1%	11%	50%	83%	**	29%	**	**	-%	45%	10%	**	**	**	-%	10%	**	10%
Likely	2	1	1	2	11	16	**	1	**	**	-	16	2	**	**	**	-	2	**	2
	3%	2%	*%	1%	4%	5%	**	1%	**	**	-%	10%	1%	**	**	**	-%	2%	**	1%
												hk								
	10%	5%	3%	8%	57%	84%	**	7%	**	**	-%	81%	8%	**	**	**	-%	8%	**	8%
Unlikely	9	7	4	11	24	23	**	7	**	**	3	15	10	**	**	**	3	7	**	9
	15%	11%	4%	6%	9%	8%	**	5%	**	**	4%	10%	7%	**	**	**	6%	7%	**	8%
	cd	c																		
	31%	24%	15%	39%	84%	80%	**	26%	**	**	10%	53%	37%	**	**	**	11%	25%	**	33%
Very unlikely	12	9	15	24	36	45	**	18	**	**	9	28	18	**	**	**	6	12	**	13
	20%	16%	12%	14%	13%	15%	**	13%	**	**	13%	19%	12%	**	**	**	11%	12%	**	11%
	22%	18%	29%	47%	69%	87%	**	34%	**	**	18%	54%	34%	**	**	**	11%	23%	**	24%
Certain not to	32	38	100	137	174	180	**	98	**	**	58	67	115	**	**	**	41	74	**	85
	55%	64%	83%	77%	64%	60%	**	73%	**	**	83%	45%	78%	**	**	**	80%	77%	**	76%
			ab	ab				l			hl									
	17%	19%	51%	70%	89%	92%	**	50%	**	**	30%	34%	59%	**	**	**	21%	38%	**	44%
TOTAL LIKELY	4	3	1	4	23	35	**	7	**	**	-	28	3	**	**	**	1	3	**	3
	7%	5%	1%	2%	8%	12%	**	5%	**	**	-%	19%	2%	**	**	**	1%	3%	**	2%
	cd	c						k				hk								
	10%	7%	2%	9%	53%	81%	**	17%	**	**	-%	65%	8%	**	**	**	1%	6%	**	6%

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

Any break column with 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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	~s	t
Unweighted total	100	140	280	420	566	588	23	289	70	51	155	268	254	60	53	53	110	144	66	187
Effective Weighted Sample	80	93	174	266	374	420	20	205	52	43	113	189	199	38	37	43	91	115	51	147
Weighted total	59	59	120	179	271	298	18	135	35	30	70	149	148	17	8	6	52	97	36	112
	17%	17%	36%	53%	80%	89%	**	40%	**	**	21%	44%	44%	**	**	**	15%	29%	**	33%
TOTAL UNLIKELY	53	54	119	173	233	248	**	124	**	**	70	110	143	**	**	**	50	93	**	107
	90%	91%	99%	96%	86%	83%	**	91%	**	**	100%	74%	96%	**	**	**	97%	96%	**	96%
			ab	a				l			hl									
	19%	19%	43%	63%	85%	90%	**	45%	**	**	26%	40%	52%	**	**	**	18%	34%	**	39%
Don't know	2	2	1	3	16	16	**	5	**	**	*	12	2	**	**	**	1	1	**	2
	3%	4%	1%	2%	6%	5%	**	3%	**	**	*%	8%	1%	**	**	**	2%	1%	**	2%
												k								
	8%	11%	4%	15%	82%	84%	**	24%	**	**	*%	61%	10%	**	**	**	6%	4%	**	9%

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

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

QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	~s	t
Unweighted total	90	131	273	404	510	514	17	268	63	50	154	216	246	57	50	51	106	140	64	181
Effective Weighted Sample	71	87	171	257	337	373	15	192	48	42	113	153	192	36	35	41	87	112	50	142
Weighted total	53	54	119	173	233	248	14	124	31	30	70	110	143	16	8	6	50	93	35	107
	**	19%	43%	63%	85%	90%	**	45%	**	**	26%	40%	52%	**	**	**	18%	34%	**	39%
No need to go online/ not interested	**	41	97	138	169	174	**	89	**	**	54	74	113	**	**	**	36	77	**	85
	**	76%	82%	80%	73%	70%	**	72%	**	**	77%	68%	79%	**	**	**	73%	82%	**	80%
	**	21%	51%	72%	88%	91%	**	46%	**	**	28%	39%	59%	**	**	**	19%	40%	**	45%
Don't know how to use a computer/ how to use the internet	**	16	35	51	62	60	**	32	**	**	19	29	45	**	**	**	18	27	**	36
	**	31%	29%	30%	26%	24%	**	26%	**	**	27%	26%	32%	**	**	**	36%	30%	**	34%
	**	24%	52%	76%	92%	89%	**	47%	**	**	28%	42%	68%	**	**	**	27%	41%	**	54%
Equipment/ service is too expensive	**	8	5	13	38	45	**	16	**	**	6	25	10	**	**	**	4	7	**	9
	**	15%	4%	7%	16%	18%	**	13%	**	**	9%	23%	7%	**	**	**	7%	7%	**	8%
		cd										hk								
	**	16%	10%	26%	78%	92%	**	32%	**	**	13%	52%	21%	**	**	**	8%	13%	**	18%
Someone else can go online for me if necessary	**	4	9	13	15	18	**	9	**	**	6	7	11	**	**	**	4	7	**	7
	**	8%	7%	8%	6%	7%	**	7%	**	**	9%	6%	8%	**	**	**	8%	8%	**	6%
	**	23%	46%	69%	78%	96%	**	46%	**	**	34%	37%	59%	**	**	**	22%	37%	**	36%
Happy to use the internet at work/ elsewhere	**	1	2	3	7	11	**	6	**	**	3	5	3	**	**	**	1	2	**	1
	**	2%	2%	2%	3%	5%	**	5%	**	**	4%	5%	2%	**	**	**	2%	2%	**	1%
	**	9%	14%	23%	53%	86%	**	46%	**	**	20%	40%	21%	**	**	**	7%	14%	**	11%

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

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

QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	~s	t
Unweighted total	90	131	273	404	510	514	17	268	63	50	154	216	246	57	50	51	106	140	64	181
Effective Weighted Sample	71	87	171	257	337	373	15	192	48	42	113	153	192	36	35	41	87	112	50	142
Weighted total	53	54	119	173	233	248	14	124	31	30	70	110	143	16	8	6	50	93	35	107
	**	19%	43%	63%	85%	90%	**	45%	**	**	26%	40%	52%	**	**	**	18%	34%	**	39%
Concerned about security/ fraud/ privacy	**	2	3	5	8	11	**	7	**	**	4	3	4	**	**	**	1	3	**	3
	**	4%	2%	3%	4%	4%	**	6%	**	**	6%	3%	3%	**	**	**	3%	3%	**	3%
	**	17%	24%	41%	70%	91%	**	63%	**	**	35%	27%	33%	**	**	**	11%	22%	**	26%
Poor eyesight	**	2	4	7	8	10	**	10	**	**	4	*	5	**	**	**	3	2	**	3
	**	4%	4%	4%	3%	4%	**	8%	**	**	5%	*%	4%	**	**	**	7%	2%	**	3%
								l			l									
	**	21%	42%	64%	78%	95%	**	96%	**	**	37%	5%	50%	**	**	**	32%	18%	**	31%
Live in rented property	**	-	-	-	1	2	**	-	**	**	-	4	-	**	**	**	-	-	**	-
	**	-%	-%	-%	*%	1%	**	-%	**	**	-%	3%	-%	**	**	**	-%	-%	**	-%
												h								
	**	-%	-%	-%	16%	46%	**	-%	**	**	-%	76%	-%	**	**	**	-%	-%	**	-%
Concerned about harmful/ offensive content	**	*	-	*	2	3	**	1	**	**	1	2	*	**	**	**	-	*	**	*
	**	1%	-%	*%	1%	1%	**	*%	**	**	1%	2%	*%	**	**	**	-%	*%	**	*%
	**	13%	-%	13%	61%	100%	**	18%	**	**	18%	52%	13%	**	**	**	-%	13%	**	13%
Happy to use the internet on my mobile phone	**	1	-	1	1	1	**	*	**	**	-	3	1	**	**	**	-	1	**	1
	**	1%	-%	*%	1%	*%	**	*%	**	**	-%	2%	*%	**	**	**	-%	1%	**	1%
	**	20%	-%	20%	41%	21%	**	7%	**	**	-%	91%	20%	**	**	**	-%	20%	**	20%
Broadband is too slow where I live	**	-	1	1	1	*	**	*	**	**	*	-	*	**	**	**	*	-	**	*
	**	-%	*%	*%	*%	*%	**	*%	**	**	*%	-%	*%	**	**	**	1%	-%	**	*%
	**	-%	79%	79%	79%	30%	**	33%	**	**	33%	-%	41%	**	**	**	41%	-%	**	41%

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

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

QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	~s	t
Unweighted total	90	131	273	404	510	514	17	268	63	50	154	216	246	57	50	51	106	140	64	181
Effective Weighted Sample	71	87	171	257	337	373	15	192	48	42	113	153	192	36	35	41	87	112	50	142
Weighted total	53	54	119	173	233	248	14	124	31	30	70	110	143	16	8	6	50	93	35	107
	**	19%	43%	63%	85%	90%	**	45%	**	**	26%	40%	52%	**	**	**	18%	34%	**	39%
Don't have broadband where I live	**	-	*	*	*	*	**	-	**	**	-	*	*	**	**	**	-	*	**	-
	**	-%	*%	*%	*%	*%	**	-%	**	**	-%	*%	*%	**	**	**	-%	*%	**	-%
	**	-%	113%	113%	113%	100%	**	-%	**	**	-%	100%	113%	**	**	**	-%	113%	**	-%
Don't know	**	1	1	2	3	2	**	1	**	**	-	-	2	**	**	**	1	1	**	1
	**	2%	1%	1%	1%	1%	**	1%	**	**	-%	-%	1%	**	**	**	2%	1%	**	1%
	**	40%	25%	65%	95%	75%	**	24%	**	**	-%	-%	65%	**	**	**	40%	25%	**	40%
ANY INVOLUNTARY REASONS	**	25	46	70	109	119	**	60	**	**	32	57	61	**	**	**	25	36	**	48
	**	46%	38%	41%	47%	48%	**	49%	**	**	46%	52%	43%	**	**	**	50%	39%	**	45%
	**	18%	34%	52%	81%	89%	**	45%	**	**	24%	43%	46%	**	**	**	19%	27%	**	36%
ANY VOLUNTARY REASONS	**	41	103	144	179	188	**	97	**	**	59	80	119	**	**	**	39	80	**	89
	**	77%	87%	84%	77%	76%	**	78%	**	**	84% l	73%	83%	**	**	**	77%	86%	**	83%
	**	20%	50%	70%	86%	91%	**	47%	**	**	28%	39%	58%	**	**	**	19%	39%	**	43%
ONLY VOLUNTARY REASONS	**	28	74	102	123	128	**	64	**	**	39	55	82	**	**	**	24	58	**	60
	**	52%	63%	59%	53%	52%	**	51%	**	**	55%	50%	57%	**	**	**	48%	62% q	**	56%
	**	20%	53%	72%	87%	90%	**	45%	**	**	28%	39%	58%	**	**	**	17%	41%	**	42%

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

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

QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	~s	t
Unweighted total	90	131	273	404	510	514	17	268	63	50	154	216	246	57	50	51	106	140	64	181
Effective Weighted Sample	71	87	171	257	337	373	15	192	48	42	113	153	192	36	35	41	87	112	50	142
Weighted total	53	54	119	173	233	248	14	124	31	30	70	110	143	16	8	6	50	93	35	107
	**	19%	43%	63%	85%	90%	**	45%	**	**	26%	40%	52%	**	**	**	18%	34%	**	39%
No need to go online/ not interested	**	32	81	113	136	143	**	73	**	**	44	60	90	**	**	**	29	60	**	67
	**	59%	68%	66%	58%	58%	**	59%	**	**	63%	55%	63%	**	**	**	58%	65%	**	62%
	**	20%	52%	72%	86%	91%	**	46%	**	**	28%	38%	57%	**	**	**	18%	38%	**	42%
Don't know how to use a computer/ how to use the internet	**	12	22	34	39	37	**	22	**	**	12	16	31	**	**	**	13	18	**	25
	**	23%	18%	20%	17%	15%	**	18%	**	**	17%	15%	22%	**	**	**	26%	19%	**	23%
	**	29%	53%	82%	95%	89%	**	52%	**	**	30%	39%	74%	**	**	**	31%	43%	**	60%
Equipment/ service is too expensive	**	5	3	8	31	36	**	12	**	**	4	21	7	**	**	**	2	5	**	5
	**	9%	3%	5%	14%	14%	**	10%	**	**	6%	19%	5%	**	**	**	4%	5%	**	5%
		c										hk								
	**	12%	8%	20%	80%	91%	**	31%	**	**	11%	54%	17%	**	**	**	5%	12%	**	14%
Someone else can go online for me if necessary	**	1	7	8	9	11	**	6	**	**	5	3	7	**	**	**	2	5	**	4
	**	2%	6%	5%	4%	4%	**	5%	**	**	7%	3%	5%	**	**	**	4%	6%	**	4%
	**	10%	64%	74%	84%	99%	**	51%	**	**	46%	30%	68%	**	**	**	20%	48%	**	37%
Happy to use the internet at work/ elsewhere	**	*	1	1	3	6	**	3	**	**	1	2	1	**	**	**	1	1	**	1
	**	1%	1%	1%	1%	2%	**	2%	**	**	1%	2%	1%	**	**	**	1%	1%	**	1%
	**	6%	18%	25%	59%	100%	**	44%	**	**	17%	31%	23%	**	**	**	11%	12%	**	20%

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

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

QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	~s	t
Unweighted total	90	131	273	404	510	514	17	268	63	50	154	216	246	57	50	51	106	140	64	181
Effective Weighted Sample	71	87	171	257	337	373	15	192	48	42	113	153	192	36	35	41	87	112	50	142
Weighted total	53	54	119	173	233	248	14	124	31	30	70	110	143	16	8	6	50	93	35	107
	**	19%	43%	63%	85%	90%	**	45%	**	**	26%	40%	52%	**	**	**	18%	34%	**	39%
Concerned about security/ fraud/ privacy	**	1	1	3	4	4	**	3	**	**	2	1	2	**	**	**	-	2	**	2
	**	3%	1%	2%	2%	2%	**	2%	**	**	3%	1%	1%	**	**	**	-%	2%	**	2%
	**	31%	31%	62%	79%	100%	**	62%	**	**	44%	23%	47%	**	**	**	-%	47%	**	47%
Poor eyesight	**	*	2	2	3	4	**	3	**	**	1	*	2	**	**	**	2	*	**	1
	**	1%	1%	1%	1%	2%	**	3%	**	**	1%	*%	1%	**	**	**	3%	*%	**	1%
	**	9%	38%	47%	82%	100%	**	84%	**	**	16%	11%	47%	**	**	**	38%	9%	**	32%
Live in rented property	**	-	-	-	1	2	**	-	**	**	-	2	-	**	**	**	-	-	**	-
	**	-%	-%	-%	*%	1%	**	-%	**	**	-%	2%	-%	**	**	**	-%	-%	**	-%
	**	-%	-%	-%	23%	66%	**	-%	**	**	-%	66%	-%	**	**	**	-%	-%	**	-%
Happy to use the internet on my mobile phone	**	1	-	1	1	1	**	*	**	**	-	3	1	**	**	**	-	1	**	1
	**	1%	-%	*%	1%	*%	**	*%	**	**	-%	2%	*%	**	**	**	-%	1%	**	1%
	**	20%	-%	20%	41%	21%	**	7%	**	**	-%	91%	20%	**	**	**	-%	20%	**	20%
Concerned about harmful/ offensive content	**	-	-	-	1	1	**	1	**	**	1	1	-	**	**	**	-	-	**	-
	**	-%	-%	-%	1%	1%	**	*%	**	**	1%	1%	-%	**	**	**	-%	-%	**	-%
	**	-%	-%	-%	100%	100%	**	47%	**	**	47%	54%	-%	**	**	**	-%	-%	**	-%
Don't have broadband where I live	**	-	*	*	*	*	**	-	**	**	-	*	*	**	**	**	-	*	**	-
	**	-%	*%	*%	*%	*%	**	-%	**	**	-%	*%	*%	**	**	**	-%	*%	**	-%
	**	-%	113%	113%	113%	100%	**	-%	**	**	-%	100%	113%	**	**	**	-%	113%	**	-%

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

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

QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	~s	t
Unweighted total	90	131	273	404	510	514	17	268	63	50	154	216	246	57	50	51	106	140	64	181
Effective Weighted Sample	71	87	171	257	337	373	15	192	48	42	113	153	192	36	35	41	87	112	50	142
Weighted total	53	54	119	173	233	248	14	124	31	30	70	110	143	16	8	6	50	93	35	107
	**	19%	43%	63%	85%	90%	**	45%	**	**	26%	40%	52%	**	**	**	18%	34%	**	39%
Broadband is too slow where I live	**	-	*	*	*	*	**	*	**	**	*	-	-	**	**	**	-	-	**	-
	**	-%	*%	*%	*%	*%	**	*%	**	**	*%	-%	-%	**	**	**	-%	-%	**	-%
	**	-%	124%	124%	124%	100%	**	108%	**	**	108%	-%	-%	**	**	**	-%	-%	**	-%
Don't know	**	1	1	2	3	2	**	1	**	**	-	-	2	**	**	**	1	1	**	1
	**	2%	1%	1%	1%	1%	**	1%	**	**	-%	-%	1%	**	**	**	2%	1%	**	1%
	**	40%	25%	65%	95%	75%	**	24%	**	**	-%	-%	65%	**	**	**	40%	25%	**	40%
ANY INVOLUNTARY REASONS	**	19	29	47	80	85	**	41	**	**	20	42	42	**	**	**	17	25	**	34
	**	35%	24%	28%	34%	34%	**	33%	**	**	29%	38%	29%	**	**	**	33%	27%	**	31%
	**	20%	30%	50%	85%	90%	**	43%	**	**	21%	45%	44%	**	**	**	18%	27%	**	35%
ANY VOLUNTARY REASONS	**	34	89	123	150	160	**	82	**	**	50	68	99	**	**	**	32	67	**	73
	**	63%	75%	71%	64%	65%	**	66%	**	**	71%	62%	69%	**	**	**	64%	72%	**	68%
			b																	
	**	19%	50%	69%	84%	90%	**	46%	**	**	28%	38%	56%	**	**	**	18%	38%	**	41%

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

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

QE25 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Yes	138	89	64	154	308	895	71	135	35	14	59	763	124	19	8	3	74	50	65	58
	34%	29%	24%	27%	29%	38%	33%	33%	36%	25%	30%	39%	25%	39%	25%	26%	34%	19%	29%	22%
	cd											hjk		mo			rt		r	
	14%	9%	6%	15%	30%	88%	7%	13%	3%	1%	6%	75%	12%	2%	1%	*%	7%	5%	6%	6%
No	247	189	194	382	686	1330	122	253	59	39	125	1067	324	29	21	8	128	196	137	186
	60%	62%	71%	66%	65%	56%	56%	61%	60%	68%	64%	55%	67%	60%	68%	66%	59%	73%	62%	71%
			ab	a				l		l	l							qs		qs
	16%	13%	13%	25%	46%	89%	8%	17%	4%	3%	8%	71%	22%	2%	1%	1%	9%	13%	9%	12%
Don't know	27	27	15	42	63	131	26	25	4	4	11	110	38	1	2	1	17	22	20	18
	7%	9%	5%	7%	6%	6%	12%	6%	4%	7%	6%	6%	8%	2%	7%	8%	8%	8%	9%	7%
							f						n			n				
	17%	17%	9%	26%	39%	81%	16%	15%	3%	3%	7%	68%	24%	1%	1%	1%	10%	13%	12%	11%

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

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

QE26 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE AND FACETIME. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Yes	330	217	143	360	762	1992	199	273	58	31	118	1751	303	28	22	6	143	161	167	136
	80%	71%	52%	62%	72%	85%	91%	66%	58%	53%	61%	90%	62%	58%	71%	47%	65%	60%	75%	52%
	bcd	cd		c			f	j				hijk	p		np		t		qrt	
	15%	10%	6%	16%	34%	88%	9%	12%	3%	1%	5%	77%	13%	1%	1%	*%	6%	7%	7%	6%
No	76	82	122	204	277	347	18	135	41	25	74	180	170	20	8	6	70	100	51	117
	19%	27%	45%	35%	26%	15%	8%	33%	41%	43%	38%	9%	35%	41%	26%	50%	32%	37%	23%	45%
		a	abd	ab		g		l	l	l	l			o		mo	s	s		qs
	20%	21%	32%	53%	72%	91%	5%	35%	11%	7%	19%	47%	44%	5%	2%	2%	18%	26%	13%	31%
Don't know	5	7	8	15	18	17	2	5	1	2	2	8	13	*	1	*	6	7	4	9
	1%	2%	3%	3%	2%	1%	1%	1%	1%	4%	1%	*%	3%	1%	2%	3%	3%	3%	2%	3%
										l										
	28%	34%	42%	76%	92%	88%	9%	25%	3%	11%	10%	44%	68%	2%	4%	2%	31%	37%	21%	47%

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

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

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 : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Yes	208	123	61	184	460	1466	180	164	36	14	67	1361	158	12	11	3	81	77	95	62
	51%	40%	22%	32%	44%	62%	82%	40%	36%	24%	35%	70%	32%	26%	36%	22%	37%	29%	43%	24%
	bcd	cd		c			f	j				hijk					rt		rt	
	12%	7%	4%	11%	27%	86%	10%	10%	2%	1%	4%	79%	9%	1%	1%	*%	5%	4%	6%	4%
No never used	196	179	202	382	579	862	37	244	62	44	123	560	318	35	19	9	136	182	121	196
	48%	59%	74%	66%	55%	37%	17%	59%	63%	76%	63%	29%	65%	73%	62%	72%	62%	68%	55%	75%
		a	abd	ab		g		l	l	hl	l							s		qs
	21%	19%	22%	41%	62%	93%	4%	26%	7%	5%	13%	60%	34%	4%	2%	1%	15%	20%	13%	21%
Don't know	8	3	9	12	18	29	2	5	1	-	4	20	10	1	1	1	2	9	6	4
	2%	1%	3%	2%	2%	1%	1%	1%	1%	-%	2%	1%	2%	1%	2%	6%	1%	3%	3%	2%
			b															q		
	25%	10%	30%	40%	57%	93%	6%	16%	3%	-%	12%	64%	34%	2%	2%	2%	5%	29%	18%	14%

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

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	292	186	114	300	707	1972	177	265	49	23	98	1732	181	43	56	20	98	83	113	68
Effective Weighted Sample	213	127	71	197	479	1382	136	178	36	16	71	1235	154	24	41	17	84	70	96	58
Weighted total	208	123	61	184	460	1466	180	164	36	14	67	1361	158	12	11	3	81	77	95	62
	12%	7%	4%	11%	27%	86%	10%	10%	**	**	**	79%	9%	**	**	**	**	**	6%	**
WhatsApp	108	49	14	64	225	851	152	69	**	**	**	853	56	**	**	**	**	**	31	**
	52%	40%	23%	35%	49%	58%	85%	42%	**	**	**	63%	36%	**	**	**	**	**	33%	**
	bcd	c					f					h								
	10%	5%	1%	6%	22%	82%	15%	7%	**	**	**	82%	5%	**	**	**	**	**	3%	**
FaceTime	64	24	17	40	130	557	46	54	**	**	**	501	33	**	**	**	**	**	23	**
	31%	19%	28%	22%	28%	38%	26%	33%	**	**	**	37%	21%	**	**	**	**	**	24%	**
	bd					g														
	10%	4%	3%	6%	21%	89%	7%	9%	**	**	**	80%	5%	**	**	**	**	**	4%	**
Skype	89	59	33	92	154	471	74	70	**	**	**	434	83	**	**	**	**	**	52	**
	43%	48%	54%	50%	34%	32%	41%	43%	**	**	**	32%	53%	**	**	**	**	**	54%	**
							f	l												
	15%	10%	6%	16%	26%	81%	13%	12%	**	**	**	74%	14%	**	**	**	**	**	9%	**
Facebook	34	16	9	25	136	417	67	48	**	**	**	386	21	**	**	**	**	**	11	**
	16%	13%	14%	14%	29%	28%	37%	29%	**	**	**	28%	13%	**	**	**	**	**	11%	**
							f													
	7%	3%	2%	5%	27%	83%	13%	10%	**	**	**	77%	4%	**	**	**	**	**	2%	**
Viber	4	4	-	4	16	49	22	2	**	**	**	58	4	**	**	**	**	**	2	**
	2%	3%	-%	2%	3%	3%	12%	1%	**	**	**	4%	2%	**	**	**	**	**	2%	**
							f													
	6%	5%	-%	5%	22%	68%	30%	3%	**	**	**	81%	5%	**	**	**	**	**	2%	**
BT	9	10	3	13	20	43	1	5	**	**	**	37	10	**	**	**	**	**	6	**
	4%	8%	5%	7%	4%	3%	1%	3%	**	**	**	3%	6%	**	**	**	**	**	7%	**
	19%	21%	7%	28%	42%	92%	3%	12%	**	**	**	78%	21%	**	**	**	**	**	13%	**
Plusnet	4	4	1	4	9	13	1	3	**	**	**	9	4	**	**	**	**	**	2	**
	2%	3%	1%	2%	2%	1%	1%	2%	**	**	**	1%	3%	**	**	**	**	**	2%	**
								l												
	25%	26%	5%	31%	65%	92%	7%	24%	**	**	**	61%	31%	**	**	**	**	**	16%	**

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

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	292	186	114	300	707	1972	177	265	49	23	98	1732	181	43	56	20	98	83	113	68
Effective Weighted Sample	213	127	71	197	479	1382	136	178	36	16	71	1235	154	24	41	17	84	70	96	58
Weighted total	208	123	61	184	460	1466	180	164	36	14	67	1361	158	12	11	3	81	77	95	62
	12%	7%	4%	11%	27%	86%	10%	10%	**	**	**	79%	9%	**	**	**	**	**	6%	**
Vonage	2	-	-	-	-	6	-	1	**	**	**	5	-	**	**	**	**	**	-	**
	1%	-%	-%	-%	-%	*%	-%	1%	**	**	**	*%	-%	**	**	**	**	**	-%	**
	39%	-%	-%	-%	-%	100%	-%	23%	**	**	**	81%	-%	**	**	**	**	**	-%	**
Voipfone	1	-	1	1	1	3	-	1	**	**	**	3	1	**	**	**	**	**	-	**
	1%	-%	1%	*%	*%	*%	-%	1%	**	**	**	*%	*%	**	**	**	**	**	-%	**
	37%	-%	18%	18%	18%	79%	-%	28%	**	**	**	70%	18%	**	**	**	**	**	-%	**
Other	1	2	*	3	7	26	-	2	**	**	**	23	2	**	**	**	**	**	2	**
	1%	2%	1%	1%	2%	2%	-%	1%	**	**	**	2%	1%	**	**	**	**	**	2%	**
	5%	9%	2%	10%	28%	99%	-%	8%	**	**	**	88%	8%	**	**	**	**	**	8%	**
Don't know	7	4	4	8	17	34	-	7	**	**	**	26	6	**	**	**	**	**	5	**
	3%	3%	6%	4%	4%	2%	-%	4%	**	**	**	2%	4%	**	**	**	**	**	5%	**
	21%	12%	11%	23%	50%	97%	-%	19%	**	**	**	74%	18%	**	**	**	**	**	14%	**

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

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

QE29 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	292	186	114	300	707	1972	177	265	49	23	98	1732	181	43	56	20	98	83	113	68
Effective Weighted Sample	213	127	71	197	479	1382	136	178	36	16	71	1235	154	24	41	17	84	70	96	58
Weighted total	208	123	61	184	460	1466	180	164	36	14	67	1361	158	12	11	3	81	77	95	62
	12%	7%	4%	11%	27%	86%	10%	10%	**	**	**	79%	9%	**	**	**	**	**	6%	**
Every day	32	12	3	15	85	279	63	34	**	**	**	267	11	**	**	**	**	**	6	**
	15%	9%	5%	8%	18%	19%	35%	21%	**	**	**	20%	7%	**	**	**	**	**	6%	**
	cd						f													
	9%	3%	1%	4%	24%	79%	18%	10%	**	**	**	76%	3%	**	**	**	**	**	2%	**
At least once a week	81	45	21	66	176	605	93	56	**	**	**	598	58	**	**	**	**	**	36	**
	39%	37%	35%	36%	38%	41%	52%	34%	**	**	**	44%	37%	**	**	**	**	**	38%	**
							f					h								
	11%	6%	3%	9%	25%	84%	13%	8%	**	**	**	83%	8%	**	**	**	**	**	5%	**
At least once a month	44	20	14	35	85	276	15	35	**	**	**	237	29	**	**	**	**	**	14	**
	21%	16%	24%	19%	19%	19%	8%	22%	**	**	**	17%	18%	**	**	**	**	**	15%	**
						g														
	14%	6%	5%	11%	27%	87%	5%	11%	**	**	**	75%	9%	**	**	**	**	**	5%	**
A few times a year	24	25	13	38	60	184	5	20	**	**	**	161	33	**	**	**	**	**	24	**
	12%	21%	21%	21%	13%	13%	3%	12%	**	**	**	12%	21%	**	**	**	**	**	25%	**
		a		a		g														
	12%	13%	6%	19%	30%	93%	3%	10%	**	**	**	81%	17%	**	**	**	**	**	12%	**
Less than once a year	16	19	8	27	46	93	2	17	**	**	**	70	23	**	**	**	**	**	13	**
	8%	15%	14%	15%	10%	6%	1%	10%	**	**	**	5%	15%	**	**	**	**	**	14%	**
		a		a		g		l												
	17%	19%	9%	28%	48%	97%	2%	17%	**	**	**	73%	25%	**	**	**	**	**	14%	**
Don't know	11	2	1	3	8	29	2	2	**	**	**	27	3	**	**	**	**	**	1	**
	5%	2%	2%	2%	2%	2%	1%	1%	**	**	**	2%	2%	**	**	**	**	**	1%	**
	34%	7%	4%	10%	25%	93%	5%	7%	**	**	**	86%	9%	**	**	**	**	**	4%	**

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

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

QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	292	186	114	300	707	1972	177	265	49	23	98	1732	181	43	56	20	98	83	113	68
Effective Weighted Sample	213	127	71	197	479	1382	136	178	36	16	71	1235	154	24	41	17	84	70	96	58
Weighted total	208	123	61	184	460	1466	180	164	36	14	67	1361	158	12	11	3	81	77	95	62
	12%	7%	4%	11%	27%	86%	10%	10%	**	**	**	79%	9%	**	**	**	**	**	6%	**
Smartphone	129	61	14	76	303	1102	161	109	**	**	**	1055	67	**	**	**	**	**	38	**
	62%	50%	23%	41%	66%	75%	90%	66%	**	**	**	78%	43%	**	**	**	**	**	40%	**
	bcd	c		c			f					h								
	10%	5%	1%	6%	23%	83%	12%	8%	**	**	**	80%	5%	**	**	**	**	**	3%	**
Tablet computer (e.g. iPad)	57	43	21	63	113	372	25	51	**	**	**	324	52	**	**	**	**	**	33	**
	27%	35%	34%	34%	24%	25%	14%	31%	**	**	**	24%	33%	**	**	**	**	**	35%	**
						g		l												
	13%	10%	5%	15%	27%	89%	6%	12%	**	**	**	77%	12%	**	**	**	**	**	8%	**
Laptop	60	30	16	46	85	320	49	33	**	**	**	304	41	**	**	**	**	**	28	**
	29%	24%	27%	25%	18%	22%	27%	20%	**	**	**	22%	26%	**	**	**	**	**	29%	**
	16%	8%	4%	12%	22%	83%	13%	8%	**	**	**	79%	11%	**	**	**	**	**	7%	**
Desktop PC	18	14	17	30	44	98	8	13	**	**	**	85	25	**	**	**	**	**	17	**
	9%	11%	27%	17%	10%	7%	5%	8%	**	**	**	6%	16%	**	**	**	**	**	17%	**
			ab	a																
	17%	13%	15%	28%	41%	90%	8%	12%	**	**	**	78%	23%	**	**	**	**	**	15%	**
Standard landline phone	3	3	2	5	9	20	-	2	**	**	**	15	4	**	**	**	**	**	2	**
	2%	2%	3%	3%	2%	1%	-%	1%	**	**	**	1%	3%	**	**	**	**	**	3%	**
	15%	12%	9%	21%	38%	88%	-%	9%	**	**	**	68%	20%	**	**	**	**	**	11%	**
Netbook	1	-	1	1	5	11	1	2	**	**	**	8	1	**	**	**	**	**	-	**
	*%	-%	1%	*%	1%	1%	1%	1%	**	**	**	1%	*%	**	**	**	**	**	-%	**
	4%	-%	4%	4%	32%	71%	7%	15%	**	**	**	50%	4%	**	**	**	**	**	-%	**
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	2	-	-	-	2	10	*	1	**	**	**	11	-	**	**	**	**	**	-	**
	1%	-%	-%	-%	*%	1%	*%	1%	**	**	**	1%	-%	**	**	**	**	**	-%	**
	13%	-%	-%	-%	15%	77%	3%	6%	**	**	**	80%	-%	**	**	**	**	**	-%	**

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

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

QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	s	~t
Unweighted total	292	186	114	300	707	1972	177	265	49	23	98	1732	181	43	56	20	98	83	113	68
Effective Weighted Sample	213	127	71	197	479	1382	136	178	36	16	71	1235	154	24	41	17	84	70	96	58
Weighted total	208	123	61	184	460	1466	180	164	36	14	67	1361	158	12	11	3	81	77	95	62
	12%	7%	4%	11%	27%	86%	10%	10%	**	**	**	79%	9%	**	**	**	**	**	6%	**
TV set	1	-	1	1	4	11	-	*	**	**	**	10	1	**	**	**	**	**	1	**
	1%	-%	2%	1%	1%	1%	-%	*%	**	**	**	1%	1%	**	**	**	**	**	1%	**
	9%	-%	11%	11%	30%	92%	-%	1%	**	**	**	85%	10%	**	**	**	**	**	10%	**
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod)	2	-	-	-	3	6	-	3	**	**	**	3	-	**	**	**	**	**	-	**
	1%	-%	-%	-%	1%	*%	-%	2%	**	**	**	*%	-%	**	**	**	**	**	-%	**
	26%	-%	-%	-%	45%	97%	-%	41%	**	**	**	55%	-%	**	**	**	**	**	-%	**
Other	3	*	*	1	1	6	-	3	**	**	**	4	-	**	**	**	**	**	-	**
	1%	*%	*%	*%	*%	*%	-%	2%	**	**	**	*%	-%	**	**	**	**	**	-%	**
	49%	8%	5%	13%	16%	100%	-%	46%	**	**	**	61%	-%	**	**	**	**	**	-%	**
Don't know	5	4	1	5	9	19	-	3	**	**	**	16	4	**	**	**	**	**	1	**
	3%	3%	2%	3%	2%	1%	-%	2%	**	**	**	1%	3%	**	**	**	**	**	1%	**
	28%	18%	6%	24%	46%	100%	-%	15%	**	**	**	81%	21%	**	**	**	**	**	7%	**

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	371	255	157	412	849	2154	210	305	70	31	131	1858	349	33	23	7	171	179	190	159
	90%	83%	58%	71%	80%	91%	96%	74%	71%	54%	67%	96%	72%	68%	75%	54%	78%	67%	85%	60%
	bcd	cd		c			f	j	j		j	hijk	p		p		rt		qrt	
	15%	10%	6%	17%	35%	88%	9%	12%	3%	1%	5%	76%	14%	1%	1%	*%	7%	7%	8%	6%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	364	247	151	397	831	2132	210	300	68	31	127	1847	338	31	21	6	166	172	187	151
	88%	81%	55%	69%	79%	90%	96%	73%	68%	54%	65%	95%	70%	65%	68%	50%	76%	64%	84%	58%
	bcd	cd		c			f	jk	j			hijk	p	p	p		rt		qrt	
	15%	10%	6%	16%	34%	88%	9%	12%	3%	1%	5%	76%	14%	1%	1%	*%	7%	7%	8%	6%

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

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

SUMMARY - ACCESS TO INTERNET

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
ACCESS TO INTERNET AT HOME	353	247	151	397	783	2056	201	277	64	28	124	1790	337	31	23	7	167	170	186	151
	86%	81%	55%	69%	74%	87%	92%	67%	65%	48%	64%	92%	69%	65%	74%	51%	76%	63%	83%	57%
	cd	cd		c				j	j		j	hijk	p		p		rt		qrt	
	15%	11%	6%	17%	34%	88%	9%	12%	3%	1%	5%	77%	14%	1%	1%	*%	7%	7%	8%	6%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	363	248	151	399	817	2114	207	287	66	28	124	1841	338	32	23	7	168	170	186	152
	88%	81%	55%	69%	77%	90%	95%	70%	67%	48%	64%	95%	70%	66%	74%	53%	77%	64%	83%	58%
	bcd	cd		c			f	j	j		j	hijk	p		p		rt		rt	
	15%	10%	6%	17%	34%	88%	9%	12%	3%	1%	5%	77%	14%	1%	1%	*%	7%	7%	8%	6%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	266	137	54	191	545	1728	186	178	31	15	70	1587	162	17	8	3	82	80	95	68
	65%	45%	20%	33%	52%	73%	85%	43%	31%	26%	36%	82%	33%	36%	26%	27%	38%	30%	42%	26%
	bcd	cd		c			f	ij				hijk					t		rt	
	13%	7%	3%	10%	27%	87%	9%	9%	2%	1%	4%	80%	8%	1%	*%	*%	4%	4%	5%	3%
MOBILE PHONE ACCESS ONLY	23	5	1	7	83	146	14	21	2	*	5	124	5	1	1	*	2	3	1	4
	6%	2%	1%	1%	8%	6%	6%	5%	2%	*%	2%	6%	1%	2%	3%	2%	1%	1%	*%	2%
	bcd											ijk								
	14%	3%	1%	4%	48%	85%	8%	12%	1%	*%	3%	72%	3%	1%	*%	*%	1%	2%	*%	2%

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

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

QP1 (QP2). Before today, had you heard of digital radio? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Yes	362	268	195	464	849	2076	149	322	74	49	144	1711	393	37	25	9	189	204	192	201
	88%	88%	72%	80%	80%	88%	68%	78%	75%	84%	74%	88%	81%	76%	81%	69%	87%	76%	86%	77%
	cd	cd		c		g						hik	p				rt		rt	
	16%	12%	8%	20%	37%	90%	6%	14%	3%	2%	6%	74%	17%	2%	1%	*%	8%	9%	8%	9%
No	43	34	70	103	185	253	63	83	22	7	45	208	86	10	5	2	26	59	26	58
	10%	11%	26%	18%	18%	11%	29%	20%	22%	12%	23%	11%	18%	21%	17%	19%	12%	22%	12%	22%
			abd	ab			f	l	l		jl							qs		qs
	13%	10%	21%	31%	56%	76%	19%	25%	7%	2%	14%	63%	26%	3%	2%	1%	8%	18%	8%	18%
Unsure	7	3	8	11	23	27	6	8	3	2	5	21	7	1	1	2	3	4	4	3
	2%	1%	3%	2%	2%	1%	3%	2%	3%	4%	2%	1%	1%	3%	2%	12%	1%	1%	2%	1%
										l						mno				
	19%	8%	20%	28%	60%	71%	16%	21%	8%	6%	12%	57%	19%	4%	2%	4%	8%	10%	10%	9%

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

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

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Kitchen/ kitchen diner	173	140	118	257	377	826	34	149	39	25	65	649	218	17	16	7	101	117	115	102
	42%	46%	43%	44%	36%	35%	15%	36%	40%	43%	34%	33%	45%	35%	51%	54%	46%	44%	52%	39%
						g									n	n			t	
	19%	16%	13%	29%	42%	92%	4%	17%	4%	3%	7%	72%	24%	2%	2%	1%	11%	13%	13%	11%
Living room/ lounge	126	97	115	212	289	535	24	133	44	28	66	395	181	20	8	2	85	97	72	109
	31%	32%	42%	37%	27%	23%	11%	32%	44%	48%	34%	20%	37%	42%	27%	18%	39%	36%	32%	41%
			ab	a		g		l	hl	hkl	l		op	op						s
	21%	16%	19%	35%	48%	89%	4%	22%	7%	5%	11%	66%	30%	3%	1%	*%	14%	16%	12%	18%
Adult's bedroom	121	86	91	177	243	501	19	108	31	22	52	387	150	10	14	4	67	84	86	65
	29%	28%	33%	31%	23%	21%	9%	26%	31%	38%	27%	20%	31%	20%	44%	29%	31%	31%	38%	25%
						g		l	l	hl	l		n		mnp				t	
	22%	16%	17%	33%	45%	93%	4%	20%	6%	4%	10%	72%	28%	2%	3%	1%	12%	16%	16%	12%
Dining room	23	25	22	47	61	106	7	16	4	3	9	93	43	1	2	1	22	21	23	20
	5%	8%	8%	8%	6%	4%	3%	4%	4%	6%	5%	5%	9%	2%	6%	4%	10%	8%	10%	8%
													n							
	18%	20%	18%	38%	50%	87%	5%	13%	3%	3%	8%	76%	35%	1%	1%	*%	18%	17%	19%	17%
Study/ home office	12	18	10	28	30	63	2	15	4	2	7	48	27	*	1	-	13	14	25	2
	3%	6%	4%	5%	3%	3%	1%	4%	4%	3%	4%	2%	6%	*%	2%	-%	6%	5%	11%	1%
		a											np				t	t	qrt	
	18%	26%	14%	40%	42%	90%	3%	22%	5%	2%	11%	68%	39%	*%	1%	-%	19%	20%	36%	3%
Bathroom/ shower room/ WC	9	12	7	19	25	54	-	7	2	1	2	43	18	*	*	*	9	9	8	10
	2%	4%	2%	3%	2%	2%	-%	2%	2%	1%	1%	2%	4%	*%	1%	2%	4%	3%	3%	4%
						g														
	16%	22%	12%	34%	45%	98%	-%	13%	4%	1%	3%	77%	32%	*%	1%	1%	16%	16%	14%	18%

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

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

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Conservatory	12	12	9	21	24	47	5	7	-	1	2	41	20	*	1	*	8	12	10	11
	3%	4%	3%	4%	2%	2%	2%	2%	-%	2%	1%	2%	4%	*%	3%	*%	4%	5%	4%	4%
													n							
	22%	23%	17%	40%	44%	87%	10%	13%	-%	2%	4%	76%	38%	*%	2%	*%	15%	23%	18%	20%
Spare bedroom	16	12	6	18	22	47	-	9	1	*	5	35	16	*	1	*	9	8	11	5
	4%	4%	2%	3%	2%	2%	-%	2%	1%	*%	3%	2%	3%	*%	3%	2%	4%	3%	5%	2%
																			t	
	33%	24%	13%	37%	45%	97%	-%	19%	1%	*%	11%	73%	34%	*%	2%	1%	18%	16%	23%	11%
Child's bedroom	5	-	1	1	8	46	-	2	1	1	1	40	1	-	-	-	1	-	1	-
	1%	-%	*%	*%	1%	2%	-%	1%	1%	1%	1%	2%	*%	-%	-%	-%	*%	-%	*%	-%
	bd											h								
	11%	-%	2%	2%	16%	97%	-%	5%	2%	2%	3%	85%	2%	-%	-%	-%	2%	-%	2%	-%
Garage	9	8	2	10	12	36	3	6	2	-	1	30	9	*	*	*	7	2	5	4
	2%	3%	1%	2%	1%	2%	1%	1%	2%	-%	1%	2%	2%	*%	2%	*%	3%	1%	2%	1%
																	r			
	21%	19%	5%	24%	29%	89%	6%	14%	4%	-%	3%	74%	22%	*%	1%	*%	18%	4%	13%	9%
Hallway/ Landing	7	7	4	12	15	26	1	7	3	2	3	22	11	*	-	*	6	5	5	6
	2%	2%	2%	2%	1%	1%	1%	2%	3%	3%	1%	1%	2%	*%	-%	2%	3%	2%	2%	2%
	21%	22%	14%	36%	47%	81%	4%	20%	9%	5%	8%	68%	34%	1%	-%	1%	19%	16%	15%	20%
Move around as needed/ portable	24	16	19	35	49	98	8	24	3	2	10	75	31	4	1	-	12	19	15	16
	6%	5%	7%	6%	5%	4%	4%	6%	4%	3%	5%	4%	6%	8%	2%	-%	5%	7%	7%	6%
													p	op						
	23%	15%	18%	33%	46%	91%	7%	22%	3%	2%	9%	70%	29%	4%	1%	-%	11%	17%	14%	15%
Other	4	2	-	2	4	17	-	3	*	-	3	14	1	-	*	-	1	-	-	1
	1%	1%	-%	*%	*%	1%	-%	1%	*%	-%	2%	1%	*%	-%	1%	-%	1%	-%	-%	1%
	20%	9%	-%	9%	22%	97%	-%	19%	1%	-%	18%	78%	8%	-%	2%	-%	8%	-%	-%	8%

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

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

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
None - do not have any radios at home	102	62	47	109	362	901	151	111	21	9	51	821	87	12	7	3	36	51	32	54
	25%	20%	17%	19%	34%	38%	69%	27%	21%	15%	26%	42%	18%	25%	21%	27%	16%	19%	14%	21%
	cd						f	j				hijk								
	10%	6%	4%	10%	34%	84%	14%	10%	2%	1%	5%	76%	8%	1%	1%	*%	3%	5%	3%	5%

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

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

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
None	122	73	64	137	403	991	153	134	34	12	62	884	114	12	7	4	49	65	49	64
	30%	24%	23%	24%	38%	42%	70%	32%	34%	21%	32%	46%	24%	25%	22%	27%	23%	24%	22%	24%
	cd						f					hijk								
	10%	6%	5%	12%	34%	84%	13%	11%	3%	1%	5%	75%	10%	1%	1%	*%	4%	6%	4%	5%
1	157	124	110	234	384	803	47	170	35	22	78	612	194	23	11	6	82	112	76	118
	38%	41%	40%	41%	36%	34%	22%	41%	36%	38%	40%	32%	40%	48%	36%	46%	38%	42%	34%	45%
						g		l			l									s
	18%	14%	12%	26%	43%	91%	5%	19%	4%	2%	9%	69%	22%	3%	1%	1%	9%	13%	9%	13%
2-3	115	96	84	180	238	499	17	96	25	20	48	396	154	12	11	3	77	76	81	73
	28%	32%	31%	31%	22%	21%	8%	23%	25%	35%	25%	20%	32%	25%	36%	24%	35%	29%	36%	28%
						g				hl									t	
	21%	17%	15%	33%	43%	91%	3%	17%	5%	4%	9%	72%	28%	2%	2%	1%	14%	14%	15%	13%
4-5	13	9	13	22	27	53	1	12	5	4	5	40	20	1	1	*	6	13	14	6
	3%	3%	5%	4%	3%	2%	1%	3%	5%	6%	2%	2%	4%	2%	4%	2%	3%	5%	6%	2%
									l	l									t	
	24%	17%	23%	39%	49%	95%	2%	21%	8%	6%	9%	71%	35%	1%	2%	1%	11%	24%	25%	11%
26-10	4	2	2	3	3	10	-	2	*	-	2	8	3	*	*	-	2	1	1	2
	1%	1%	1%	1%	*%	*%	-%	*%	*%	-%	1%	*%	1%	*%	1%	-%	1%	*%	1%	1%
	41%	19%	16%	35%	35%	100%	-%	18%	3%	-%	18%	81%	30%	1%	4%	-%	21%	9%	12%	18%
11 or more	-	-	1	1	1	1	-	-	-	-	-	1	1	-	-	-	1	-	1	-
	-%	-%	*%	*%	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
	-%	-%	106%	106%	106%	100%	-%	-%	-%	-%	-%	100%	106%	-%	-%	-%	106%	-%	106%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	290	232	209	441	654	1366	66	279	65	45	132	1056	372	36	24	9	169	203	173	198
	70%	76%	77%	76%	62%	58%	30%	68%	66%	79%	68%	54%	76%	75%	78%	73%	77%	76%	78%	76%
			a	a		g		l	l	l	l									
	19%	15%	14%	29%	44%	91%	4%	19%	4%	3%	9%	70%	25%	2%	2%	1%	11%	13%	12%	13%

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

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

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Mean number of 'active' radio sets	1.2	1.3	1.4	1.3	1.0	1.0	.4	1.1	1.2	1.5	1.1	.9	1.4	1.2	1.4	1.1	1.4	1.3	1.5	1.2
			a	a		g		l	l	hkl	l				np		t		rt	
Standard deviation	1.17	1.16	1.27	1.21	1.12	1.10	.77	1.09	1.19	1.19	1.11	1.10	1.23	1.05	1.25	1.06	1.34	1.13	1.37	1.08
Standard error	.05	.05	.05	.04	.03	.02	.05	.04	.09	.12	.06	.02	.05	.08	.10	.10	.08	.06	.08	.06

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

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

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	430	390	426	816	1134	2001	70	515	116	79	251	1395	482	124	134	76	238	244	226	255
Effective Weighted Sample	307	254	253	506	729	1378	52	338	79	58	176	990	384	77	87	59	190	196	181	203
Weighted total	290	232	209	441	654	1366	66	279	65	45	132	1056	372	36	24	9	169	203	173	198
	19%	15%	14%	29%	44%	91%	**	19%	4%	**	9%	70%	25%	2%	2%	**	11%	13%	12%	13%
1	157	124	110	234	384	803	**	170	35	**	78	612	194	23	11	**	82	112	76	118
	54%	54%	53%	53%	59%	59%	**	61%	54%	**	59%	58%	52%	64%	46%	**	49%	55%	44%	59%
														o				s		qs
	18%	14%	12%	26%	43%	91%	**	19%	4%	**	9%	69%	22%	3%	1%	**	9%	13%	9%	13%
2-3	115	96	84	180	238	499	**	96	25	**	48	396	154	12	11	**	77	76	81	73
	40%	42%	40%	41%	36%	37%	**	34%	38%	**	36%	38%	41%	34%	47%	**	46%	38%	47%	37%
																			t	
	21%	17%	15%	33%	43%	91%	**	17%	5%	**	9%	72%	28%	2%	2%	**	14%	14%	15%	13%
4-5	13	9	13	22	27	53	**	12	5	**	5	40	20	1	1	**	6	13	14	6
	5%	4%	6%	5%	4%	4%	**	4%	7%	**	4%	4%	5%	2%	5%	**	4%	7%	8%	3%
																			t	
	24%	17%	23%	39%	49%	95%	**	21%	8%	**	9%	71%	35%	1%	2%	**	11%	24%	25%	11%
26-10	4	2	2	3	3	10	**	2	*	**	2	8	3	*	*	**	2	1	1	2
	1%	1%	1%	1%	1%	1%	**	1%	*%	**	1%	1%	1%	*%	2%	**	1%	*%	1%	1%
	41%	19%	16%	35%	35%	100%	**	18%	3%	**	18%	81%	30%	1%	4%	**	21%	9%	12%	18%
11 or more	-	-	1	1	1	1	**	-	-	**	-	1	1	-	-	**	1	-	1	-
	-%	-%	*%	*%	*%	*%	**	-%	-%	**	-%	*%	*%	-%	-%	**	*%	-%	*%	-%
	-%	-%	106%	106%	106%	100%	**	-%	-%	**	-%	100%	106%	-%	-%	**	106%	-%	106%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	290	232	209	441	654	1366	**	279	65	**	132	1056	372	36	24	**	169	203	173	198
	100%	100%	100%	100%	100%	100%	**	100%	100%	**	100%	100%	100%	100%	100%	**	100%	100%	100%	100%
	19%	15%	14%	29%	44%	91%	**	19%	4%	**	9%	70%	25%	2%	2%	**	11%	13%	12%	13%
Mean number of 'active' radio sets	1.7	1.7	1.8	1.8	1.6	1.6	**	1.6	1.8	**	1.6	1.7	1.8	1.6	1.9	**	1.9	1.7	2.0	1.6
															n		t		rt	
Standard deviation	1.03	1.02	1.16	1.09	1.00	.98	**	.95	1.03	**	.98	.99	1.11	.91	1.11	**	1.24	.98	1.25	.95
Standard error	.05	.05	.06	.04	.03	.02	**	.04	.10	**	.06	.03	.05	.08	.10	**	.08	.06	.08	.06

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

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

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
None	208	153	160	313	657	1397	167	264	67	33	129	1144	259	28	16	10	103	156	103	155
	50%	50%	59%	54%	62%	59%	77%	64%	67%	57%	66%	59%	53%	58%	52%	75%	47%	58%	46%	59%
			ab				f	l			l					mno		qs		qs
	13%	10%	10%	19%	41%	87%	10%	16%	4%	2%	8%	71%	16%	2%	1%	1%	6%	10%	6%	10%
1	136	94	69	162	266	634	38	103	18	14	45	523	136	15	9	2	63	74	69	68
	33%	31%	25%	28%	25%	27%	17%	25%	18%	24%	23%	27%	28%	30%	29%	18%	29%	28%	31%	26%
	c					g						i								
	19%	13%	10%	23%	38%	90%	5%	15%	3%	2%	6%	74%	19%	2%	1%	*%	9%	10%	10%	10%
2	46	42	30	72	97	226	9	33	9	6	14	192	64	5	4	*	37	26	35	29
	11%	14%	11%	13%	9%	10%	4%	8%	9%	10%	7%	10%	13%	10%	12%	3%	17%	10%	16%	11%
						g							p		p		rt			
	18%	16%	12%	28%	38%	87%	4%	13%	4%	2%	5%	74%	25%	2%	1%	*%	14%	10%	13%	11%
3	16	13	10	23	26	78	4	10	3	4	4	65	20	1	2	*	12	8	11	8
	4%	4%	4%	4%	2%	3%	2%	2%	3%	7%	2%	3%	4%	2%	6%	4%	5%	3%	5%	3%
										hk										
	20%	16%	13%	28%	32%	95%	5%	12%	4%	5%	5%	79%	24%	1%	2%	1%	14%	10%	14%	10%
4-5	6	3	4	8	10	21	*	4	2	2	3	17	8	-	*	-	4	3	5	2
	1%	1%	2%	1%	1%	1%	*%	1%	2%	3%	1%	1%	2%	-%	1%	-%	2%	1%	2%	1%
	26%	15%	19%	35%	46%	92%	2%	17%	10%	7%	13%	76%	33%	-%	1%	-%	19%	15%	23%	11%
6-10	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	204	152	113	265	400	959	51	149	32	25	66	796	227	20	15	3	116	111	120	107
	50%	50%	41%	46%	38%	41%	23%	36%	33%	43%	34%	41%	47%	42%	48%	25%	53%	42%	54%	41%
	c	c				g						hk	p	p	p		rt		rt	
	19%	14%	11%	25%	38%	90%	5%	14%	3%	2%	6%	75%	21%	2%	1%	*%	11%	10%	11%	10%

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

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

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Mean score	.7	.8	.7	.7	.6	.6	.3	.5	.5	.7	.5	.6	.7	.6	.7	.3	.9	.6	.9	.6
						g				hk		hk	np	p	p		rt		rt	
Standard deviation	.93	.94	.95	.94	.84	.87	.66	.81	.95	1.07	.83	.87	.96	.76	.97	.74	1.04	.87	1.04	.88
Standard error	.04	.04	.04	.03	.02	.01	.04	.03	.07	.11	.04	.02	.04	.06	.07	.07	.06	.05	.06	.05

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

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

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
None	164	115	112	227	420	1019	92	181	53	**	88	840	188	20	11	**	78	111	77	111
	45%	44%	50%	47%	52%	52%	65% f	55%	63% l	**	57%	52%	46%	49%	44%	**	41%	50% qs	40%	51% qs
	14%	10%	10%	20%	37%	89%	8%	16%	5%	**	8%	73%	16%	2%	1%	**	7%	10%	7%	10%
1	133	89	67	157	257	615	37	101	17	**	45	509	131	15	9	**	60	71	64	67
	37%	34%	30%	32%	32%	31%	26%	31% i	20%	**	29%	31% i	32%	36%	35%	**	31%	32%	34%	31%
	20%	13%	10%	23%	38%	90%	5%	15%	2%	**	7%	75%	19%	2%	1%	**	9%	10%	9%	10%
2	46	42	30	72	97	226	9	32	9	**	14	192	64	5	3	**	37	26	35	29
	13%	16%	13%	15%	12%	12%	6%	10%	11%	**	9%	12%	15%	12%	13%	**	19% r	12%	18%	13%
	18%	16%	11%	28%	38%	88%	4%	13%	3%	**	5%	75%	25%	2%	1%	**	14%	10%	13%	11%
3	16	13	10	23	26	77	4	10	3	**	4	65	20	1	2	**	12	8	11	8
	5%	5%	5%	5%	3%	4%	3%	3%	4%	**	2%	4%	5%	3%	7%	**	6%	4%	6%	4%
	20%	16%	13%	29%	32%	95%	5%	12%	4%	**	5%	80%	24%	1%	2%	**	15%	10%	14%	11%
4-5	5	3	4	8	10	20	*	4	2	**	3	16	8	-	*	**	4	3	5	2
	1%	1%	2%	2%	1%	1%	*%	1%	3%	**	2%	1%	2%	-%	1%	**	2%	2%	3%	1%
	22%	16%	21%	37%	49%	92%	2%	18%	10%	**	13%	74%	35%	-%	1%	**	20%	16%	24%	12%
6-10	*	-	-	-	-	*	-	-	-	**	-	*	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	-%	*%	-%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	100%	-%	-%	-%	-%	100%	-%	-%	-%	**	-%	100%	-%	-%	-%	**	-%	-%	-%	-%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	200	148	112	260	391	938	50	147	31	**	65	782	222	20	14	**	113	109	115	106
	55%	56%	50%	53%	48%	48% g	35%	45%	37%	**	43%	48% i	54%	51%	56%	**	59% rt	50%	60% rt	49%
	19%	14%	11%	25%	37%	90%	5%	14%	3%	**	6%	75%	21%	2%	1%	**	11%	10%	11%	10%

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

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

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Mean score	.8	.9	.8	.8	.7	.7 g	.5	.6	.6	**	.6	.7	.9	.7	.9	**	1.0 rt	.7	1.0 rt	.7
Standard deviation	.93	.96	.99	.97	.90	.90	.77	.86	1.00	**	.89	.91	.99	.79	.99	**	1.06	.92	1.06	.91
Standard error	.04	.05	.05	.03	.02	.02	.06	.04	.08	**	.05	.02	.04	.07	.08	**	.06	.06	.07	.05

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

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

SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
None	208	153	160	313	657	1397	167	264	67	33	129	1144	259	28	16	10	103	156	103	155
	50%	50%	59%	54%	62%	59%	77%	64%	67%	57%	66%	59%	53%	58%	52%	75%	47%	58%	46%	59%
			ab				f	l			l					mno		qs		qs
	13%	10%	10%	19%	41%	87%	10%	16%	4%	2%	8%	71%	16%	2%	1%	1%	6%	10%	6%	10%
1	136	94	69	162	266	634	38	103	18	14	45	523	136	15	9	2	63	74	69	68
	33%	31%	25%	28%	25%	27%	17%	25%	18%	24%	23%	27%	28%	30%	29%	18%	29%	28%	31%	26%
	c					g						i								
	19%	13%	10%	23%	38%	90%	5%	15%	3%	2%	6%	74%	19%	2%	1%	*%	9%	10%	10%	10%
2	46	42	30	72	97	226	9	33	9	6	14	192	64	5	4	*	37	26	35	29
	11%	14%	11%	13%	9%	10%	4%	8%	9%	10%	7%	10%	13%	10%	12%	3%	17%	10%	16%	11%
						g							p		p		rt			
	18%	16%	12%	28%	38%	87%	4%	13%	4%	2%	5%	74%	25%	2%	1%	*%	14%	10%	13%	11%
3	16	13	10	23	26	78	4	10	3	4	4	65	20	1	2	*	12	8	11	8
	4%	4%	4%	4%	2%	3%	2%	2%	3%	7%	2%	3%	4%	2%	6%	4%	5%	3%	5%	3%
										hk										
	20%	16%	13%	28%	32%	95%	5%	12%	4%	5%	5%	79%	24%	1%	2%	1%	14%	10%	14%	10%
4 or more	6	3	4	8	10	21	*	4	2	2	3	17	8	-	*	-	4	3	5	2
	1%	1%	2%	1%	1%	1%	*%	1%	2%	3%	1%	1%	2%	-%	1%	-%	2%	1%	2%	1%
	27%	15%	19%	34%	45%	93%	1%	17%	10%	7%	12%	76%	33%	-%	1%	-%	18%	15%	22%	11%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	204	152	113	265	400	959	51	149	32	25	66	796	227	20	15	3	116	111	120	107
	50%	50%	41%	46%	38%	41%	23%	36%	33%	43%	34%	41%	47%	42%	48%	25%	53%	42%	54%	41%
	c	c				g						hk	p	p	p		rt		rt	
	19%	14%	11%	25%	38%	90%	5%	14%	3%	2%	6%	75%	21%	2%	1%	*%	11%	10%	11%	10%
LISTEN TO DIGITAL RADIO IN A CAR	138	91	42	133	210	778	55	75	16	7	30	702	111	11	10	1	55	56	68	43
	34%	30%	15%	23%	20%	33%	25%	18%	16%	12%	15%	36%	23%	23%	31%	8%	25%	21%	31%	17%
	cd	cd		c		g						hijk	p	p	p		t		rt	
	16%	10%	5%	15%	24%	88%	6%	8%	2%	1%	3%	80%	13%	1%	1%	*%	6%	6%	8%	5%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
ANY DIGITAL RADIOS	242	172	121	294	463	1275	82	176	40	27	75	1086	250	23	17	4	127	123	128	121
	59%	56%	44%	51%	44%	54%	38%	43%	41%	47%	39%	56%	51%	48%	54%	29%	58%	46%	58%	46%
	cd	c				g						hik	p	p	p		rt		rt	
	17%	12%	9%	21%	32%	90%	6%	12%	3%	2%	5%	76%	18%	2%	1%	*%	9%	9%	9%	9%

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

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

SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
None	164	115	112	227	420	1019	92	181	53	**	88	840	188	20	11	**	78	111	77	111
	45%	44%	50%	47%	52%	52%	65% f	55%	63% l	**	57%	52%	46%	49%	44%	**	41%	50% qs	40%	51% qs
	14%	10%	10%	20%	37%	89%	8%	16%	5%	**	8%	73%	16%	2%	1%	**	7%	10%	7%	10%
1	133	89	67	157	257	615	37	101	17	**	45	509	131	15	9	**	60	71	64	67
	37%	34%	30%	32%	32%	31%	26%	31% i	20%	**	29%	31% i	32%	36%	35%	**	31%	32%	34%	31%
	20%	13%	10%	23%	38%	90%	5%	15%	2%	**	7%	75%	19%	2%	1%	**	9%	10%	9%	10%
2	46	42	30	72	97	226	9	32	9	**	14	192	64	5	3	**	37	26	35	29
	13%	16%	13%	15%	12%	12%	6%	10%	11%	**	9%	12%	15%	12%	13%	**	19% r	12%	18%	13%
	18%	16%	11%	28%	38%	88%	4%	13%	3%	**	5%	75%	25%	2%	1%	**	14%	10%	13%	11%
3	16	13	10	23	26	77	4	10	3	**	4	65	20	1	2	**	12	8	11	8
	5%	5%	5%	5%	3%	4%	3%	3%	4%	**	2%	4%	5%	3%	7%	**	6%	4%	6%	4%
	20%	16%	13%	29%	32%	95%	5%	12%	4%	**	5%	80%	24%	1%	2%	**	15%	10%	14%	11%
4 or more	5	3	4	8	10	20	*	4	2	**	3	16	8	-	*	**	4	3	5	2
	1%	1%	2%	2%	1%	1%	*%	1%	3%	**	2%	1%	2%	-%	1%	**	2%	2%	3%	1%
	23%	16%	20%	36%	48%	92%	2%	18%	10%	**	13%	75%	35%	-%	1%	**	20%	15%	24%	11%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	200	148	112	260	391	938	50	147	31	**	65	782	222	20	14	**	113	109	115	106
	55%	56%	50%	53%	48%	48% g	35%	45%	37%	**	43%	48% i	54%	51%	56%	**	59% rt	50%	60% rt	49%
	19%	14%	11%	25%	37%	90%	5%	14%	3%	**	6%	75%	21%	2%	1%	**	11%	10%	11%	10%
LISTEN TO DIGITAL RADIO IN A CAR	138	91	42	133	210	778	55	75	16	**	30	702	111	11	10	**	55	56	68	43
	38% cd	35% cd	19%	27% c	26%	40%	39%	23%	19%	**	20%	43% hik	27%	28%	37%	**	29% t	26%	35% rt	20%
	16%	10%	5%	15%	24%	88%	6%	8%	2%	**	3%	80%	13%	1%	1%	**	6%	6%	8%	5%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
ANY DIGITAL RADIOS	238	168	120	288	453	1253	81	174	39	**	75	1072	244	23	17	**	124	120	124	120
	65%	64%	54%	59%	56%	64%	57%	53%	46%	**	49%	66%	60%	58%	64%	**	65%	55%	65%	55%
	cd	c										hik					rt		r	
	17%	12%	9%	21%	32%	89%	6%	12%	3%	**	5%	77%	17%	2%	1%	**	9%	9%	9%	9%

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

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

QP5 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total		621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample		451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total		411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
		15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
7 days a week	(7.0)	182	141	137	278	391	940	33	164	44	29	81	737	231	22	17	8	94	137	116	115
		44%	46%	50%	48%	37%	40% g	15%	40%	45%	50% l	41%	38%	48%	47%	55%	61% m	43%	51%	52% q	44%
		18%	14%	14%	28%	39%	94%	3%	16%	4%	3%	8%	74%	23%	2%	2%	1%	9%	14%	12%	12%
6 days a week	(6.0)	28	13	13	26	37	116	6	17	2	3	3	101	23	2	1	1	12	11	8	15
		7%	4%	5%	5%	4%	5%	3%	4%	2%	6%	2%	5% k	5%	4%	2%	5%	6%	4%	3%	6%
		22%	10%	10%	20%	28%	88%	5%	13%	2%	3%	3%	77%	17%	1%	*%	*%	9%	8%	6%	12%
5 days a week	(5.0)	50	31	19	50	117	260	24	36	5	8	17	225	44	3	2	1	21	23	19	24
		12% cd	10%	7%	9%	11%	11%	11%	9%	5%	14% i	9%	12% i	9%	7%	5%	9%	10%	8%	9%	9%
		17%	11%	6%	17%	40%	89%	8%	12%	2%	3%	6%	77%	15%	1%	1%	*%	7%	8%	7%	8%
3 or 4 days a week	(3.5)	42	30	16	46	83	242	19	28	7	3	14	210	42	2	3	*	22	19	17	25
		10% c	10% c	6%	8%	8%	10%	9%	7%	7%	5%	7%	11% h	9% p	4%	9% p	1%	10%	7%	8%	9%
		15%	11%	6%	17%	30%	88%	7%	10%	3%	1%	5%	76%	15%	1%	1%	*%	8%	7%	6%	9%
1 or 2 days a week	(1.5)	38	31	24	56	108	248	23	47	15	6	21	211	46	7	1	1	25	21	21	25
		9%	10%	9%	10%	10%	11%	11%	11%	15%	11%	11%	11%	10%	14% o	5%	7%	11%	8%	9%	10%
		13%	11%	8%	19%	37%	85%	8%	16%	5%	2%	7%	73%	16%	2%	*%	*%	9%	7%	7%	9%
Less often	(0.5)	24	17	14	31	74	150	37	36	10	3	17	137	24	4	2	*	16	8	11	13
		6%	5%	5%	5%	7%	6%	17% f	9%	10%	6%	9%	7%	5%	8%	8%	4%	7% r	3%	5%	5%
		12%	8%	7%	16%	37%	75%	18%	18%	5%	2%	8%	69%	12%	2%	1%	*%	8%	4%	6%	6%

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

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

QP5 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Never/ do not listen to the radio (0.0)	47	40	46	86	240	389	76	83	15	4	40	309	72	8	5	2	25	47	29	42
	11%	13%	17%	15%	23%	16%	35%	20%	15%	7%	21%	16%	15%	17%	16%	13%	11%	17%	13%	16%
			a				f	jl			j	j								
	10%	8%	10%	18%	50%	82%	16%	17%	3%	1%	8%	65%	15%	2%	1%	*%	5%	10%	6%	9%
Don't know	-	2	3	5	6	12	1	2	1	1	1	11	5	-	*	-	3	2	2	3
	-%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	-%	*%	-%	1%	1%	1%	1%
	-%	17%	19%	36%	46%	88%	4%	17%	4%	5%	4%	81%	35%	-%	1%	-%	19%	15%	13%	22%
Mean number of days	4.6	4.6	4.6	4.6	3.8	4.2	2.3	3.9	4.1	5.0	3.9	4.2	4.6	4.2	4.7	5.2	4.4	4.7	4.8	4.4
						g				hikl						n				
Standard deviation	2.67	2.76	2.92	2.83	2.96	2.83	2.68	2.98	2.98	2.57	3.01	2.81	2.81	3.02	2.97	2.83	2.76	2.86	2.78	2.83
Standard error	.11	.12	.12	.09	.07	.05	.18	.11	.23	.26	.16	.05	.11	.24	.23	.28	.16	.16	.16	.15

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

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

QP6A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	36	24	34	58	73	148	14	32	7	**	15	112	48	6	2	**	25	23	16	32
	10%	9%	15%	12%	9%	8%	10%	10%	8%	**	10%	7%	12%	15%	8%	**	13%	11%	8%	15%
			ab					l												s
	21%	15%	20%	35%	44%	89%	8%	19%	4%	**	9%	67%	29%	4%	1%	**	15%	14%	10%	19%
At least weekly	54	39	23	62	113	236	26	43	5	**	20	188	53	6	1	**	28	25	18	35
	15%	15%	10%	13%	14%	12%	18%	13%	6%	**	13%	12%	13%	14%	6%	**	15%	12%	10%	16%
													o							s
	19%	14%	8%	22%	40%	84%	9%	15%	2%	**	7%	67%	19%	2%	1%	**	10%	9%	7%	12%
At least monthly	5	11	12	23	35	55	1	10	5	**	3	41	19	3	*	**	11	9	9	11
	1%	4%	6%	5%	4%	3%	1%	3%	6%	**	2%	3%	5%	7%	2%	**	6%	4%	5%	5%
		a	a	a																
	7%	15%	18%	33%	50%	80%	2%	15%	7%	**	4%	60%	28%	4%	1%	**	16%	12%	13%	15%
Less than once a month	25	17	14	32	56	118	7	27	4	**	12	94	28	2	1	**	14	14	19	10
	7%	7%	6%	7%	7%	6%	5%	8%	5%	**	8%	6%	7%	5%	3%	**	8%	6%	10%	4%
																			t	
	17%	12%	10%	22%	39%	83%	5%	19%	3%	**	8%	66%	20%	2%	1%	**	10%	10%	13%	7%
EVER	119	91	84	175	277	557	47	113	22	**	50	436	149	17	5	**	78	71	62	87
	33%	35%	37%	36%	34%	28%	33%	34%	26%	**	33%	27%	36%	41%	18%	**	41%	33%	32%	40%
								l					o	o						
	18%	14%	13%	27%	42%	84%	7%	17%	3%	**	8%	66%	23%	3%	1%	**	12%	11%	9%	13%
Never	220	157	129	286	467	1212	50	194	55	**	90	993	240	23	15	**	102	138	121	119
	60%	60%	58%	59%	58%	62%	35%	59%	66%	**	59%	61%	59%	58%	60%	**	54%	63%	63%	55%
						g												q		
	17%	12%	10%	22%	36%	94%	4%	15%	4%	**	7%	77%	19%	2%	1%	**	8%	11%	9%	9%

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

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

QP6A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Do not have access to device	25	15	11	27	66	188	45	20	7	**	13	192	20	*	6	**	11	10	9	11
	7%	6%	5%	5%	8%	10%	32% f	6%	8%	**	9%	12% h	5%	*%	22% mn	**	6%	4%	5%	5%
	11%	6%	5%	11%	28%	80%	19%	9%	3%	**	6%	82%	9%	*%	2%	**	5%	4%	4%	5%

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

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

QP6B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	113	100	109	209	281	583	23	107	29	**	55	457	175	15	13	**	67	108	89	86
	31%	38%	49%	43%	35%	30%	16%	33%	35%	**	36%	28%	43%	36%	49%	**	35%	49%	46%	40%
			ab	a		g					l							qt	q	
	18%	16%	18%	34%	45%	94%	4%	17%	5%	**	9%	74%	28%	2%	2%	**	11%	18%	14%	14%
At least weekly	101	62	48	110	201	483	40	87	18	**	39	396	96	7	4	**	48	48	37	59
	28%	23%	21%	23%	25%	25%	28%	27%	22%	**	26%	24%	23%	18%	16%	**	25%	22%	19%	27%
	18%	11%	9%	20%	37%	88%	7%	16%	3%	**	7%	72%	17%	1%	1%	**	9%	9%	7%	11%
At least monthly	16	13	13	25	45	86	4	14	6	**	2	66	23	2	-	**	14	9	10	13
	4%	5%	6%	5%	6%	4%	3%	4%	7%	**	1%	4%	6%	5%	-%	**	8%	4%	5%	6%
									k			k	o	o						
	16%	12%	13%	25%	44%	84%	4%	13%	5%	**	2%	64%	22%	2%	-%	**	14%	9%	10%	12%
Less than once a month	25	16	11	27	54	118	4	29	9	**	11	84	22	3	2	**	13	9	9	13
	7%	6%	5%	6%	7%	6%	3%	9%	11%	**	7%	5%	5%	7%	6%	**	7%	4%	5%	6%
								l	l											
	18%	11%	8%	19%	38%	84%	3%	20%	6%	**	8%	60%	16%	2%	1%	**	9%	7%	6%	9%
EVER	255	189	182	371	581	1270	71	236	62	**	107	1003	317	27	18	**	143	174	146	171
	70%	72%	81%	76%	72%	65%	50%	72%	74%	**	70%	62%	77%	67%	70%	**	75%	79%	76%	79%
			ab	a		g		l	l		l		n							
	18%	13%	13%	26%	41%	90%	5%	17%	4%	**	8%	71%	22%	2%	1%	**	10%	12%	10%	12%
Never	86	62	34	96	170	506	25	76	16	**	37	425	78	13	3	**	40	38	39	39
	24%	23%	15%	20%	21%	26%	17%	23%	20%	**	24%	26%	19%	33%	10%	**	21%	17%	20%	18%
	c	c				g							o	mo						
	16%	11%	6%	18%	31%	93%	5%	14%	3%	**	7%	78%	14%	2%	*%	**	7%	7%	7%	7%
Do not have access to device	23	12	8	20	59	180	47	16	5	**	10	194	15	*	5	**	8	7	7	7
	6%	5%	4%	4%	7%	9%	33%	5%	6%	**	6%	12%	4%	*%	19%	**	4%	3%	4%	3%
							f					hk			mn					
	10%	5%	4%	9%	26%	78%	20%	7%	2%	**	4%	84%	6%	*%	2%	**	4%	3%	3%	3%

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

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

QP6C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	12	5	1	5	21	63	4	4	*	**	2	65	5	*	*	**	3	3	3	3
	3%	2%	*%	1%	3%	3%	3%	1%	*%	**	1%	4%	1%	*%	*%	**	1%	1%	1%	1%
	cd											hi								
	16%	7%	1%	7%	29%	86%	6%	6%	*%	**	3%	88%	7%	*%	*%	**	4%	4%	4%	4%
At least weekly	20	11	3	14	48	179	16	18	4	**	8	155	12	1	1	**	8	4	5	7
	5%	4%	2%	3%	6%	9%	11%	5%	5%	**	5%	10%	3%	4%	4%	**	4%	2%	3%	3%
	cd											hk								
	10%	5%	2%	7%	24%	88%	8%	9%	2%	**	4%	76%	6%	1%	*%	**	4%	2%	2%	3%
At least monthly	6	5	2	6	20	68	2	4	1	**	2	63	5	1	-	**	4	2	2	4
	2%	2%	1%	1%	2%	3%	1%	1%	1%	**	1%	4%	1%	2%	-%	**	2%	1%	1%	2%
												hk								
	8%	6%	2%	9%	27%	93%	3%	5%	1%	**	2%	86%	7%	1%	-%	**	5%	2%	2%	5%
Less than once a month	18	9	1	10	29	109	9	12	1	**	7	94	8	3	-	**	4	4	5	2
	5%	4%	1%	2%	4%	6%	6%	4%	2%	**	4%	6%	2%	7%	-%	**	2%	2%	3%	1%
	cd	c												mo						
	15%	7%	1%	8%	23%	87%	7%	10%	1%	**	5%	75%	6%	2%	-%	**	3%	3%	4%	2%
EVER	56	29	7	36	119	419	31	38	6	**	18	377	30	5	1	**	18	12	14	16
	15%	11%	3%	7%	15%	21%	22%	11%	8%	**	12%	23%	7%	13%	4%	**	9%	6%	7%	7%
	cd	c		c								hik		o						
	12%	6%	1%	8%	25%	88%	7%	8%	1%	**	4%	79%	6%	1%	*%	**	4%	3%	3%	3%
Never	300	213	184	397	625	1465	96	261	68	**	119	1194	333	33	21	**	153	180	160	172
	82%	81%	82%	81%	77%	75%	68%	80%	82%	**	77%	74%	81%	82%	81%	**	80%	82%	83%	79%
								l												
	18%	13%	11%	24%	38%	90%	6%	16%	4%	**	7%	74%	20%	2%	1%	**	9%	11%	10%	11%

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

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

QP6C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Do not have access to device	9	21	33	54	67	72	15	29	9	**	17	51	47	2	4	**	20	27	18	30
	2%	8%	15%	11%	8%	4%	11%	9%	11%	**	11%	3%	12%	5%	15%	**	11%	13%	9%	14%
		a	ab	a			f	l	l		l				n					
	10%	24%	38%	62%	76%	83%	17%	33%	10%	**	19%	58%	54%	2%	4%	**	23%	31%	20%	34%

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

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

QP6D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	19	9	6	15	27	55	4	11	2	**	7	43	12	1	1	**	5	8	4	8
	5%	3%	3%	3%	3%	3%	3%	3%	2%	**	5%	3%	3%	2%	4%	**	2%	4%	2%	4%
	31%	14%	10%	24%	43%	89%	7%	17%	3%	**	12%	70%	20%	2%	1%	**	7%	13%	7%	14%
At least weekly	40	26	14	39	83	187	5	39	11	**	18	139	31	5	2	**	14	17	20	12
	11% c	10%	6%	8%	10%	10% g	4%	12% l	13%	**	12%	9%	8%	13%	8%	**	8%	8%	10%	5%
	20%	13%	7%	20%	41%	94%	3%	19%	6%	**	9%	69%	16%	3%	1%	**	7%	8%	10%	6%
At least monthly	17	15	9	25	39	101	5	23	4	**	12	78	20	4	*	**	9	10	11	8
	5%	6%	4%	5%	5%	5%	3%	7%	5%	**	8%	5%	5%	11% mo	2%	**	5%	5%	6%	4%
	15%	14%	8%	22%	35%	91%	4%	21%	3%	**	11%	70%	18%	4%	*%	**	9%	9%	10%	8%
Less than once a month	37	24	21	45	72	193	9	28	6	**	13	160	42	2	1	**	24	18	23	19
	10%	9%	9%	9%	9%	10%	7%	9%	8%	**	8%	10%	10% o	5%	2%	**	13%	8%	12%	9%
	17%	11%	10%	21%	33%	88%	4%	13%	3%	**	6%	73%	19%	1%	*%	**	11%	8%	10%	9%
EVER	113	74	50	124	220	536	23	100	23	**	50	420	106	13	4	**	52	53	58	48
	31% c	28%	22%	25%	27%	27% g	16%	31%	27%	**	33% l	26%	26% o	31% o	15%	**	27%	24%	30%	22%
	19%	12%	8%	21%	37%	91%	4%	17%	4%	**	8%	71%	18%	2%	1%	**	9%	9%	10%	8%
Never	245	181	167	348	567	1381	107	223	59	**	102	1164	291	27	21	**	131	159	128	162
	67%	69%	75% a	71%	70%	71%	75%	68%	70%	**	66%	72%	71%	67%	81% n	**	69%	73%	67%	75%
	16%	12%	11%	23%	37%	89%	7%	14%	4%	**	7%	75%	19%	2%	1%	**	9%	10%	8%	10%
Do not have access to device	7	8	7	15	23	38	12	4	2	**	2	37	13	1	1	**	7	6	6	8
	2%	3%	3%	3%	3%	2%	8% f	1%	2%	**	1%	2%	3%	2%	4%	**	4%	3%	3%	3%
	14%	17%	14%	31%	47%	78%	24%	9%	4%	**	3%	76%	28%	2%	2%	**	15%	13%	12%	15%

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

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

QP6E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	9	13	3	16	27	77	2	11	3	**	5	68	15	*	1	**	6	8	12	3
	3%	5%	1%	3%	3%	4%	1%	3%	4%	**	3%	4%	4%	*%	3%	**	3%	4%	6%	1%
		c																	t	
	12%	16%	3%	19%	33%	95%	3%	14%	4%	**	6%	84%	18%	*%	1%	**	8%	10%	15%	3%
At least weekly	38	16	6	22	56	208	15	19	3	**	9	184	20	2	*	**	11	9	13	6
	11%	6%	3%	5%	7%	11%	11%	6%	4%	**	6%	11%	5%	5%	2%	**	6%	4%	7%	3%
	bcd											hik								
	17%	7%	3%	10%	24%	91%	7%	8%	1%	**	4%	80%	9%	1%	*%	**	5%	4%	6%	3%
At least monthly	29	16	6	22	60	228	18	27	9	**	14	201	18	2	2	**	11	7	8	10
	8%	6%	3%	4%	7%	12%	12%	8%	10%	**	9%	12%	4%	5%	8%	**	6%	3%	4%	4%
	cd											h								
	12%	6%	2%	9%	23%	89%	7%	10%	3%	**	5%	79%	7%	1%	1%	**	4%	3%	3%	4%
Less than once a month	24	15	7	22	36	127	5	14	1	**	5	114	20	2	-	**	10	10	11	9
	6%	6%	3%	5%	5%	7%	4%	4%	2%	**	4%	7%	5%	5%	-%	**	5%	5%	6%	4%
	c											hi	o	o						
	17%	11%	5%	16%	26%	91%	4%	10%	1%	**	4%	81%	14%	2%	-%	**	7%	7%	8%	7%
EVER	101	60	22	82	179	641	40	71	16	**	33	567	72	6	3	**	38	34	44	28
	28%	23%	10%	17%	22%	33%	28%	22%	20%	**	22%	35%	18%	16%	12%	**	20%	15%	23%	13%
	cd	cd		c								hik					t		t	
	14%	8%	3%	12%	25%	91%	6%	10%	2%	**	5%	80%	10%	1%	*%	**	5%	5%	6%	4%
Never	246	182	156	338	539	1221	86	205	53	**	93	1002	279	31	18	**	130	149	133	145
	68%	69%	70%	69%	67%	62%	60%	63%	63%	**	60%	62%	68%	77%	71%	**	68%	68%	69%	67%
	18%	13%	11%	25%	39%	89%	6%	15%	4%	**	7%	73%	20%	2%	1%	**	9%	11%	10%	11%
Do not have access to device	17	21	46	67	92	94	17	52	14	**	28	53	59	3	4	**	23	37	15	44
	5%	8%	20%	14%	11%	5%	12%	16%	17%	**	18%	3%	15%	7%	17%	**	12%	17%	8%	20%
			abd	ab			f	l	l		l							s		qs
	15%	19%	41%	60%	82%	84%	15%	46%	12%	**	25%	47%	53%	3%	4%	**	20%	32%	13%	39%

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

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

QP6F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	112	84	70	154	203	519	19	87	20	**	41	412	132	10	10	**	62	69	75	57
	31%	32%	31%	32%	25%	27%	13%	27%	24%	**	27%	25%	32%	24%	39%	**	33%	32%	39%	26%
						g									n				t	
	20%	15%	13%	28%	37%	94%	3%	16%	4%	**	8%	75%	24%	2%	2%	**	11%	13%	14%	10%
At least weekly	64	47	24	71	127	348	29	37	7	**	19	318	62	4	3	**	34	28	31	31
	18%	18%	11%	14%	16%	18%	20%	11%	9%	**	12%	20%	15%	10%	13%	**	18%	13%	16%	14%
	c	c										hik								
	16%	11%	6%	17%	31%	85%	7%	9%	2%	**	5%	78%	15%	1%	1%	**	8%	7%	8%	8%
At least monthly	9	8	7	14	21	48	4	10	4	**	4	35	12	2	*	**	9	3	5	7
	2%	3%	3%	3%	3%	2%	3%	3%	4%	**	2%	2%	3%	6%	*%	**	5%	1%	2%	3%
														o			r			
	15%	13%	12%	25%	36%	83%	6%	17%	6%	**	6%	60%	21%	4%	*%	**	16%	5%	8%	13%
Less than once a month	12	3	4	7	19	52	2	9	3	**	4	43	6	*	1	**	5	1	2	3
	3%	1%	2%	1%	2%	3%	1%	3%	3%	**	3%	3%	1%	1%	2%	**	3%	*%	1%	2%
	20%	5%	7%	12%	34%	91%	3%	15%	4%	**	8%	75%	10%	1%	1%	**	8%	1%	4%	6%
EVER	196	141	105	246	370	967	53	143	33	**	68	807	211	17	14	**	111	101	113	99
	54%	53%	47%	51%	46%	49%	37%	44%	40%	**	44%	50%	52%	42%	54%	**	58%	46%	59%	45%
						g						h					rt		rt	
	18%	13%	10%	23%	34%	90%	5%	13%	3%	**	6%	75%	20%	2%	1%	**	10%	9%	10%	9%
Never	105	67	56	123	237	583	44	93	23	**	39	474	94	19	5	**	40	54	33	61
	29%	25%	25%	25%	29%	30%	31%	28%	28%	**	25%	29%	23%	47%	18%	**	21%	25%	17%	28%
														mo						s
	16%	10%	9%	19%	37%	90%	7%	14%	4%	**	6%	73%	14%	3%	1%	**	6%	8%	5%	9%
Do not have access to device	63	55	62	118	203	407	46	92	27	**	46	339	104	5	7	**	41	64	46	58
	17%	21%	28%	24%	25%	21%	32%	28%	32%	**	30%	21%	25%	11%	28%	**	21%	29%	24%	27%
			a	a			f	l	l		l		n		n					
	14%	12%	13%	26%	44%	88%	10%	20%	6%	**	10%	74%	23%	1%	2%	**	9%	14%	10%	13%

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

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

QP6G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	100	45	19	64	127	506	24	48	17	**	18	450	54	5	2	**	28	26	36	18
	27%	17%	8%	13%	16%	26%	17%	15%	20%	**	12%	28%	13%	12%	9%	**	15%	12%	19%	8%
	bcd	c				g			k			hk					t		rt	
	18%	8%	3%	12%	23%	93%	4%	9%	3%	**	3%	83%	10%	1%	*%	**	5%	5%	7%	3%
At least weekly	118	95	56	151	249	644	71	85	23	**	39	574	133	7	8	**	67	66	73	60
	32%	36%	25%	31%	31%	33%	50%	26%	28%	**	25%	35%	32%	17%	30%	**	35%	30%	38%	27%
	c	c					f					hk	n		n				t	
	16%	13%	8%	20%	34%	87%	10%	11%	3%	**	5%	77%	18%	1%	1%	**	9%	9%	10%	8%
At least monthly	12	10	5	15	27	73	4	7	2	**	3	66	12	2	*	**	8	4	6	6
	3%	4%	2%	3%	3%	4%	3%	2%	3%	**	2%	4%	3%	5%	2%	**	4%	2%	3%	3%
	13%	11%	5%	16%	29%	79%	4%	7%	2%	**	3%	71%	13%	2%	1%	**	9%	4%	6%	7%
Less than once a month	18	13	18	32	48	88	13	19	5	**	8	69	27	2	1	**	9	18	10	17
	5%	5%	8%	6%	6%	4%	9%	6%	7%	**	5%	4%	7%	4%	4%	**	5%	8%	5%	8%
							f													
	16%	12%	16%	28%	43%	78%	11%	17%	5%	**	7%	62%	24%	2%	1%	**	8%	16%	9%	15%
EVER	247	164	98	261	452	1311	111	159	48	**	68	1159	226	16	12	**	113	113	125	101
	68%	62%	44%	54%	56%	67%	78%	49%	57%	**	44%	71%	55%	39%	45%	**	59%	52%	65%	46%
	cd	cd		c			f		k			hik	n				t		rt	
	17%	11%	7%	18%	30%	88%	7%	11%	3%	**	5%	78%	15%	1%	1%	**	8%	8%	8%	7%
Never	87	71	74	144	220	436	13	84	19	**	42	332	115	20	8	**	51	63	48	66
	24%	27%	33%	30%	27%	22%	9%	26%	23%	**	27%	20%	28%	50%	29%	**	27%	29%	25%	31%
			a	a		g		l			l			mo						
	19%	15%	16%	31%	47%	93%	3%	18%	4%	**	9%	71%	25%	4%	2%	**	11%	14%	10%	14%
Do not have access to device	30	29	52	81	139	209	18	84	17	**	44	130	69	4	7	**	26	43	18	50
	8%	11%	23%	17%	17%	11%	13%	26%	20%	**	29%	8%	17%	11%	25%	**	14%	19%	10%	23%
			abd	ab				l	l		l				n			s		qs
	13%	13%	23%	35%	61%	91%	8%	37%	7%	**	19%	57%	30%	2%	3%	**	11%	19%	8%	22%

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

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

QP6H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	14	8	3	11	24	75	11	7	3	**	4	73	9	2	*	**	3	6	3	5
	4%	3%	1%	2%	3%	4%	8%	2%	4%	**	3%	4%	2%	5%	1%	**	2%	3%	2%	2%
												h								
	15%	9%	3%	12%	26%	84%	12%	8%	4%	**	5%	81%	10%	2%	*%	**	3%	6%	4%	6%
At least weekly	47	42	9	51	91	250	45	27	6	**	14	238	47	2	1	**	26	20	22	24
	13%	16%	4%	10%	11%	13%	32%	8%	7%	**	9%	15%	11%	5%	5%	**	14%	9%	12%	11%
	c	cd		c			f					hik								
	15%	14%	3%	16%	29%	80%	15%	9%	2%	**	5%	76%	15%	1%	*%	**	8%	7%	7%	8%
At least monthly	12	9	6	15	23	52	2	8	2	**	3	44	13	1	*	**	10	3	5	7
	3%	4%	2%	3%	3%	3%	1%	2%	3%	**	2%	3%	3%	4%	1%	**	5%	1%	3%	3%
																	r			
	17%	13%	8%	21%	31%	71%	3%	11%	3%	**	4%	61%	18%	2%	*%	**	13%	4%	7%	10%
Less than once a month	26	16	15	32	57	105	13	24	3	**	9	83	27	2	1	**	12	16	12	15
	7%	6%	7%	6%	7%	5%	9%	7%	4%	**	6%	5%	7%	5%	3%	**	6%	7%	6%	7%
	20%	13%	12%	24%	43%	80%	10%	18%	3%	**	7%	63%	21%	2%	1%	**	9%	12%	9%	11%
EVER	99	76	32	109	194	482	71	66	15	**	30	438	95	8	3	**	51	45	43	52
	27%	29%	15%	22%	24%	25%	50%	20%	18%	**	20%	27%	23%	19%	10%	**	27%	20%	22%	24%
	c	cd		c			f					hk	o							
	16%	13%	5%	18%	32%	80%	12%	11%	3%	**	5%	72%	16%	1%	*%	**	8%	7%	7%	9%
Never	229	155	138	293	464	1232	51	175	52	**	77	1022	243	28	16	**	114	128	128	114
	63%	59%	62%	60%	57%	63%	36%	53%	62%	**	50%	63%	59%	71%	61%	**	60%	59%	67%	53%
						g						hk		m					t	
	17%	12%	11%	22%	35%	94%	4%	13%	4%	**	6%	78%	18%	2%	1%	**	9%	10%	10%	9%
Do not have access to device	36	32	53	85	152	242	20	87	17	**	46	161	72	4	8	**	26	46	21	51
	10%	12%	24%	17%	19%	12%	14%	26%	20%	**	30%	10%	18%	10%	29%	**	14%	21%	11%	24%
			abd	ab				l	l		l				mn			qs		qs
	14%	12%	20%	32%	57%	92%	8%	33%	6%	**	17%	61%	27%	1%	3%	**	10%	17%	8%	19%

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

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

QP6I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	80	24	17	41	75	379	12	26	6	**	9	337	32	4	4	**	18	14	19	13
	22%	9%	7%	8%	9%	19%	9%	8%	8%	**	6%	21%	8%	11%	14%	**	9%	6%	10%	6%
	bcd					g						hik								
	20%	6%	4%	10%	19%	94%	3%	6%	2%	**	2%	84%	8%	1%	1%	**	4%	4%	5%	3%
At least weekly	62	61	25	87	131	429	55	45	9	**	19	398	75	6	5	**	37	38	45	29
	17%	23%	11%	18%	16%	22%	39%	14%	11%	**	12%	25%	18%	16%	19%	**	19%	17%	24%	13%
	c	ac		c			f					hik							t	
	12%	12%	5%	17%	26%	84%	11%	9%	2%	**	4%	78%	15%	1%	1%	**	7%	7%	9%	6%
At least monthly	5	5	4	8	18	49	2	8	2	**	4	38	6	1	*	**	5	2	5	1
	1%	2%	2%	2%	2%	2%	1%	3%	2%	**	3%	2%	2%	3%	*%	**	2%	1%	3%	*%
	7%	7%	6%	13%	28%	74%	3%	13%	3%	**	6%	57%	10%	2%	*%	**	7%	2%	8%	2%
Less than once a month	6	6	11	17	27	51	5	11	3	**	5	41	15	1	1	**	4	11	6	9
	2%	2%	5%	3%	3%	3%	4%	3%	3%	**	3%	3%	4%	2%	3%	**	2%	5%	3%	4%
			a																	
	10%	9%	18%	27%	43%	82%	9%	17%	5%	**	7%	65%	24%	1%	1%	**	6%	18%	10%	14%
EVER	152	96	57	153	251	908	75	90	20	**	37	814	128	13	9	**	63	65	76	52
	42%	37%	25%	31%	31%	46%	52%	27%	24%	**	24%	50%	31%	32%	36%	**	33%	30%	40%	24%
	cd	c										hik					t		rt	
	15%	9%	5%	15%	24%	87%	7%	9%	2%	**	4%	78%	12%	1%	1%	**	6%	6%	7%	5%
Never	122	84	75	159	274	538	33	99	31	**	46	426	127	20	6	**	61	67	55	72
	33%	32%	33%	33%	34%	27%	23%	30%	38%	**	30%	26%	31%	49%	22%	**	32%	30%	28%	33%
									l					mo						
	21%	14%	13%	27%	46%	91%	6%	17%	5%	**	8%	72%	22%	3%	1%	**	10%	11%	9%	12%
Do not have access to device	90	83	93	176	285	511	34	139	32	**	71	382	154	7	11	**	67	87	62	93
	25%	31%	41%	36%	35%	26%	24%	42%	39%	**	46%	24%	38%	18%	42%	**	35%	40%	32%	43%
			ab	a				l	l		l		n		n					s
	16%	15%	17%	32%	51%	92%	6%	25%	6%	**	13%	69%	28%	1%	2%	**	12%	16%	11%	17%

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

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

QP6J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Every day	18	13	4	17	36	124	3	14	3	**	6	99	14	1	1	**	7	7	7	7
	5%	5%	2%	3%	5%	6%	2%	4%	4%	**	4%	6%	4%	3%	3%	**	4%	3%	4%	3%
	c																			
	13%	10%	3%	13%	28%	94%	2%	11%	2%	**	5%	75%	11%	1%	1%	**	5%	6%	6%	5%
At least weekly	23	9	5	14	38	159	6	17	2	**	9	136	11	*	2	**	5	6	4	7
	6%	3%	2%	3%	5%	8%	4%	5%	2%	**	6%	8%	3%	1%	8%	**	3%	3%	2%	3%
	cd											hi			mn					
	13%	5%	3%	8%	22%	91%	3%	10%	1%	**	5%	78%	6%	*%	1%	**	3%	4%	2%	4%
At least monthly	11	2	2	4	14	38	3	9	3	**	3	32	4	*	-	**	2	2	2	2
	3%	1%	1%	1%	2%	2%	2%	3%	3%	**	2%	2%	1%	*%	-%	**	1%	1%	1%	1%
	bcd																			
	24%	4%	4%	8%	31%	81%	6%	18%	6%	**	7%	68%	8%	*%	-%	**	4%	4%	4%	4%
Less than once a month	4	*	2	3	12	46	2	3	-	**	1	44	2	-	-	**	-	2	-	2
	1%	*%	1%	1%	2%	2%	1%	1%	-%	**	1%	3%	1%	-%	-%	**	-%	1%	-%	1%
	6%	1%	4%	5%	22%	83%	4%	6%	-%	**	2%	79%	4%	-%	-%	**	-%	4%	-%	4%
EVER	56	24	14	38	101	366	14	43	8	**	20	311	32	2	3	**	14	18	13	18
	15%	9%	6%	8%	13%	19%	10%	13%	9%	**	13%	19%	8%	5%	12%	**	7%	8%	7%	8%
	bcd					g						hik								
	14%	6%	3%	9%	25%	89%	3%	11%	2%	**	5%	76%	8%	*%	1%	**	3%	4%	3%	4%
Never	177	135	104	239	374	943	64	128	34	**	55	792	192	30	10	**	93	99	87	105
	48%	51%	46%	49%	46%	48%	45%	39%	41%	**	36%	49%	47%	76%	37%	**	49%	45%	45%	48%
												hk		mo						
	17%	13%	10%	23%	36%	90%	6%	12%	3%	**	5%	76%	18%	3%	1%	**	9%	10%	8%	10%
Do not have access to device	132	104	106	210	335	647	65	157	41	**	79	519	186	8	13	**	84	102	92	94
	36%	40%	47%	43%	41%	33%	45%	48%	50%	**	52%	32%	45%	19%	51%	**	44%	47%	48%	43%
			a	a			f	l	l		l		n		n					
	18%	14%	15%	29%	46%	88%	9%	21%	6%	**	11%	71%	25%	1%	2%	**	11%	14%	13%	13%

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

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

SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
YES, EVER USED	281	196	133	329	564	1570	114	221	51	**	102	1346	279	26	18	**	141	138	142	137
	77%	74%	59%	68%	70%	80%	80%	67%	61%	**	67%	83%	68%	66%	71%	**	74%	63%	74%	63%
	cd	cd		c								hik					rt		rt	
	16%	11%	8%	19%	32%	89%	6%	13%	3%	**	6%	77%	16%	1%	1%	**	8%	8%	8%	8%
YES, USE AT LEAST MONTHLY	270	183	125	308	522	1476	109	208	48	**	99	1270	260	26	17	**	130	130	136	124
	74%	70%	56%	63%	64%	75%	77%	63%	58%	**	64%	78%	63%	64%	68%	**	68%	59%	71%	57%
	cd	c		c								hik					rt		rt	
	16%	11%	8%	19%	32%	89%	7%	13%	3%	**	6%	77%	16%	2%	1%	**	8%	8%	8%	8%
YES, USE AT LEAST WEEKLY	256	172	117	289	481	1368	98	184	42	**	86	1179	245	23	17	**	121	124	127	118
	70%	65%	52%	59%	59%	70%	68%	56%	50%	**	56%	73%	60%	57%	65%	**	63%	57%	66%	54%
	cd	c										hik							rt	
	17%	11%	8%	19%	31%	89%	6%	12%	3%	**	6%	77%	16%	1%	1%	**	8%	8%	8%	8%

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

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

SUMMARY - EVER USE DIGITAL RADIO

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
YES, EVER USED	281	196	133	329	564	1570	114	221	51	35	102	1346	279	26	18	6	141	138	142	137
	68%	64%	49%	57%	53%	67%	52%	53%	52%	60%	53%	69%	57%	55%	59%	43%	65%	51%	64%	52%
	cd	cd		c		g						hik	p		p		rt		rt	
	16%	11%	8%	19%	32%	89%	6%	13%	3%	2%	6%	77%	16%	1%	1%	*%	8%	8%	8%	8%
YES, USE AT LEAST MONTHLY	270	183	125	308	522	1476	109	208	48	34	99	1270	260	26	17	5	130	130	136	124
	66%	60%	46%	53%	49%	63%	50%	50%	49%	58%	51%	65%	54%	53%	56%	37%	60%	48%	61%	47%
	cd	cd		c		g						hik	p	p	p		rt		rt	
	16%	11%	8%	19%	32%	89%	7%	13%	3%	2%	6%	77%	16%	2%	1%	*%	8%	8%	8%	8%
YES, USE AT LEAST WEEKLY	256	172	117	289	481	1368	98	184	42	32	86	1179	245	23	17	4	121	124	127	118
	62%	56%	43%	50%	46%	58%	45%	44%	42%	55%	44%	61%	50%	47%	54%	34%	55%	47%	57%	45%
	cd	c		c		g						hik	p		p		rt		rt	
	17%	11%	8%	19%	31%	89%	6%	12%	3%	2%	6%	77%	16%	1%	1%	*%	8%	8%	8%	8%

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

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

SUMMARY - EVER LISTEN TO RADIO

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
YES, EVER USED	363	263	222	485	802	1947	141	327	84	52	154	1613	408	40	26	11	190	218	192	216
	88%	86%	81%	84%	76%	83%	65%	79%	84%	90%	79%	83%	84%	82%	83%	86%	87%	81%	86%	82%
	cd					g				hk		h								
	17%	12%	10%	22%	37%	90%	6%	15%	4%	2%	7%	74%	19%	2%	1%	1%	9%	10%	9%	10%
YES, USE AT LEAST MONTHLY	350	255	216	471	771	1885	131	306	77	50	147	1564	398	37	25	11	183	215	187	211
	85%	84%	79%	81%	73%	80%	60%	74%	78%	86%	76%	81%	82%	77%	81%	82%	84%	80%	84%	81%
	c					g				h		h								
	17%	12%	10%	22%	37%	90%	6%	15%	4%	2%	7%	75%	19%	2%	1%	1%	9%	10%	9%	10%
YES, USE AT LEAST WEEKLY	342	249	211	459	749	1833	128	296	73	48	142	1523	389	35	25	11	177	211	184	205
	83%	81%	77%	79%	71%	78%	59%	72%	74%	83%	73%	78%	80%	73%	80%	82%	81%	79%	83%	78%
	c					g				h		h								
	17%	12%	10%	23%	37%	90%	6%	15%	4%	2%	7%	75%	19%	2%	1%	1%	9%	10%	9%	10%

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

Any break column with 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 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	74	43	14	57	172	529	30	59	11	9	22	455	36	13	7	1	22	14	18	18
Effective Weighted Sample	56	32	8	39	120	383	24	43	9	8	17	332	30	9	4	1	18	12	14	16
Weighted total	56	29	7	36	119	419	31	38	6	6	18	377	30	5	1	*	18	12	14	16
	**	**	**	**	25%	88%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	**	**	**	**	38	169	**	**	**	**	**	153	**	**	**	**	**	**	**	**
	**	**	**	**	32%	40%	**	**	**	**	**	41%	**	**	**	**	**	**	**	**
	**	**	**	**	20%	89%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
Live via a station website	**	**	**	**	40	162	**	**	**	**	**	142	**	**	**	**	**	**	**	**
	**	**	**	**	34%	39%	**	**	**	**	**	38%	**	**	**	**	**	**	**	**
	**	**	**	**	23%	91%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
Live via a built in FM radio	**	**	**	**	38	105	**	**	**	**	**	97	**	**	**	**	**	**	**	**
	**	**	**	**	32%	25%	**	**	**	**	**	26%	**	**	**	**	**	**	**	**
	**	**	**	**	32%	87%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
Via radio podcasts	**	**	**	**	13	53	**	**	**	**	**	49	**	**	**	**	**	**	**	**
	**	**	**	**	11%	13%	**	**	**	**	**	13%	**	**	**	**	**	**	**	**
	**	**	**	**	20%	84%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
Other ways	**	**	**	**	1	3	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	**	**	**	**	1%	1%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
	**	**	**	**	45%	100%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	12	26	**	**	**	**	**	20	**	**	**	**	**	**	**	**
	**	**	**	**	10%	6%	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
	**	**	**	**	37%	81%	**	**	**	**	**	62%	**	**	**	**	**	**	**	**

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

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

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
WAYS OF LISTENING IN A CAR																				
Listen to live radio on an in-car FM or AM radio	232	151	90	241	401	1167	100	144	46	**	62	1043	204	18	11	**	103	101	106	98
	64%	57%	40%	49%	49%	60%	70%	44%	55%	**	40%	64%	50%	45%	44%	**	54%	46%	55%	45%
	cd	cd		c			f		hk			hk							t	
	18%	12%	7%	18%	31%	89%	8%	11%	4%	**	5%	80%	16%	1%	1%	**	8%	8%	8%	7%
Listen to live radio on an in-car DAB radio	138	91	42	133	210	778	55	75	16	**	30	702	111	11	10	**	55	56	68	43
	38%	35%	19%	27%	26%	40%	39%	23%	19%	**	20%	43%	27%	28%	37%	**	29%	26%	35%	20%
	cd	cd		c								hik					t		rt	
	16%	10%	5%	15%	24%	88%	6%	8%	2%	**	3%	80%	13%	1%	1%	**	6%	6%	8%	5%
Listen to music on an in-car CD, tape or minidisc player	73	53	27	80	130	396	23	51	19	**	22	347	75	2	3	**	33	42	47	28
	20%	20%	12%	17%	16%	20%	16%	16%	23%	**	14%	21%	18%	4%	10%	**	17%	19%	25%	13%
	c	c										hk	n						t	
	16%	12%	6%	18%	29%	87%	5%	11%	4%	**	5%	77%	17%	*%	1%	**	7%	9%	10%	6%
Listen to music stored on a phone	29	10	3	12	45	222	30	16	3	**	8	227	11	*	1	**	4	7	11	*
	8%	4%	1%	3%	6%	11%	21%	5%	3%	**	5%	14%	3%	1%	3%	**	2%	3%	6%	*%
	bcd	c					f					hik					t	t	t	
	11%	4%	1%	5%	17%	84%	11%	6%	1%	**	3%	86%	4%	*%	*%	**	2%	3%	4%	*%

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

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	13	3	2	5	21	144	5	11	1	**	4	135	5	*	*	**	2	2	3	2
	4%	1%	1%	1%	3%	7%	4%	3%	2%	**	2%	8%	1%	1%	1%	**	1%	1%	2%	1%
	cd											hik								
	8%	2%	1%	3%	13%	92%	3%	7%	1%	**	2%	86%	3%	*%	*%	**	2%	1%	2%	1%
Listen to a podcast via a mobile phone	6	2	-	2	11	64	5	4	1	**	1	65	2	*	*	**	-	2	2	-
	2%	1%	-%	*%	1%	3%	4%	1%	1%	**	1%	4%	*%	*%	*%	**	-%	1%	1%	-%
	cd											hk								
	8%	3%	-%	3%	15%	89%	7%	6%	1%	**	2%	89%	2%	*%	*%	**	-%	2%	2%	-%
Listen to live FM radio on a mobile phone	7	6	1	7	19	45	6	3	-	**	3	47	7	*	-	**	3	4	3	4
	2%	2%	*%	1%	2%	2%	4%	1%	-%	**	2%	3%	2%	1%	-%	**	1%	2%	2%	2%
		c										h								
	12%	10%	1%	12%	31%	74%	10%	5%	-%	**	4%	76%	11%	1%	-%	**	4%	7%	5%	6%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	11	2	3	5	12	48	4	8	2	**	6	42	4	1	-	**	1	3	3	1
	3%	1%	1%	1%	2%	2%	3%	2%	3%	**	4%	3%	1%	3%	-%	**	*%	1%	2%	*%
	d																			
	19%	4%	5%	9%	21%	83%	6%	14%	4%	**	10%	74%	7%	2%	-%	**	1%	5%	5%	1%
None of these	34	29	43	72	105	145	14	47	14	**	22	100	59	9	4	**	24	35	24	34
	9%	11%	19%	15%	13%	7%	10%	14%	17%	**	14%	6%	14%	22%	15%	**	12%	16%	12%	16%
			ab	a				l	l		l									
	20%	17%	26%	44%	64%	88%	8%	28%	9%	**	13%	60%	35%	5%	2%	**	14%	21%	14%	21%

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

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	453	451	904	1395	2848	143	594	140	87	284	2177	536	133	144	91	270	266	254	281
Effective Weighted Sample	397	291	273	562	898	1952	110	391	98	65	197	1525	426	84	95	71	215	214	202	224
Weighted total	364	263	224	487	810	1956	142	328	84	53	154	1621	410	40	26	11	191	219	192	217
	17%	12%	10%	22%	37%	90%	7%	15%	4%	**	7%	74%	19%	2%	1%	**	9%	10%	9%	10%
Don't use a car	32	32	64	96	179	240	17	92	18	**	48	139	83	8	3	**	35	47	23	60
	9%	12%	28%	20%	22%	12%	12%	28%	22%	**	31%	9%	20%	20%	10%	**	18%	22%	12%	27%
			abd	ab				l	l		l		o					s		qs
	12%	12%	24%	36%	67%	89%	6%	34%	7%	**	18%	52%	31%	3%	1%	**	13%	18%	9%	22%

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

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	506	387	319	706	1082	2472	121	428	105	49	194	1981	412	107	123	64	211	201	218	193
Effective Weighted Sample	358	249	194	442	691	1680	95	273	73	36	130	1378	332	67	83	50	169	165	175	157
Weighted total	332	231	160	391	631	1717	126	235	65	26	106	1482	327	32	23	8	156	172	169	158
	17%	12%	8%	20%	33%	90%	7%	12%	3%	**	6%	77%	17%	2%	1%	**	8%	9%	9%	8%
WAYS OF LISTENING IN A CAR																				
Listen to live radio on an in-car FM or AM radio	232	151	90	241	401	1167	100	144	46	**	62	1043	204	18	11	**	103	101	106	98
	70%	65%	56%	62%	63%	68%	80%	61%	71%	**	58%	70%	62%	56%	49%	**	66%	59%	63%	62%
	cd	c					f					hk	o							
	18%	12%	7%	18%	31%	89%	8%	11%	4%	**	5%	80%	16%	1%	1%	**	8%	8%	8%	7%
Listen to live radio on an in-car DAB radio	138	91	42	133	210	778	55	75	16	**	30	702	111	11	10	**	55	56	68	43
	42%	40%	26%	34%	33%	45%	44%	32%	25%	**	28%	47%	34%	35%	41%	**	35%	33%	40%	28%
	cd	c		c								hik							t	
	16%	10%	5%	15%	24%	88%	6%	8%	2%	**	3%	80%	13%	1%	1%	**	6%	6%	8%	5%
Listen to music on an in-car CD, tape or minidisc player	73	53	27	80	130	396	23	51	19	**	22	347	75	2	3	**	33	42	47	28
	22%	23%	17%	21%	21%	23%	18%	22%	29%	**	20%	23%	23%	5%	12%	**	21%	24%	28%	18%
													no						t	
	16%	12%	6%	18%	29%	87%	5%	11%	4%	**	5%	77%	17%	*%	1%	**	7%	9%	10%	6%
Listen to music stored on a phone	29	10	3	12	45	222	30	16	3	**	8	227	11	*	1	**	4	7	11	*
	9%	4%	2%	3%	7%	13%	23%	7%	4%	**	7%	15%	4%	1%	3%	**	3%	4%	7%	*%
	bcd						f					hik						t	t	
	11%	4%	1%	5%	17%	84%	11%	6%	1%	**	3%	86%	4%	*%	*%	**	2%	3%	4%	*%

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

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	506	387	319	706	1082	2472	121	428	105	49	194	1981	412	107	123	64	211	201	218	193
Effective Weighted Sample	358	249	194	442	691	1680	95	273	73	36	130	1378	332	67	83	50	169	165	175	157
Weighted total	332	231	160	391	631	1717	126	235	65	26	106	1482	327	32	23	8	156	172	169	158
	17%	12%	8%	20%	33%	90%	7%	12%	3%	**	6%	77%	17%	2%	1%	**	8%	9%	9%	8%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	13	3	2	5	21	144	5	11	1	**	4	135	5	*	*	**	2	2	3	2
	4%	1%	1%	1%	3%	8%	4%	5%	2%	**	3%	9%	1%	1%	1%	**	2%	1%	2%	1%
	d											hik								
	8%	2%	1%	3%	13%	92%	3%	7%	1%	**	2%	86%	3%	*%	*%	**	2%	1%	2%	1%
Listen to a podcast via a mobile phone	6	2	-	2	11	64	5	4	1	**	1	65	2	*	*	**	-	2	2	-
	2%	1%	-%	*%	2%	4%	4%	2%	2%	**	1%	4%	*%	*%	*%	**	-%	1%	1%	-%
												h								
	8%	3%	-%	3%	15%	89%	7%	6%	1%	**	2%	89%	2%	*%	*%	**	-%	2%	2%	-%
Listen to live FM radio on a mobile phone	7	6	1	7	19	45	6	3	-	**	3	47	7	*	-	**	3	4	3	4
	2%	3%	*%	2%	3%	3%	5%	1%	-%	**	3%	3%	2%	1%	-%	**	2%	2%	2%	2%
	12%	10%	1%	12%	31%	74%	10%	5%	-%	**	4%	76%	11%	1%	-%	**	4%	7%	5%	6%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	11	2	3	5	12	48	4	8	2	**	6	42	4	1	-	**	1	3	3	1
	3%	1%	2%	1%	2%	3%	3%	3%	4%	**	5%	3%	1%	4%	-%	**	*%	2%	2%	*%
	19%	4%	5%	9%	21%	83%	6%	14%	4%	**	10%	74%	7%	2%	-%	**	1%	5%	5%	1%
None of these	34	29	43	72	105	145	14	47	14	**	22	100	59	9	4	**	24	35	24	34
	10%	12%	27%	18%	17%	8%	11%	20%	22%	**	21%	7%	18%	28%	16%	**	15%	20%	14%	22%
			abd	ab				l	l		l									
	20%	17%	26%	44%	64%	88%	8%	28%	9%	**	13%	60%	35%	5%	2%	**	14%	21%	14%	21%

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

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QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	459	401	860	1459	3052	163	580	124	80	261	2371	531	124	133	72	274	257	262	269
Effective Weighted Sample	403	303	245	547	970	2119	126	388	87	60	182	1666	423	79	85	58	218	208	209	214
Weighted total	374	276	207	483	881	2125	165	330	75	49	147	1762	411	38	25	9	194	217	198	213
	16%	12%	9%	20%	37%	89%	7%	14%	3%	**	6%	74%	17%	2%	1%	**	8%	9%	8%	9%
Clear and high quality sound	231	152	101	252	465	1264	93	188	41	**	77	1065	218	16	15	**	109	109	108	110
	62%	55%	49%	52%	53%	59%	56%	57%	54%	**	52%	60%	53%	41%	58%	**	56%	50%	55%	51%
	cd											k			n					
	16%	11%	7%	18%	33%	90%	7%	13%	3%	**	5%	76%	15%	1%	1%	**	8%	8%	8%	8%
A wider choice of radio stations/ digital-only radio stations	172	112	64	176	349	1065	71	141	26	**	63	924	150	14	9	**	79	71	73	77
	46%	41%	31%	36%	40%	50%	43%	43%	35%	**	43%	52%	37%	36%	35%	**	41%	33%	37%	36%
	cd	c										hik								
	15%	9%	5%	15%	29%	90%	6%	12%	2%	**	5%	78%	13%	1%	1%	**	7%	6%	6%	7%
Interference free/ no dropped signal	117	77	50	128	227	653	31	89	15	**	38	556	113	5	7	**	64	50	56	57
	31%	28%	24%	26%	26%	31%	19%	27%	20%	**	26%	32%	28%	13%	28%	**	33%	23%	28%	27%
						g						i	n		n		r			
	16%	11%	7%	18%	31%	90%	4%	12%	2%	**	5%	76%	16%	1%	1%	**	9%	7%	8%	8%
Ease of use (e.g. find your station by name, not frequency)	105	61	40	102	172	547	38	63	13	**	26	491	90	4	5	**	51	39	49	42
	28%	22%	19%	21%	20%	26%	23%	19%	17%	**	18%	28%	22%	10%	21%	**	26%	18%	25%	20%
	cd											hik	n				r			
	17%	10%	6%	16%	28%	88%	6%	10%	2%	**	4%	79%	14%	1%	1%	**	8%	6%	8%	7%

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

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QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	459	401	860	1459	3052	163	580	124	80	261	2371	531	124	133	72	274	257	262	269
Effective Weighted Sample	403	303	245	547	970	2119	126	388	87	60	182	1666	423	79	85	58	218	208	209	214
Weighted total	374	276	207	483	881	2125	165	330	75	49	147	1762	411	38	25	9	194	217	198	213
	16%	12%	9%	20%	37%	89%	7%	14%	3%	**	6%	74%	17%	2%	1%	**	8%	9%	8%	9%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	90	39	18	57	105	427	18	53	12	**	19	371	51	*	4	**	29	22	30	21
	24%	14%	9%	12%	12%	20%	11%	16%	17%	**	13%	21%	12%	1%	17%	**	15%	10%	15%	10%
	bcd					g						hk	n		n					
	19%	8%	4%	12%	22%	88%	4%	11%	3%	**	4%	77%	11%	*%	1%	**	6%	5%	6%	4%
Extra features (including ability to pause and rewind live radio, programme guides)	80	35	21	56	103	363	18	41	8	**	13	320	50	2	4	**	33	17	23	27
	21%	13%	10%	12%	12%	17%	11%	13%	10%	**	9%	18%	12%	5%	16%	**	17%	8%	12%	13%
	bcd											hk			n		r			
	19%	8%	5%	13%	24%	86%	4%	10%	2%	**	3%	76%	12%	*%	1%	**	8%	4%	5%	6%
Future-proof/ ready for switchover	42	14	14	28	57	165	5	26	5	**	12	137	23	1	3	**	14	9	12	11
	11%	5%	7%	6%	7%	8%	3%	8%	6%	**	8%	8%	6%	3%	12%	**	7%	4%	6%	5%
	bcd					g									n					
	22%	7%	7%	14%	30%	86%	2%	14%	2%	**	6%	72%	12%	1%	2%	**	8%	5%	6%	6%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	293	192	134	325	607	1670	127	243	54	**	104	1425	277	25	18	**	140	136	139	138
	78%	70%	64%	67%	69%	79%	77%	74%	72%	**	71%	81%	67%	65%	72%	**	72%	63%	70%	65%
	bcd											hik					r			
	16%	10%	7%	17%	33%	89%	7%	13%	3%	**	6%	76%	15%	1%	1%	**	8%	7%	7%	7%

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

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

QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	553	459	401	860	1459	3052	163	580	124	80	261	2371	531	124	133	72	274	257	262	269
Effective Weighted Sample	403	303	245	547	970	2119	126	388	87	60	182	1666	423	79	85	58	218	208	209	214
Weighted total	374	276	207	483	881	2125	165	330	75	49	147	1762	411	38	25	9	194	217	198	213
	16%	12%	9%	20%	37%	89%	7%	14%	3%	**	6%	74%	17%	2%	1%	**	8%	9%	8%	9%
None of these	81	84	74	158	274	455	38	87	21	**	43	337	134	13	7	**	54	81	59	75
	22%	30%	36%	33%	31%	21%	23%	26%	28%	**	29%	19%	33%	35%	28%	**	28%	37%	30%	35%
		a	a	a				l	l		l							q		
	16%	16%	14%	31%	54%	89%	7%	17%	4%	**	9%	66%	26%	3%	1%	**	11%	16%	12%	15%

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

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

QP10 (QP15). 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? (MULTI CODE)

Base : All with any type of digital radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	355	267	215	482	716	1747	81	295	65	45	130	1393	297	72	87	26	165	132	159	138
Effective Weighted Sample	252	181	133	314	479	1215	64	197	45	35	91	987	243	46	57	21	136	109	129	114
Weighted total	242	172	121	294	463	1275	82	176	40	27	75	1086	250	23	17	4	127	123	128	121
	17%	12%	9%	21%	32%	90%	**	12%	**	**	5%	76%	18%	**	**	**	9%	9%	9%	9%
Clear and high quality sound	150	106	75	181	291	809	**	116	**	**	51	695	157	**	**	**	85	72	76	81
	62%	62%	62%	62%	63%	64%	**	66%	**	**	68%	64%	63%	**	**	**	67%	59%	59%	67%
	16%	12%	8%	20%	32%	88%	**	13%	**	**	6%	76%	17%	**	**	**	9%	8%	8%	9%
A wider choice of radio stations/ digital-only radio stations	118	81	51	132	214	674	**	86	**	**	40	599	116	**	**	**	60	56	64	52
	49%	47%	42%	45%	46%	53%	**	49%	**	**	54%	55%	46%	**	**	**	47%	45%	50%	43%
	15%	11%	7%	17%	28%	88%	**	11%	**	**	5%	78%	15%	**	**	**	8%	7%	8%	7%
Interference free/ no dropped signal	86	43	43	86	134	394	**	53	**	**	28	331	75	**	**	**	41	34	39	37
	36%	25%	36%	29%	29%	31%	**	30%	**	**	37%	30%	30%	**	**	**	33%	28%	30%	30%
	b		b																	
	19%	10%	10%	19%	30%	88%	**	12%	**	**	6%	74%	17%	**	**	**	9%	8%	9%	8%
Ease of use (e.g. find your station by name, not frequency)	75	44	34	78	121	377	**	50	**	**	20	339	69	**	**	**	37	32	45	24
	31%	25%	28%	26%	26%	30%	**	28%	**	**	27%	31%	28%	**	**	**	29%	26%	35%	20%
																			t	
	17%	10%	8%	18%	28%	86%	**	11%	**	**	5%	78%	16%	**	**	**	8%	7%	10%	6%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	67	29	18	47	78	317	**	39	**	**	12	275	42	**	**	**	24	17	25	17
	28%	17%	15%	16%	17%	25%	**	22%	**	**	16%	25%	17%	**	**	**	19%	14%	19%	14%
	bcd																			
	18%	8%	5%	13%	21%	87%	**	11%	**	**	3%	75%	11%	**	**	**	7%	5%	7%	5%

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

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

QP10 (QP15). 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? (MULTI CODE)

Base : All with any type of digital radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	355	267	215	482	716	1747	81	295	65	45	130	1393	297	72	87	26	165	132	159	138
Effective Weighted Sample	252	181	133	314	479	1215	64	197	45	35	91	987	243	46	57	21	136	109	129	114
Weighted total	242	172	121	294	463	1275	82	176	40	27	75	1086	250	23	17	4	127	123	128	121
	17%	12%	9%	21%	32%	90%	**	12%	**	**	5%	76%	18%	**	**	**	9%	9%	9%	9%
Extra features (including ability to pause and rewind live radio, programme guides)	44	26	12	38	63	221	**	23	**	**	10	199	33	**	**	**	24	9	13	20
	18%	15%	10%	13%	14%	17%	**	13%	**	**	13%	18%	13%	**	**	**	19%	7%	10%	17%
	c																rs			r
	16%	10%	5%	14%	23%	82%	**	9%	**	**	4%	74%	12%	**	**	**	9%	3%	5%	8%
EXPERIENCED ANY FEATURES WHEN LISTENING	198	137	93	230	371	1085	**	147	**	**	64	939	198	**	**	**	103	95	102	96
	82%	80%	77%	79%	80%	85%	**	84%	**	**	85%	86%	79%	**	**	**	81%	78%	80%	79%
	16%	11%	8%	19%	30%	89%	**	12%	**	**	5%	77%	16%	**	**	**	8%	8%	8%	8%
None of these	44	35	28	63	92	189	**	28	**	**	11	148	52	**	**	**	24	28	26	26
	18%	20%	23%	21%	20%	15%	**	16%	**	**	15%	14%	21%	**	**	**	19%	22%	20%	21%
	22%	17%	14%	31%	46%	94%	**	14%	**	**	6%	73%	26%	**	**	**	12%	14%	13%	13%

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

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

QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	~q	r	~s	t
Unweighted total	134	152	207	359	480	641	16	237	56	32	123	371	199	54	52	54	84	115	75	123
Effective Weighted Sample	95	90	123	212	295	424	12	153	38	22	87	248	155	34	36	41	64	92	59	96
Weighted total	82	73	87	160	228	372	14	118	31	19	59	240	132	14	8	6	48	84	50	82
	20%	18%	22%	40%	57%	93%	**	29%	**	**	15%	60%	33%	**	**	**	**	21%	**	20%
Certain to	2	-	*	*	1	4	**	-	**	**	-	3	*	**	**	**	**	-	**	*
	2%	-%	*%	*%	*%	1%	**	-%	**	**	-%	1%	*%	**	**	**	**	-%	**	*%
	36%	-%	7%	7%	12%	100%	**	-%	**	**	-%	74%	7%	**	**	**	**	-%	**	7%
Very likely	2	1	*	1	9	13	**	1	**	**	1	13	1	**	**	**	**	-	**	1
	3%	2%	*%	1%	4%	4%	**	1%	**	**	1%	5%	1%	**	**	**	**	-%	**	1%
												h								
	17%	8%	1%	9%	60%	94%	**	4%	**	**	4%	90%	7%	**	**	**	**	-%	**	7%
Likely	8	4	4	8	14	32	**	9	**	**	5	21	6	**	**	**	**	4	**	4
	9%	6%	4%	5%	6%	9%	**	7%	**	**	9%	9%	5%	**	**	**	**	5%	**	5%
	23%	13%	11%	23%	42%	95%	**	26%	**	**	16%	63%	18%	**	**	**	**	11%	**	12%
TOTAL LIKELY	12	5	4	9	23	50	**	9	**	**	6	37	7	**	**	**	**	4	**	5
	14%	7%	5%	6%	10%	13%	**	8%	**	**	10%	16%	6%	**	**	**	**	5%	**	6%
	cd											h								
	22%	10%	8%	18%	44%	95%	**	18%	**	**	11%	71%	14%	**	**	**	**	7%	**	10%
Unlikely	15	15	11	26	38	68	**	15	**	**	6	50	22	**	**	**	**	16	**	14
	19%	21%	12%	16%	16%	18%	**	13%	**	**	11%	21%	17%	**	**	**	**	19%	**	17%
												hk								
	21%	21%	15%	35%	51%	92%	**	20%	**	**	9%	69%	31%	**	**	**	**	22%	**	19%
Very unlikely	13	20	13	33	43	72	**	27	**	**	12	45	25	**	**	**	**	12	**	13
	16%	27%	15%	20%	19%	19%	**	23%	**	**	20%	19%	19%	**	**	**	**	14%	**	16%
		c																		
	17%	27%	17%	44%	57%	97%	**	36%	**	**	16%	60%	33%	**	**	**	**	16%	**	17%
Certain not to	24	19	43	61	77	109	**	51	**	**	27	51	53	**	**	**	**	31	**	35
	29%	25%	49%	38%	34%	29%	**	43%	**	**	46%	21%	40%	**	**	**	**	37%	**	42%
			ab	b				l			l									
	21%	16%	38%	54%	68%	96%	**	45%	**	**	24%	45%	47%	**	**	**	**	27%	**	31%

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

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

QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	~q	r	~s	t
Unweighted total	134	152	207	359	480	641	16	237	56	32	123	371	199	54	52	54	84	115	75	123
Effective Weighted Sample	95	90	123	212	295	424	12	153	38	22	87	248	155	34	36	41	64	92	59	96
Weighted total	82	73	87	160	228	372	14	118	31	19	59	240	132	14	8	6	48	84	50	82
	20%	18%	22%	40%	57%	93%	**	29%	**	**	15%	60%	33%	**	**	**	**	21%	**	20%
TOTAL UNLIKELY	52	54	66	120	158	249	**	93	**	**	45	147	100	**	**	**	**	59	**	61
	63%	74%	76%	75%	69%	67%	**	79%	**	**	76%	61%	76%	**	**	**	**	70%	**	75%
			a	a				l			l									
	20%	21%	25%	46%	60%	95%	**	36%	**	**	17%	56%	38%	**	**	**	**	23%	**	23%
Don't know	19	14	17	30	48	74	**	15	**	**	8	56	24	**	**	**	**	21	**	16
	23%	19%	19%	19%	21%	20%	**	13%	**	**	14%	23%	18%	**	**	**	**	25%	**	19%
												h								
	21%	16%	19%	35%	55%	85%	**	18%	**	**	9%	65%	28%	**	**	**	**	24%	**	18%

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

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

QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	79	110	158	268	335	435	8	188	49	26	96	225	157	40	40	31	74	83	59	97
Effective Weighted Sample	56	65	97	160	204	290	5	121	33	16	68	153	120	26	28	24	56	65	45	74
Weighted total	52	54	66	120	158	249	6	93	26	14	45	147	100	11	6	3	41	59	39	61
	**	21%	25%	46%	60%	95%	**	36%	**	**	**	56%	38%	**	**	**	**	**	**	**
No need	**	30	32	62	84	137	**	50	**	**	**	89	50	**	**	**	**	**	**	**
	**	56%	48%	52%	53%	55%	**	54%	**	**	**	61%	50%	**	**	**	**	**	**	**
	**	21%	22%	43%	58%	95%	**	35%	**	**	**	62%	34%	**	**	**	**	**	**	**
Happy to use existing service	**	28	36	64	82	125	**	52	**	**	**	67	56	**	**	**	**	**	**	**
	**	51%	54%	53%	52%	50%	**	55%	**	**	**	46%	56%	**	**	**	**	**	**	**
	**	21%	28%	49%	63%	97%	**	40%	**	**	**	52%	43%	**	**	**	**	**	**	**
Happy to use analogue radio service	**	3	5	8	10	22	**	8	**	**	**	11	6	**	**	**	**	**	**	**
	**	6%	7%	7%	7%	9%	**	9%	**	**	**	7%	6%	**	**	**	**	**	**	**
	**	14%	22%	36%	47%	98%	**	37%	**	**	**	49%	26%	**	**	**	**	**	**	**
Would never listen	**	1	2	4	4	15	**	4	**	**	**	12	3	**	**	**	**	**	**	**
	**	2%	4%	3%	3%	6%	**	4%	**	**	**	8%	3%	**	**	**	**	**	**	**
	**	8%	16%	24%	27%	98%	**	24%	**	**	**	76%	21%	**	**	**	**	**	**	**
Don't know why I should	**	1	2	3	4	10	**	3	**	**	**	6	2	**	**	**	**	**	**	**
	**	1%	3%	2%	3%	4%	**	3%	**	**	**	4%	2%	**	**	**	**	**	**	**
	**	7%	21%	28%	42%	99%	**	32%	**	**	**	56%	24%	**	**	**	**	**	**	**
Too expensive generally	**	1	*	1	4	8	**	3	**	**	**	3	1	**	**	**	**	**	**	**
	**	3%	*%	1%	2%	3%	**	3%	**	**	**	2%	1%	**	**	**	**	**	**	**
	**	14%	*%	14%	39%	88%	**	28%	**	**	**	30%	13%	**	**	**	**	**	**	**
Poor reception in our area	**	6	2	9	9	10	**	-	**	**	**	7	8	**	**	**	**	**	**	**
	**	11%	4%	7%	5%	4%	**	-%	**	**	**	5%	8%	**	**	**	**	**	**	**
												h								
	**	64%	26%	90%	90%	100%	**	-%	**	**	**	69%	86%	**	**	**	**	**	**	**

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

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

QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	79	110	158	268	335	435	8	188	49	26	96	225	157	40	40	31	74	83	59	97
Effective Weighted Sample	56	65	97	160	204	290	5	121	33	16	68	153	120	26	28	24	56	65	45	74
Weighted total	52	54	66	120	158	249	6	93	26	14	45	147	100	11	6	3	41	59	39	61
	**	21%	25%	46%	60%	95%	**	36%	**	**	**	56%	38%	**	**	**	**	**	**	**
Can receive through digital TV service	**	2	*	3	4	7	**	4	**	**	**	4	3	**	**	**	**	**	**	**
	**	4%	*%	2%	3%	3%	**	4%	**	**	**	3%	3%	**	**	**	**	**	**	**
	**	31%	4%	35%	58%	100%	**	55%	**	**	**	57%	35%	**	**	**	**	**	**	**
Can't afford it	**	1	*	1	1	3	**	2	**	**	**	*	1	**	**	**	**	**	**	**
	**	1%	*%	1%	1%	1%	**	2%	**	**	**	*%	1%	**	**	**	**	**	**	**
	**	12%	4%	17%	24%	66%	**	48%	**	**	**	3%	12%	**	**	**	**	**	**	**
Will get it when I have to/ when switchover	**	2	2	3	3	4	**	1	**	**	**	3	3	**	**	**	**	**	**	**
	**	3%	3%	3%	2%	1%	**	1%	**	**	**	2%	3%	**	**	**	**	**	**	**
	**	46%	43%	89%	89%	94%	**	17%	**	**	**	77%	84%	**	**	**	**	**	**	**
Listen in the car/ on phone/ online/elsewhere	**	*	-	*	*	3	**	*	**	**	**	3	-	**	**	**	**	**	**	**
	**	*%	-%	*%	*%	1%	**	*%	**	**	**	2%	-%	**	**	**	**	**	**	**
	**	4%	-%	4%	8%	100%	**	3%	**	**	**	97%	-%	**	**	**	**	**	**	**
Haven't heard of it/ don't understand it	**	1	*	1	1	1	**	-	**	**	**	1	1	**	**	**	**	**	**	**
	**	2%	*%	1%	1%	1%	**	-%	**	**	**	1%	1%	**	**	**	**	**	**	**
	**	85%	12%	97%	107%	90%	**	-%	**	**	**	100%	97%	**	**	**	**	**	**	**
Not available in our area	**	-	-	-	*	*	**	*	**	**	**	-	-	**	**	**	**	**	**	**
	**	-%	-%	-%	*%	*%	**	*%	**	**	**	-%	-%	**	**	**	**	**	**	**
	**	-%	-%	-%	79%	100%	**	22%	**	**	**	-%	-%	**	**	**	**	**	**	**

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

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

QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	79	110	158	268	335	435	8	188	49	26	96	225	157	40	40	31	74	83	59	97
Effective Weighted Sample	56	65	97	160	204	290	5	121	33	16	68	153	120	26	28	24	56	65	45	74
Weighted total	52	54	66	120	158	249	6	93	26	14	45	147	100	11	6	3	41	59	39	61
	**	21%	25%	46%	60%	95%	**	36%	**	**	**	56%	38%	**	**	**	**	**	**	**
Poor experience/ perceived	**	*	-	*	*	*	**	-	**	**	**	*	-	**	**	**	**	**	**	**
experience	**	*%	-%	*%	*%	*%	**	-%	**	**	**	*%	-%	**	**	**	**	**	**	**
	**	128%	-%	128%	128%	100%	**	-%	**	**	**	100%	-%	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	**	9	3	12	15	21	**	4	**	**	**	11	11	**	**	**	**	**	**	**
	**	16%	4%	10%	9%	9%	**	5%	**	**	**	8%	11%	**	**	**	**	**	**	**
	**	c 38%	12%	50%	64%	92%	**	18%	**	**	**	48%	47%	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	**	50	64	114	149	236	**	91	**	**	**	141	94	**	**	**	**	**	**	**
	**	94%	96%	95%	95%	95%	**	97%	**	**	**	96%	94%	**	**	**	**	**	**	**
	**	20%	26%	46%	60%	96%	**	37%	**	**	**	57%	38%	**	**	**	**	**	**	**
ONLY VOLUNTARY REASONS	**	45	62	107	140	225	**	87	**	**	**	135	88	**	**	**	**	**	**	**
	**	84%	93%	89%	89%	91%	**	93%	**	**	**	92%	88%	**	**	**	**	**	**	**
	**	19%	26%	46%	60%	96%	**	37%	**	**	**	57%	37%	**	**	**	**	**	**	**
Don't know	**	-	2	2	2	2	**	2	**	**	**	1	1	**	**	**	**	**	**	**
	**	-%	2%	1%	1%	1%	**	2%	**	**	**	*%	1%	**	**	**	**	**	**	**
	**	-%	57%	57%	81%	74%	**	83%	**	**	**	25%	51%	**	**	**	**	**	**	**

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

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

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Every day	24	19	12	31	44	99	7	21	4	5	8	76	26	2	3	*	12	14	12	14
	6%	6%	4%	5%	4%	4%	3%	5%	4%	9%	4%	4%	5%	3%	9%	1%	6%	5%	5%	5%
										l					p					
	21%	17%	11%	28%	40%	90%	6%	19%	3%	5%	7%	69%	24%	1%	3%	*%	11%	12%	11%	13%
At least weekly	43	26	25	50	89	236	40	33	3	3	19	222	49	*	1	*	20	28	22	26
	11%	8%	9%	9%	8%	10%	18%	8%	3%	6%	10%	11%	10%	1%	3%	3%	9%	11%	10%	10%
							f	i			i	hi	nop							
	15%	9%	9%	18%	31%	83%	14%	12%	1%	1%	7%	78%	17%	*%	*%	*%	7%	10%	8%	9%
At least monthly	19	10	4	14	28	111	8	13	2	4	3	94	13	1	*	-	9	3	6	7
	5%	3%	1%	2%	3%	5%	4%	3%	2%	7%	2%	5%	3%	2%	1%	-%	4%	1%	3%	3%
	cd									k		k					r			
	14%	7%	3%	10%	20%	81%	6%	10%	2%	3%	2%	68%	9%	1%	*%	-%	7%	2%	4%	5%
Less than once a month	20	10	4	14	38	120	13	13	4	3	4	115	13	*	1	1	4	9	8	4
	5%	3%	2%	2%	4%	5%	6%	3%	4%	5%	2%	6%	3%	1%	3%	5%	2%	3%	4%	2%
	cd											hk								
	14%	7%	3%	10%	27%	86%	10%	9%	3%	2%	3%	83%	9%	*%	1%	*%	3%	6%	6%	3%
EVER USE 'LISTEN AGAIN' OR PODCASTS	106	64	45	109	199	567	69	80	12	15	34	508	100	3	5	1	46	54	49	51
	26%	21%	16%	19%	19%	24%	31%	19%	12%	26%	18%	26%	21%	6%	16%	9%	21%	20%	22%	20%
	cd						f			i		hik	np		n					
	16%	10%	7%	16%	30%	84%	10%	12%	2%	2%	5%	75%	15%	*%	1%	*%	7%	8%	7%	8%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	87	55	40	95	162	446	55	68	9	12	30	392	87	3	4	1	42	45	40	47
	21%	18%	15%	16%	15%	19%	25%	16%	9%	22%	16%	20%	18%	6%	14%	4%	19%	17%	18%	18%
	cd						f	i		i		i	np		p					
	16%	10%	8%	18%	30%	83%	10%	13%	2%	2%	6%	73%	16%	1%	1%	*%	8%	8%	8%	9%

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

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

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Never	302	237	225	461	841	1764	144	328	85	41	159	1413	379	45	26	11	170	210	173	205
	73%	78%	82%	80%	80%	75%	66%	79%	86%	71%	82%	73%	78%	94%	83%	88%	78%	78%	78%	78%
			a	a		g		l	jl		jl			mo		m				
	15%	12%	11%	23%	43%	90%	7%	17%	4%	2%	8%	72%	19%	2%	1%	1%	9%	11%	9%	10%
Don't know	3	4	3	7	16	26	6	5	2	2	2	20	7	-	*	*	3	4	1	6
	1%	1%	1%	1%	2%	1%	3%	1%	2%	3%	1%	1%	1%	-%	1%	3%	1%	2%	*%	2%
	9%	12%	9%	21%	45%	74%	17%	14%	4%	5%	5%	56%	20%	-%	1%	1%	8%	12%	2%	17%

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

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

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from the BBC

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	148	100	70	170	296	732	60	135	23	20	55	593	120	11	29	10	64	56	58	62
Effective Weighted Sample	108	68	43	111	199	522	49	84	15	15	38	441	96	6	19	7	52	46	46	49
Weighted total	106	64	45	109	199	567	69	80	12	15	34	508	100	3	5	1	46	54	49	51
	16%	10%	**	16%	30%	84%	**	12%	**	**	**	75%	15%	**	**	**	**	**	**	**
Every day	24	19	**	31	44	99	**	21	**	**	**	76	26	**	**	**	**	**	**	**
	22%	29%	**	28%	22%	18%	**	26%	**	**	**	15%	26%	**	**	**	**	**	**	**
	21%	17%	**	28%	40%	90%	**	19% l	**	**	**	69%	24%	**	**	**	**	**	**	**
At least weekly	43	26	**	50	89	236	**	33	**	**	**	222	49	**	**	**	**	**	**	**
	41%	40%	**	46%	45%	42%	**	42%	**	**	**	44%	49%	**	**	**	**	**	**	**
	15%	9%	**	18%	31%	83%	**	12%	**	**	**	78%	17%	**	**	**	**	**	**	**
At least monthly	19	10	**	14	28	111	**	13	**	**	**	94	13	**	**	**	**	**	**	**
	18%	15%	**	13%	14%	20%	**	17%	**	**	**	19%	13%	**	**	**	**	**	**	**
	14%	7%	**	10%	20%	81%	**	10%	**	**	**	68%	9%	**	**	**	**	**	**	**
Less than once a month	20	10	**	14	38	120	**	13	**	**	**	115	13	**	**	**	**	**	**	**
	19%	15%	**	13%	19%	21%	**	16%	**	**	**	23%	13%	**	**	**	**	**	**	**
	14%	7%	**	10%	27%	86%	**	9%	**	**	**	83%	9%	**	**	**	**	**	**	**
EVER USE 'LISTEN AGAIN' OR PODCASTS	106	64	**	109	199	567	**	80	**	**	**	508	100	**	**	**	**	**	**	**
	100%	100%	**	100%	100%	100%	**	100%	**	**	**	100%	100%	**	**	**	**	**	**	**
	16%	10%	**	16%	30%	84%	**	12%	**	**	**	75%	15%	**	**	**	**	**	**	**
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	87	55	**	95	162	446	**	68	**	**	**	392	87	**	**	**	**	**	**	**
	81%	85%	**	87%	81%	79%	**	84%	**	**	**	77%	87%	**	**	**	**	**	**	**
	16%	10%	**	18%	30%	83%	**	13%	**	**	**	73%	16%	**	**	**	**	**	**	**

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

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

QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Every day	16	9	5	14	32	71	9	16	2	5	7	55	13	*	1	*	10	3	2	11
	4%	3%	2%	2%	3%	3%	4%	4%	2%	8%	4%	3%	3%	*%	2%	2%	4%	1%	1%	4%
										il							rs			rs
	19%	11%	6%	17%	38%	85%	11%	20%	2%	6%	8%	66%	16%	*%	1%	*%	12%	4%	2%	13%
At least weekly	33	16	20	36	73	189	61	25	6	4	11	208	34	2	*	*	10	24	10	24
	8%	5%	7%	6%	7%	8%	28%	6%	6%	6%	6%	11%	7%	3%	1%	2%	5%	9%	4%	9%
							f					hk	o							qs
	13%	6%	8%	14%	28%	74%	24%	10%	2%	1%	4%	82%	13%	1%	*%	*%	4%	9%	4%	9%
At least monthly	12	7	4	11	25	66	6	8	1	1	5	57	11	*	*	-	4	7	7	3
	3%	2%	2%	2%	2%	3%	3%	2%	1%	1%	3%	3%	2%	*%	1%	-%	2%	2%	3%	1%
	13%	7%	5%	12%	27%	73%	6%	9%	1%	1%	5%	62%	12%	*%	*%	-%	4%	7%	8%	4%
Less than once a month	16	7	5	12	33	101	14	11	2	1	3	96	11	-	*	1	6	5	5	7
	4%	2%	2%	2%	3%	4%	6%	3%	2%	2%	2%	5%	2%	-%	1%	4%	3%	2%	2%	3%
												hk				n				
	13%	6%	4%	10%	26%	80%	11%	9%	1%	1%	2%	76%	9%	-%	*%	*%	5%	4%	4%	5%
EVER USE 'LISTEN AGAIN' OR PODCASTS	78	39	34	73	162	427	90	60	10	10	26	415	68	2	2	1	30	39	24	44
	19%	13%	12%	13%	15%	18%	41%	14%	10%	18%	13%	21%	14%	4%	6%	9%	14%	14%	11%	17%
	bcd						f					hik	no							s
	14%	7%	6%	13%	29%	77%	16%	11%	2%	2%	5%	75%	12%	*%	*%	*%	5%	7%	4%	8%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	61	32	29	61	129	326	76	49	8	9	23	319	57	2	1	1	24	33	19	38
	15%	10%	11%	11%	12%	14%	35%	12%	8%	16%	12%	16%	12%	4%	4%	5%	11%	12%	9%	14%
	d						f					hik	no							s
	14%	7%	7%	14%	30%	76%	18%	11%	2%	2%	5%	74%	13%	*%	*%	*%	6%	8%	4%	9%

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

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

QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Never	331	261	237	498	879	1898	127	348	87	46	168	1505	412	46	29	12	185	227	197	214
	80%	85%	87%	86%	83%	81%	58%	84%	88%	79%	86%	78%	85%	95%	93%	90%	85%	85%	88%	81%
			a	a		g		l	l		l			m	m				t	
	16%	13%	11%	24%	42%	91%	6%	17%	4%	2%	8%	72%	20%	2%	1%	1%	9%	11%	9%	10%
Don't know	3	6	2	7	15	32	2	5	2	2	1	21	6	1	*	*	4	2	2	4
	1%	2%	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%
	8%	16%	4%	20%	41%	89%	4%	13%	5%	5%	3%	58%	17%	2%	1%	*%	11%	5%	5%	12%

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

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

QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from UK commercial radio

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	d	e	f	~g	h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	107	62	53	115	239	562	77	103	20	14	41	484	81	8	14	12	43	38	28	53
Effective Weighted Sample	78	39	33	72	158	392	65	67	15	13	28	355	64	5	8	7	34	31	22	42
Weighted total	78	39	34	73	162	427	90	60	10	10	26	415	68	2	2	1	30	39	24	44
	14%	**	**	13%	29%	77%	**	11%	**	**	**	75%	**	**	**	**	**	**	**	**
Every day	16	**	**	14	32	71	**	16	**	**	**	55	**	**	**	**	**	**	**	**
	21%	**	**	19%	20%	17%	**	27%	**	**	**	13%	**	**	**	**	**	**	**	**
	19%	**	**	17%	38%	85%	**	20%	**	**	**	66%	**	**	**	**	**	**	**	**
At least weekly	33	**	**	36	73	189	**	25	**	**	**	208	**	**	**	**	**	**	**	**
	43%	**	**	49%	45%	44%	**	42%	**	**	**	50%	**	**	**	**	**	**	**	**
	13%	**	**	14%	28%	74%	**	10%	**	**	**	82%	**	**	**	**	**	**	**	**
At least monthly	12	**	**	11	25	66	**	8	**	**	**	57	**	**	**	**	**	**	**	**
	15%	**	**	15%	15%	16%	**	13%	**	**	**	14%	**	**	**	**	**	**	**	**
	13%	**	**	12%	27%	73%	**	9%	**	**	**	62%	**	**	**	**	**	**	**	**
Less than once a month	16	**	**	12	33	101	**	11	**	**	**	96	**	**	**	**	**	**	**	**
	21%	**	**	17%	20%	24%	**	18%	**	**	**	23%	**	**	**	**	**	**	**	**
	13%	**	**	10%	26%	80%	**	9%	**	**	**	76%	**	**	**	**	**	**	**	**
EVER USE 'LISTEN AGAIN' OR PODCASTS	78	**	**	73	162	427	**	60	**	**	**	415	**	**	**	**	**	**	**	**
	100%	**	**	100%	100%	100%	**	100%	**	**	**	100%	**	**	**	**	**	**	**	**
	14%	**	**	13%	29%	77%	**	11%	**	**	**	75%	**	**	**	**	**	**	**	**
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	61	**	**	61	129	326	**	49	**	**	**	319	**	**	**	**	**	**	**	**
	79%	**	**	83%	80%	76%	**	82%	**	**	**	77%	**	**	**	**	**	**	**	**
	14%	**	**	14%	30%	76%	**	11%	**	**	**	74%	**	**	**	**	**	**	**	**

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

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

QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Every day	10	5	1	5	13	45	6	9	-	2	4	36	4	-	1	-	3	1	1	3
	2%	1%	*%	1%	1%	2%	3%	2%	-%	3%	2%	2%	1%	-%	3%	-%	2%	*%	*%	1%
	cd									i										
	20%	9%	2%	10%	24%	87%	12%	18%	-%	4%	8%	69%	9%	-%	2%	-%	7%	2%	2%	7%
At least weekly	23	10	11	21	51	149	30	13	3	2	3	152	20	-	1	*	11	9	6	14
	6%	3%	4%	4%	5%	6%	14%	3%	3%	3%	2%	8%	4%	-%	3%	1%	5%	3%	3%	5%
							f					hik	n							
	12%	6%	6%	11%	27%	80%	16%	7%	2%	1%	2%	82%	11%	-%	1%	*%	6%	5%	3%	7%
At least monthly	7	6	2	7	22	44	11	5	-	1	2	52	6	1	*	*	2	4	3	3
	2%	2%	1%	1%	2%	2%	5%	1%	-%	1%	1%	3%	1%	2%	*%	2%	1%	1%	1%	1%
							f					h								
	10%	8%	2%	10%	31%	63%	17%	7%	-%	1%	2%	74%	8%	1%	*%	*%	3%	6%	4%	5%
Less than once a month	15	3	3	6	22	94	5	8	1	*	2	85	5	-	*	1	3	2	3	2
	4%	1%	1%	1%	2%	4%	2%	2%	1%	1%	1%	4%	1%	-%	1%	4%	1%	1%	1%	1%
	bcd											hk				mn				
	14%	3%	2%	5%	20%	85%	4%	7%	1%	*%	2%	76%	4%	-%	*%	*%	3%	1%	2%	2%
EVER USE 'LISTEN AGAIN' OR PODCASTS	55	23	16	39	107	331	52	35	4	5	11	324	35	1	2	1	20	15	12	23
	13%	8%	6%	7%	10%	14%	24%	9%	4%	8%	6%	17%	7%	2%	7%	7%	9%	6%	5%	9%
	bcd						f					hijk								
	13%	6%	4%	9%	26%	79%	12%	8%	1%	1%	3%	77%	8%	*%	1%	*%	5%	4%	3%	5%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	40	20	13	33	85	237	47	28	3	4	9	239	30	1	2	*	16	14	10	20
	10%	7%	5%	6%	8%	10%	22%	7%	3%	7%	5%	12%	6%	2%	6%	3%	8%	5%	4%	8%
	cd						f					hik								
	13%	7%	4%	11%	28%	77%	15%	9%	1%	1%	3%	78%	10%	*%	1%	*%	5%	4%	3%	7%

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

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

QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Never	351	273	252	525	923	1975	164	370	92	51	180	1579	438	47	28	12	193	245	204	233
	85%	89%	93%	91%	87%	84%	75%	90%	93%	88%	93%	81%	90%	98%	92%	92%	88%	92%	92%	89%
			a	a		g		l	l		l			mo						
	16%	12%	11%	24%	42%	90%	7%	17%	4%	2%	8%	72%	20%	2%	1%	1%	9%	11%	9%	11%
Don't know	5	9	5	14	26	50	2	8	3	3	3	38	13	-	*	*	6	7	6	7
	1%	3%	2%	2%	2%	2%	1%	2%	3%	4%	2%	2%	3%	-%	1%	1%	3%	3%	3%	3%
	9%	17%	9%	25%	48%	92%	4%	15%	5%	5%	6%	69%	24%	-%	1%	*%	11%	13%	11%	13%

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

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

QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from other UK-based providers

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	70	40	30	70	159	421	51	58	7	7	19	381	45	2	16	7	28	17	19	26
Effective Weighted Sample	56	27	15	41	103	304	39	41	5	6	14	282	34	1	9	5	22	13	15	20
Weighted total	55	23	16	39	107	331	52	35	4	5	11	324	35	1	2	1	20	15	12	23
	**	**	**	**	26%	79%	**	**	**	**	**	77%	**	**	**	**	**	**	**	**
Every day	**	**	**	**	13	45	**	**	**	**	**	36	**	**	**	**	**	**	**	**
	**	**	**	**	12%	14%	**	**	**	**	**	11%	**	**	**	**	**	**	**	**
	**	**	**	**	24%	87%	**	**	**	**	**	69%	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	51	149	**	**	**	**	**	152	**	**	**	**	**	**	**	**
	**	**	**	**	47%	45%	**	**	**	**	**	47%	**	**	**	**	**	**	**	**
	**	**	**	**	27%	80%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	22	44	**	**	**	**	**	52	**	**	**	**	**	**	**	**
	**	**	**	**	20%	13%	**	**	**	**	**	16%	**	**	**	**	**	**	**	**
	**	**	**	**	31%	63%	**	**	**	**	**	74%	**	**	**	**	**	**	**	**
Less than once a month	**	**	**	**	22	94	**	**	**	**	**	85	**	**	**	**	**	**	**	**
	**	**	**	**	21%	28%	**	**	**	**	**	26%	**	**	**	**	**	**	**	**
	**	**	**	**	20%	85%	**	**	**	**	**	76%	**	**	**	**	**	**	**	**
EVER USE 'LISTEN AGAIN' OR PODCASTS	**	**	**	**	107	331	**	**	**	**	**	324	**	**	**	**	**	**	**	**
	**	**	**	**	100%	100%	**	**	**	**	**	100%	**	**	**	**	**	**	**	**
	**	**	**	**	26%	79%	**	**	**	**	**	77%	**	**	**	**	**	**	**	**
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	**	**	**	**	85	237	**	**	**	**	**	239	**	**	**	**	**	**	**	**
	**	**	**	**	79%	72%	**	**	**	**	**	74%	**	**	**	**	**	**	**	**
	**	**	**	**	28%	77%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**

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

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

QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Every day	4	1	*	1	7	23	4	3	-	-	1	20	1	-	-	*	1	-	-	1
	1%	*%	*%	*%	1%	1%	2%	1%	-%	-%	*%	1%	*%	-%	-%	1%	*%	-%	-%	*%
	15%	4%	1%	4%	26%	85%	14%	10%	-%	-%	2%	74%	4%	-%	-%	1%	4%	-%	-%	4%
At least weekly	12	7	2	8	27	68	25	11	1	*	4	78	8	-	*	*	5	3	2	6
	3%	2%	1%	1%	3%	3%	11%	3%	1%	1%	2%	4%	2%	-%	1%	2%	2%	1%	1%	2%
	c						f													
	12%	7%	2%	8%	28%	69%	25%	11%	1%	*%	4%	79%	8%	-%	*%	*%	5%	3%	2%	6%
At least monthly	7	3	2	5	12	41	3	7	1	1	3	38	4	1	-	-	2	2	*	4
	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	-%	-%	1%	1%	*%	1%
	12%	5%	3%	9%	22%	74%	5%	12%	2%	1%	6%	70%	7%	2%	-%	-%	4%	3%	*%	7%
Less than once a month	10	1	4	5	15	75	9	4	-	1	*	73	4	-	*	1	1	3	*	4
	2%	*%	1%	1%	1%	3%	4%	1%	-%	1%	*%	4%	1%	-%	1%	5%	1%	1%	*%	1%
	bd											hik				mno				
	11%	1%	5%	5%	18%	84%	10%	5%	-%	1%	*%	82%	4%	-%	*%	1%	1%	3%	*%	4%
EVER USE 'LISTEN AGAIN' OR PODCASTS	33	11	8	19	62	206	40	24	2	2	8	209	17	1	*	1	9	7	3	14
	8%	4%	3%	3%	6%	9%	18%	6%	2%	3%	4%	11%	3%	2%	1%	8%	4%	3%	1%	5%
	bcd						f					hijk				no	s			s
	12%	4%	3%	7%	23%	77%	15%	9%	1%	1%	3%	78%	6%	*%	*%	*%	4%	3%	1%	5%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	23	10	4	14	46	132	31	20	2	1	7	136	13	1	*	*	8	4	2	10
	6%	3%	1%	2%	4%	6%	14%	5%	2%	2%	4%	7%	3%	2%	1%	3%	4%	2%	1%	4%
	cd						f					i					s			s
	13%	6%	2%	8%	26%	73%	17%	11%	1%	1%	4%	76%	7%	*%	*%	*%	5%	2%	1%	6%

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

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

QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Never	374	287	261	548	972	2111	175	383	95	54	184	1703	459	47	30	12	205	254	215	243
	91%	94%	96%	95%	92%	90%	80%	93%	96%	93%	95%	88%	94%	98%	96%	90%	94%	95%	97%	93%
			a	a		g		l	l		l			p					t	
	16%	12%	11%	23%	41%	89%	7%	16%	4%	2%	8%	72%	19%	2%	1%	*%	9%	11%	9%	10%
Don't know	5	7	4	12	23	39	4	6	2	2	2	28	10	-	1	*	4	6	5	5
	1%	2%	2%	2%	2%	2%	2%	1%	2%	3%	1%	1%	2%	-%	3%	2%	2%	2%	2%	2%
	11%	17%	9%	26%	51%	87%	9%	13%	4%	4%	5%	63%	23%	-%	2%	1%	9%	14%	11%	12%

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

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

QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from non-UK based providers

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	40	17	16	33	92	259	42	36	4	3	13	246	20	1	4	8	12	8	5	15
Effective Weighted Sample	31	12	6	18	59	186	31	24	2	3	8	182	15	1	3	6	10	5	4	11
Weighted total	33	11	8	19	62	206	40	24	2	2	8	209	17	1	*	1	9	7	3	14
	**	**	**	**	**	77%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
Every day	**	**	**	**	**	23	**	**	**	**	**	20	**	**	**	**	**	**	**	**
	**	**	**	**	**	11%	**	**	**	**	**	10%	**	**	**	**	**	**	**	**
	**	**	**	**	**	85%	**	**	**	**	**	74%	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	68	**	**	**	**	**	78	**	**	**	**	**	**	**	**
	**	**	**	**	**	33%	**	**	**	**	**	37%	**	**	**	**	**	**	**	**
	**	**	**	**	**	69%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	41	**	**	**	**	**	38	**	**	**	**	**	**	**	**
	**	**	**	**	**	20%	**	**	**	**	**	18%	**	**	**	**	**	**	**	**
	**	**	**	**	**	74%	**	**	**	**	**	70%	**	**	**	**	**	**	**	**
Less than once a month	**	**	**	**	**	75	**	**	**	**	**	73	**	**	**	**	**	**	**	**
	**	**	**	**	**	36%	**	**	**	**	**	35%	**	**	**	**	**	**	**	**
	**	**	**	**	**	84%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
EVER USE 'LISTEN AGAIN' OR PODCASTS	**	**	**	**	**	206	**	**	**	**	**	209	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	100%	**	**	**	**	**	**	**	**
	**	**	**	**	**	77%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	**	**	**	**	**	132	**	**	**	**	**	136	**	**	**	**	**	**	**	**
	**	**	**	**	**	64%	**	**	**	**	**	65%	**	**	**	**	**	**	**	**
	**	**	**	**	**	73%	**	**	**	**	**	76%	**	**	**	**	**	**	**	**

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

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SUMMARY TO SHOW ALL NON-LIVE LISTENING VIA PODCASTS OR LISTEN-AGAIN SERVICES

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
The BBC	106	64	45	109	199	567	69	80	12	15	34	508	100	3	5	1	46	54	49	51
	26%	21%	16%	19%	19%	24%	31%	19%	12%	26%	18%	26%	21%	6%	16%	9%	21%	20%	22%	20%
	cd						f			i		hik	np		n					
	16%	10%	7%	16%	30%	84%	10%	12%	2%	2%	5%	75%	15%	*%	1%	*%	7%	8%	7%	8%
UK commercial radio	78	39	34	73	162	427	90	60	10	10	26	415	68	2	2	1	30	39	24	44
	19%	13%	12%	13%	15%	18%	41%	14%	10%	18%	13%	21%	14%	4%	6%	9%	14%	14%	11%	17%
	bcd						f					hik	no							s
	14%	7%	6%	13%	29%	77%	16%	11%	2%	2%	5%	75%	12%	*%	*%	*%	5%	7%	4%	8%
Other UK-based providers	55	23	16	39	107	331	52	35	4	5	11	324	35	1	2	1	20	15	12	23
	13%	8%	6%	7%	10%	14%	24%	9%	4%	8%	6%	17%	7%	2%	7%	7%	9%	6%	5%	9%
	bcd						f					hijk								
	13%	6%	4%	9%	26%	79%	12%	8%	1%	1%	3%	77%	8%	*%	1%	*%	5%	4%	3%	5%
Non-UK based providers	33	11	8	19	62	206	40	24	2	2	8	209	17	1	*	1	9	7	3	14
	8%	4%	3%	3%	6%	9%	18%	6%	2%	3%	4%	11%	3%	2%	1%	8%	4%	3%	1%	5%
	bcd						f					hijk				no	s			s
	12%	4%	3%	7%	23%	77%	15%	9%	1%	1%	3%	78%	6%	*%	*%	*%	4%	3%	1%	5%
ANY OF THESE	131	70	52	121	249	721	111	103	18	16	41	667	109	5	7	2	49	59	52	56
	32%	23%	19%	21%	24%	31%	51%	25%	18%	28%	21%	34%	22%	10%	21%	13%	23%	22%	23%	22%
	bcd						f					hik	n		n					
	15%	8%	6%	14%	28%	82%	13%	12%	2%	2%	5%	76%	12%	1%	1%	*%	6%	7%	6%	6%
NONE OF THESE	280	235	221	457	808	1636	108	310	81	42	153	1273	378	44	24	11	169	208	170	206
	68%	77%	81%	79%	76%	69%	49%	75%	82%	72%	79%	66%	78%	90%	79%	87%	77%	78%	77%	78%
		a	a	a		g		l	l		l			mo						
	16%	13%	12%	25%	45%	91%	6%	17%	5%	2%	9%	71%	21%	2%	1%	1%	9%	12%	10%	11%

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Virgin Media (cable TV)	73	45	22	68	140	368	25	45	12	3	19	307	57	9	1	1	27	30	30	26
	18%	15%	8%	12%	13%	16%	11%	11%	13%	6%	10%	16%	12%	20%	2%	6%	12%	11%	14%	10%
	cd	c										hjk	o	mop						
	18%	11%	6%	17%	35%	93%	6%	11%	3%	1%	5%	77%	14%	2%	*%	*%	7%	8%	8%	7%
Sky satellite TV	116	93	44	136	254	730	88	104	22	10	48	649	114	8	12	2	57	57	58	56
	28%	30%	16%	24%	24%	31%	40%	25%	22%	18%	25%	33%	23%	17%	38%	18%	26%	21%	26%	21%
	c	cd		c			f					hijk			mnp					
	14%	11%	5%	16%	30%	86%	10%	12%	3%	1%	6%	77%	13%	1%	1%	*%	7%	7%	7%	7%
Freesat satellite TV	17	18	14	32	46	97	1	27	6	7	14	67	30	1	1	*	12	18	18	12
	4%	6%	5%	6%	4%	4%	1%	7%	6%	13%	7%	3%	6%	2%	2%	3%	5%	7%	8%	5%
						g		l		l	l									
	17%	17%	14%	32%	45%	95%	1%	27%	6%	7%	14%	66%	30%	1%	1%	*%	12%	18%	18%	12%
Other satellite TV	2	1	-	1	6	8	4	1	1	1	-	12	-	1	-	-	-	-	-	-
	*%	*%	-%	*%	1%	*%	2%	*%	1%	1%	-%	1%	-%	1%	-%	-%	-%	-%	-%	-%
							f							m						
	13%	6%	-%	6%	48%	65%	35%	4%	4%	4%	-%	94%	-%	6%	-%	-%	-%	-%	-%	-%
Freeview (through a set-top box or television set)	175	135	173	308	529	925	67	216	52	36	106	698	261	27	16	5	111	149	106	154
	43%	44%	64%	53%	50%	39%	31%	52%	53%	62%	54%	36%	54%	55%	51%	41%	51%	56%	48%	59%
			abd	ab		g		l	l	l	l		p							s
	17%	13%	17%	30%	51%	90%	7%	21%	5%	3%	10%	68%	25%	3%	2%	1%	11%	14%	10%	15%
BT TV (formerly BT Vision)	34	20	18	38	59	158	6	21	6	3	10	135	29	3	2	4	16	13	20	9
	8%	7%	6%	7%	6%	7%	3%	5%	6%	5%	5%	7%	6%	6%	8%	28%	7%	5%	9%	4%
						g										mno			t	
	19%	11%	10%	21%	33%	89%	3%	12%	3%	2%	6%	76%	16%	2%	1%	2%	9%	7%	11%	5%

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
TalkTalk TV	9	10	6	16	37	91	10	12	2	-	5	79	16	-	*	*	7	9	6	9
	2%	3%	2%	3%	3%	4%	4%	3%	2%	-%	3%	4%	3%	-%	*%	2%	3%	3%	3%	4%
	9%	10%	6%	16%	35%	88%	9%	12%	2%	-%	5%	76%	15%	-%	*%	*%	7%	8%	6%	9%
EE TV	1	1	1	2	11	28	7	3	-	-	3	27	2	-	*	-	*	2	1	1
	*%	*%	*%	*%	1%	1%	3% f	1%	-%	-%	1%	1%	*%	-%	*%	-%	*%	1%	*%	1%
	4%	4%	3%	7%	31%	81%	19%	8%	-%	-%	8%	79%	7%	-%	*%	-%	1%	5%	3%	4%
NOW TV	8	3	1	5	24	69	8	7	2	3	5	59	3	1	1	-	2	1	2	1
	2%	1%	1%	1%	2%	3%	3%	2%	2%	5%	2%	3%	1%	2%	3%	-%	1%	*%	1%	*%
	10%	4%	2%	6%	32%	90%	10%	9%	3%	4%	6%	78%	4%	1%	1%	-%	3%	1%	3%	1%
YouView	3	-	1	1	8	18	-	4	1	1	1	9	1	-	-	-	1	-	1	-
	1%	-%	*%	*%	1%	1%	-%	1%	1%	2%	1%	*%	*%	-%	-%	-%	*%	-%	*%	-%
	16%	-%	5%	5%	45%	100%	-%	25%	8%	5%	7%	51%	5%	-%	-%	-%	5%	-%	5%	-%
Plusnet TV	3	-	2	2	5	8	3	2	1	-	1	7	2	-	-	-	1	1	1	1
	1%	-%	1%	*%	*%	*%	1%	*%	1%	-%	1%	*%	*%	-%	-%	-%	1%	*%	*%	*%
	29%	-%	20%	20%	45%	68%	23%	17%	7%	-%	10%	67%	20%	-%	-%	-%	13%	7%	9%	11%
No TV in household	12	8	4	12	35	91	13	10	2	2	3	85	10	1	*	*	6	4	5	5
	3%	2%	2%	2%	3%	4%	6%	2%	2%	4%	1%	4% hk	2%	3%	2%	1%	3%	2%	2%	2%
	10%	7%	4%	11%	31%	81%	12%	9%	2%	2%	2%	76%	9%	1%	*%	*%	5%	4%	4%	5%
Don't know	4	4	6	10	15	36	4	6	2	3	3	31	8	1	*	1	3	6	4	4
	1%	1%	2%	2%	1%	2%	2%	1%	2%	5% hl	2%	2%	2%	2%	1%	6% m	1%	2%	2%	2%
	9%	8%	15%	23%	34%	83%	8%	14%	5%	7%	7%	70%	18%	2%	1%	2%	6%	13%	9%	9%

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

Base : All respondents

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Virgin Media (cable TV)	71	45	21	66	137	360	25	44	12	3	18	300	55	9	1	1	27	28	29	26
	17%	15%	8%	11%	13%	15%	11%	11%	13%	6%	9%	15%	11%	20%	2%	6%	12%	10%	13%	10%
	cd	c										hjk	o	mop						
	18%	12%	5%	17%	35%	93%	6%	11%	3%	1%	5%	77%	14%	2%	*%	*%	7%	7%	7%	7%
Sky satellite TV	115	92	44	135	249	721	87	101	22	9	47	642	113	8	12	2	57	56	57	56
	28%	30%	16%	23%	24%	31%	40%	25%	22%	15%	24%	33%	23%	17%	38%	18%	26%	21%	25%	21%
	c	cd		c			f					hijk			mnp					
	14%	11%	5%	16%	30%	86%	10%	12%	3%	1%	6%	77%	14%	1%	1%	*%	7%	7%	7%	7%
Freesat satellite TV	15	16	13	29	40	79	1	22	5	4	11	54	27	1	1	*	11	16	15	12
	4%	5%	5%	5%	4%	3%	1%	5%	5%	8%	6%	3%	6%	2%	2%	3%	5%	6%	7%	5%
								l		l	l									
	18%	19%	15%	34%	48%	94%	2%	26%	6%	5%	13%	65%	32%	1%	1%	*%	13%	20%	18%	14%
Other satellite TV	2	1	-	1	6	8	3	1	1	1	-	10	-	1	-	-	-	-	-	-
	*%	*%	-%	*%	1%	*%	2%	*%	1%	1%	-%	1%	-%	1%	-%	-%	-%	-%	-%	-%
							f							m						
	15%	7%	-%	7%	55%	76%	31%	5%	5%	5%	-%	95%	-%	7%	-%	-%	-%	-%	-%	-%
Freeview (through a set-top box or television set)	145	114	163	277	467	771	57	192	46	32	96	566	234	23	14	5	96	138	94	139
	35%	37%	60%	48%	44%	33%	26%	47%	46%	56%	49%	29%	48%	48%	47%	38%	44%	52%	42%	53%
			abd	ab				l	l	l	l							s		qs
	17%	13%	19%	32%	54%	89%	7%	22%	5%	4%	11%	65%	27%	3%	2%	1%	11%	16%	11%	16%
BT TV (formerly BT Vision)	31	16	14	31	49	138	6	20	6	3	9	117	22	3	2	3	11	11	13	9
	8%	5%	5%	5%	5%	6%	3%	5%	6%	5%	4%	6%	5%	6%	7%	26%	5%	4%	6%	3%
																mno				
	20%	10%	9%	20%	31%	88%	4%	13%	4%	2%	6%	75%	14%	2%	1%	2%	7%	7%	9%	6%

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Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
TalkTalk TV	8	8	5	13	29	81	10	10	1	-	4	72	13	-	*	*	6	7	4	8
	2%	3%	2%	2%	3%	3%	4%	2%	1%	-%	2%	4%	3%	-%	*%	2%	3%	3%	2%	3%
	9%	9%	5%	14%	31%	86%	10%	11%	1%	-%	5%	76%	13%	-%	*%	*%	6%	7%	5%	9%
EE TV	1	-	1	1	9	26	7	3	-	-	3	26	1	-	*	-	*	*	1	-
	*%	-%	*%	*%	1%	1%	3% f	1%	-%	-%	1%	1%	*%	-%	*%	-%	*%	*%	*%	-%
	4%	-%	3%	3%	28%	80%	20%	8%	-%	-%	8%	78%	3%	-%	*%	-%	1%	1%	3%	-%
NOW TV	5	2	-	2	14	31	5	3	1	1	1	30	1	1	*	-	-	1	-	1
	1% c	1%	-%	*%	1%	1%	2%	1%	1%	1%	1%	2%	*%	1%	1%	-%	-%	*%	-%	*%
	13%	6%	-%	6%	40%	87%	14%	7%	2%	2%	3%	84%	3%	2%	1%	-%	-%	3%	-%	3%
YouView	1	-	-	-	3	8	-	2	-	-	1	2	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	17%	-%	-%	-%	37%	100%	-%	20%	-%	-%	9%	29%	-%	-%	-%	-%	-%	-%	-%	-%
Plusnet TV	1	-	2	2	5	5	2	1	1	-	-	6	2	-	-	-	1	1	1	1
	*%	-%	1%	*%	*%	*%	1%	*%	1%	-%	-%	*%	*%	-%	-%	-%	1%	*%	*%	*%
	14%	-%	26%	26%	62%	64%	20%	10%	10%	-%	-%	74%	26%	-%	-%	-%	16%	10%	10%	16%
No TV in household	12	8	4	12	35	91	13	10	2	2	3	85	10	1	*	*	6	4	5	5
	3%	2%	2%	2%	3%	4%	6%	2%	2%	4%	1%	4% hk	2%	3%	2%	1%	3%	2%	2%	2%
	10%	7%	4%	11%	31%	81%	12%	9%	2%	2%	2%	76%	9%	1%	*%	*%	5%	4%	4%	5%
Don't know	4	4	6	10	15	36	4	6	2	3	3	31	8	1	*	1	3	6	4	4
	1%	1%	2%	2%	1%	2%	2%	1%	2%	5% hl	2%	2%	2%	2%	1%	6% m	1%	2%	2%	2%
	9%	8%	15%	23%	34%	83%	8%	14%	5%	7%	7%	70%	18%	2%	1%	2%	6%	13%	9%	9%

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
CABLE ONLY	63	42	21	63	126	330	24	43	12	3	17	271	53	9	1	1	25	28	28	25
	15%	14%	8%	11%	12%	14%	11%	10%	12%	6%	9%	14%	11%	18%	2%	6%	11%	10%	12%	10%
	cd	c										hjk	o	mop						
	18%	12%	6%	18%	35%	92%	7%	12%	3%	1%	5%	76%	15%	2%	*%	*%	7%	8%	8%	7%
CABLE AND FREEVIEW	8	2	-	2	9	31	1	1	1	-	1	30	1	1	-	-	1	-	-	1
	2%	1%	-%	*%	1%	1%	1%	*%	1%	-%	*%	2%	*%	2%	-%	-%	*%	-%	-%	*%
	cd											h								
	24%	6%	-%	6%	28%	96%	3%	3%	3%	-%	3%	91%	3%	3%	-%	-%	3%	-%	-%	3%
FREEVIEW ONLY	140	108	158	266	448	726	56	185	44	31	92	530	224	23	14	5	92	132	86	137
	34%	35%	58%	46%	42%	31%	25%	45%	44%	53%	47%	27%	46%	48%	45%	38%	42%	49%	39%	52%
			abd	ab				l	l	l	l							s		qs
	17%	13%	19%	33%	55%	89%	7%	23%	5%	4%	11%	65%	27%	3%	2%	1%	11%	16%	11%	17%
SATELLITE AND FREEVIEW	19	14	11	25	45	101	10	23	4	5	11	82	21	2	1	*	10	10	12	9
	5%	5%	4%	4%	4%	4%	5%	6%	5%	9%	5%	4%	4%	5%	4%	4%	5%	4%	5%	3%
	17%	12%	10%	22%	40%	89%	9%	21%	4%	4%	9%	72%	18%	2%	1%	*%	9%	9%	10%	8%
SATELLITE ONLY	113	93	44	137	245	703	81	101	22	9	46	622	116	7	11	2	56	60	58	58
	27%	30%	16%	24%	23%	30%	37%	24%	22%	16%	24%	32%	24%	16%	35%	17%	26%	22%	26%	22%
	c	cd		c								hijk			mnp					
	14%	11%	5%	17%	30%	86%	10%	12%	3%	1%	6%	76%	14%	1%	1%	*%	7%	7%	7%	7%
HYBRID IPTV	66	38	30	67	149	416	37	54	14	6	28	362	56	4	3	4	28	29	33	24
	16%	12%	11%	12%	14%	18%	17%	13%	14%	10%	14%	19%	12%	7%	11%	30%	13%	11%	15%	9%
	cd											h				mno			t	
	14%	8%	6%	14%	31%	88%	8%	11%	3%	1%	6%	76%	12%	1%	1%	1%	6%	6%	7%	5%
NO TV	12	8	4	12	35	91	13	10	2	2	3	85	10	1	*	*	6	4	5	5
	3%	2%	2%	2%	3%	4%	6%	2%	2%	4%	1%	4%	2%	3%	2%	1%	3%	2%	2%	2%
												hk								
	10%	7%	4%	11%	31%	81%	12%	9%	2%	2%	2%	76%	9%	1%	*%	*%	5%	4%	4%	5%

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
DON'T KNOW	4	4	6	10	15	36	4	6	2	3	3	31	8	1	*	1	3	6	4	4
	1%	1%	2%	2%	1%	2%	2%	1%	2%	5% hl	2%	2%	2%	2%	1%	6% m	1%	2%	2%	2%
	9%	8%	15%	23%	34%	83%	8%	14%	5%	7%	7%	70%	18%	2%	1%	2%	6%	13%	9%	9%
OTHER	1	-	2	2	2	3	-	1	-	-	1	2	2	-	-	-	-	2	2	-
	*%	-%	1%	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	1%	1%	-%
	29%	-%	48%	48%	48%	93%	-%	26%	-%	-%	26%	70%	48%	-%	-%	-%	-%	48%	48%	-%
Mean TV platforms	1.1	1.1	1.0	1.1	1.1	1.1 g	1.0	1.1	1.1	1.1	1.1	1.1	1.1	1.0	1.0	1.0	1.1	1.0	1.1 t	1.0
Standard deviation	.42	.38	.36	.37	.43	.45	.42	.43	.42	.68	.43	.46	.38	.36	.30	.41	.41	.35	.44	.32
Standard error	.02	.02	.02	.01	.01	.01	.03	.02	.03	.07	.02	.01	.01	.03	.02	.04	.02	.02	.03	.02

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Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
NO TV																				
	12	8	4	12	35	91	13	10	2	2	3	85	10	1	*	*	6	4	5	5
	3%	2%	2%	2%	3%	4%	6%	2%	2%	4%	1%	4%	2%	3%	2%	1%	3%	2%	2%	2%
												hk								
	10%	7%	4%	11%	31%	81%	12%	9%	2%	2%	2%	76%	9%	1%	*%	*%	5%	4%	4%	5%
ANY PAY TV																				
	191	136	61	197	396	1129	119	152	37	13	69	982	164	18	12	3	82	82	83	81
	46%	45%	23%	34%	37%	48%	54%	37%	37%	23%	35%	51%	34%	38%	40%	22%	37%	31%	37%	31%
	cd	cd		c				j	j			hijk	p	p	p					
	15%	11%	5%	15%	31%	88%	9%	12%	3%	1%	5%	77%	13%	1%	1%	*%	6%	6%	6%	6%
SKY	106	86	38	124	228	677	82	97	21	8	45	600	103	8	11	2	52	51	51	52
	26%	28%	14%	21%	22%	29%	38%	23%	21%	14%	23%	31%	21%	16%	35%	16%	24%	19%	23%	20%
	c	cd		c			f					hijk			mnp					
	14%	11%	5%	16%	29%	86%	10%	12%	3%	1%	6%	77%	13%	1%	1%	*%	7%	6%	6%	7%
VIRGIN MEDIA	73	45	22	68	140	368	25	45	12	3	19	307	57	9	1	1	27	30	30	26
	18%	15%	8%	12%	13%	16%	11%	11%	13%	6%	10%	16%	12%	20%	2%	6%	12%	11%	14%	10%
	cd	c										hjk	o	mop						
	18%	11%	6%	17%	35%	93%	6%	11%	3%	1%	5%	77%	14%	2%	*%	*%	7%	8%	8%	7%
NOW TV	21	7	3	10	43	149	18	16	4	3	9	135	8	1	1	-	3	5	6	2
	5%	2%	1%	2%	4%	6%	8%	4%	4%	5%	5%	7%	2%	2%	3%	-%	2%	2%	3%	1%
	bcd											h								
	12%	4%	2%	6%	25%	87%	11%	9%	3%	2%	5%	79%	5%	*%	*%	-%	2%	3%	4%	1%
ANY HYBRID IPTV																				
	48	32	28	60	116	293	25	40	10	3	19	251	50	3	3	4	26	25	29	22
	12%	10%	10%	10%	11%	12%	11%	10%	10%	5%	10%	13%	10%	6%	8%	30%	12%	9%	13%	8%
												j				mno				
	14%	9%	8%	18%	34%	87%	7%	12%	3%	1%	6%	75%	15%	1%	1%	1%	8%	7%	9%	6%

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Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
BT TV	34	20	18	38	59	158	6	21	6	3	10	135	29	3	2	4	16	13	20	9
	8%	7%	6%	7%	6%	7%	3%	5%	6%	5%	5%	7%	6%	6%	8%	28%	7%	5%	9%	4%
						g										mno			t	
	19%	11%	10%	21%	33%	89%	3%	12%	3%	2%	6%	76%	16%	2%	1%	2%	9%	7%	11%	5%
TALKTALK TV	9	10	6	16	37	91	10	12	2	-	5	79	16	-	*	*	7	9	6	9
	2%	3%	2%	3%	3%	4%	4%	3%	2%	-%	3%	4%	3%	-%	*%	2%	3%	3%	3%	4%
	9%	10%	6%	16%	35%	88%	9%	12%	2%	-%	5%	76%	15%	-%	*%	*%	7%	8%	6%	9%
EE TV	1	1	1	2	11	28	7	3	-	-	3	27	2	-	*	-	*	2	1	1
	*%	*%	*%	*%	1%	1%	3%	1%	-%	-%	1%	1%	*%	-%	*%	-%	*%	1%	*%	1%
							f													
	4%	4%	3%	7%	31%	81%	19%	8%	-%	-%	8%	79%	7%	-%	*%	-%	1%	5%	3%	4%
YOUVIEW	3	-	1	1	8	18	-	4	1	1	1	9	1	-	-	-	1	-	1	-
	1%	-%	*%	*%	1%	1%	-%	1%	1%	2%	1%	*%	*%	-%	-%	-%	*%	-%	*%	-%
	16%	-%	5%	5%	45%	100%	-%	25%	8%	5%	7%	51%	5%	-%	-%	-%	5%	-%	5%	-%
PLUSNET TV	3	-	2	2	5	8	3	2	1	-	1	7	2	-	-	-	1	1	1	1
	1%	-%	1%	*%	*%	*%	1%	*%	1%	-%	1%	*%	*%	-%	-%	-%	1%	*%	*%	*%
	29%	-%	20%	20%	45%	68%	23%	17%	7%	-%	10%	67%	20%	-%	-%	-%	13%	7%	9%	11%
ANY OTT																				
	143	52	24	75	265	1071	91	98	16	7	37	973	66	4	4	2	34	32	35	30
	35%	17%	9%	13%	25%	45%	41%	24%	16%	13%	19%	50%	14%	7%	12%	16%	16%	12%	16%	12%
	bcd	c		c				j				hijk								
	12%	4%	2%	6%	22%	90%	8%	8%	1%	1%	3%	82%	6%	*%	*%	*%	3%	3%	3%	3%
NETFLIX	127	35	17	52	225	939	78	84	14	7	29	855	44	3	3	2	22	22	25	19
	31%	11%	6%	9%	21%	40%	36%	20%	14%	12%	15%	44%	9%	6%	10%	16%	10%	8%	11%	7%
	bcd	c										hijk				n				
	12%	3%	2%	5%	22%	90%	7%	8%	1%	1%	3%	82%	4%	*%	*%	*%	2%	2%	2%	2%

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	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
AMAZON PRIME VIDEO	68	26	9	36	90	501	34	40	8	2	17	465	33	2	1	*	18	15	18	15
	17%	9%	3%	6%	9%	21%	16%	10%	8%	4%	9%	24%	7%	4%	3%	1%	8%	6%	8%	6%
	bcd	c										hijk	p							
	12%	5%	2%	7%	17%	92%	6%	7%	2%	*%	3%	85%	6%	*%	*%	*%	3%	3%	3%	3%
YOUTUBE PREMIUM	3	1	*	1	11	29	2	8	1	-	3	21	1	*	-	-	*	1	-	1
	1%	*%	*%	*%	1%	1%	1%	2%	1%	-%	1%	1%	*%	*%	-%	-%	*%	*%	-%	*%
	8%	2%	1%	3%	35%	91%	6%	24%	4%	-%	9%	69%	3%	*%	-%	-%	1%	2%	-%	3%
DISNEY LIFE	2	1	-	1	5	19	*	2	-	-	1	17	1	*	*	-	-	1	-	1
	*%	*%	-%	*%	*%	1%	*%	*%	-%	-%	*%	1%	*%	*%	*%	-%	-%	*%	-%	*%
	8%	3%	-%	3%	24%	91%	2%	8%	-%	-%	4%	78%	3%	*%	1%	-%	-%	3%	-%	3%
ITV HUB+	4	1	-	1	3	19	1	3	-	1	1	18	1	-	-	-	1	-	1	-
	1%	*%	-%	*%	*%	1%	*%	1%	-%	1%	*%	1%	*%	-%	-%	-%	1%	-%	1%	-%
	18%	6%	-%	6%	14%	90%	3%	14%	-%	3%	3%	84%	6%	-%	-%	-%	6%	-%	6%	-%
HAYU	1	-	1	1	3	12	2	2	-	1	1	11	1	-	-	-	1	-	-	1
	*%	-%	*%	*%	*%	1%	1%	*%	-%	1%	1%	1%	*%	-%	-%	-%	*%	-%	-%	*%
	4%	-%	4%	4%	21%	81%	16%	14%	-%	4%	10%	72%	4%	-%	-%	-%	4%	-%	-%	4%
ELEVEN SPORTS	-	-	1	1	1	3	-	2	-	-	2	2	1	-	-	-	1	-	-	1
	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	1%	*%	*%	-%	-%	-%	*%	-%	-%	*%
											l									
	-%	-%	19%	19%	19%	100%	-%	47%	-%	-%	47%	53%	19%	-%	-%	-%	19%	-%	-%	19%
ANY OTHER OTT	3	4	1	5	5	16	-	2	-	-	-	15	5	-	1	-	1	3	3	1
	1%	1%	*%	1%	*%	1%	-%	*%	-%	-%	-%	1%	1%	-%	2%	-%	1%	1%	1%	1%
	18%	25%	7%	32%	32%	100%	-%	10%	-%	-%	-%	92%	29%	-%	4%	-%	8%	21%	20%	9%

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

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

HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
ANY FREE TV																				
	198	153	189	342	589	1047	76	241	59	41	118	798	291	28	17	6	124	167	124	166
	48%	50%	69%	59%	56%	44%	35%	58%	60%	71%	61%	41%	60%	58%	55%	47%	57%	62%	56%	63%
			abd	ab		g		l	l	hl	l		p							
	17%	13%	16%	29%	50%	90%	6%	21%	5%	4%	10%	68%	25%	2%	1%	1%	11%	14%	11%	14%
FREEVIEW	175	135	173	308	529	925	67	216	52	36	106	698	261	27	16	5	111	149	106	154
	43%	44%	64%	53%	50%	39%	31%	52%	53%	62%	54%	36%	54%	55%	51%	41%	51%	56%	48%	59%
			abd	ab		g		l	l	l	l		p							s
	17%	13%	17%	30%	51%	90%	7%	21%	5%	3%	10%	68%	25%	3%	2%	1%	11%	14%	10%	15%
FREE SATELLITE	28	22	20	42	74	149	12	32	8	8	16	121	38	2	1	1	17	22	22	16
	7%	7%	7%	7%	7%	6%	5%	8%	8%	14%	8%	6%	8%	4%	4%	5%	8%	8%	10%	6%
										l										
	16%	13%	12%	25%	44%	88%	7%	19%	5%	5%	9%	72%	23%	1%	1%	*%	10%	13%	13%	9%
DON'T KNOW	4	4	6	10	15	36	4	6	2	3	3	31	8	1	*	1	3	6	4	4
	1%	1%	2%	2%	1%	2%	2%	1%	2%	5%	2%	2%	2%	2%	1%	6%	1%	2%	2%	2%
										hl						m				
	9%	8%	15%	23%	34%	83%	8%	14%	5%	7%	7%	70%	18%	2%	1%	2%	6%	13%	9%	9%

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

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
NO TV																				
	12	8	4	12	35	91	13	10	2	2	3	85	10	1	*	*	6	4	5	5
	3%	2%	2%	2%	3%	4%	6%	2%	2%	4%	1%	4%	2%	3%	2%	1%	3%	2%	2%	2%
												hk								
	10%	7%	4%	11%	31%	81%	12%	9%	2%	2%	2%	76%	9%	1%	*%	*%	5%	4%	4%	5%
ANY PAY TV																				
	178	131	60	191	367	1042	107	141	33	11	63	904	160	17	11	3	79	81	81	79
	43%	43%	22%	33%	35%	44%	49%	34%	34%	19%	33%	47%	33%	36%	37%	22%	36%	30%	36%	30%
	cd	cd		c				j	j		j	hijk	p	p	p					
	15%	11%	5%	16%	31%	89%	9%	12%	3%	1%	5%	77%	14%	1%	1%	*%	7%	7%	7%	7%
SKY	106	86	38	124	228	677	82	97	21	8	45	600	103	8	11	2	52	51	51	52
	26%	28%	14%	21%	22%	29%	38%	23%	21%	14%	23%	31%	21%	16%	35%	16%	24%	19%	23%	20%
	c	cd		c			f					hijk			mnp					
	14%	11%	5%	16%	29%	86%	10%	12%	3%	1%	6%	77%	13%	1%	1%	*%	7%	6%	6%	7%
VIRGIN MEDIA	73	45	22	68	140	368	25	45	12	3	19	307	57	9	1	1	27	30	30	26
	18%	15%	8%	12%	13%	16%	11%	11%	13%	6%	10%	16%	12%	20%	2%	6%	12%	11%	14%	10%
	cd	c										hjk	o	mop						
	18%	11%	6%	17%	35%	93%	6%	11%	3%	1%	5%	77%	14%	2%	*%	*%	7%	8%	8%	7%
ANY HYBRID IPTV																				
	48	32	28	60	116	293	25	40	10	3	19	251	50	3	3	4	26	25	29	22
	12%	10%	10%	10%	11%	12%	11%	10%	10%	5%	10%	13%	10%	6%	8%	30%	12%	9%	13%	8%
												j				mno				
	14%	9%	8%	18%	34%	87%	7%	12%	3%	1%	6%	75%	15%	1%	1%	1%	8%	7%	9%	6%
BT TV	34	20	18	38	59	158	6	21	6	3	10	135	29	3	2	4	16	13	20	9
	8%	7%	6%	7%	6%	7%	3%	5%	6%	5%	5%	7%	6%	6%	8%	28%	7%	5%	9%	4%
						g										mno			t	
	19%	11%	10%	21%	33%	89%	3%	12%	3%	2%	6%	76%	16%	2%	1%	2%	9%	7%	11%	5%

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

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
TALKTALK TV	9	10	6	16	37	91	10	12	2	-	5	79	16	-	*	*	7	9	6	9
	2%	3%	2%	3%	3%	4%	4%	3%	2%	-%	3%	4%	3%	-%	*%	2%	3%	3%	3%	4%
	9%	10%	6%	16%	35%	88%	9%	12%	2%	-%	5%	76%	15%	-%	*%	*%	7%	8%	6%	9%
EE TV	1	1	1	2	11	28	7	3	-	-	3	27	2	-	*	-	*	2	1	1
	*%	*%	*%	*%	1%	1%	3% f	1%	-%	-%	1%	1%	*%	-%	*%	-%	*%	1%	*%	1%
	4%	4%	3%	7%	31%	81%	19%	8%	-%	-%	8%	79%	7%	-%	*%	-%	1%	5%	3%	4%
YOUVIEW	3	-	1	1	8	18	-	4	1	1	1	9	1	-	-	-	1	-	1	-
	1%	-%	*%	*%	1%	1%	-%	1%	1%	2%	1%	*%	*%	-%	-%	-%	*%	-%	*%	-%
	16%	-%	5%	5%	45%	100%	-%	25%	8%	5%	7%	51%	5%	-%	-%	-%	5%	-%	5%	-%
PLUSNET TV	3	-	2	2	5	8	3	2	1	-	1	7	2	-	-	-	1	1	1	1
	1%	-%	1%	*%	*%	*%	1%	*%	1%	-%	1%	*%	*%	-%	-%	-%	1%	*%	*%	*%
	29%	-%	20%	20%	45%	68%	23%	17%	7%	-%	10%	67%	20%	-%	-%	-%	13%	7%	9%	11%
ANY OTT																				
	150	57	27	84	283	1112	100	104	18	9	42	1010	72	4	5	2	37	36	40	33
	36%	19%	10%	14%	27%	47%	46%	25%	18%	16%	22%	52%	15%	9%	15%	16%	17%	13%	18%	12%
	bcd	c		c								hijk								
	12%	5%	2%	7%	23%	89%	8%	8%	1%	1%	3%	81%	6%	*%	*%	*%	3%	3%	3%	3%
NETFLIX	127	35	17	52	225	939	78	84	14	7	29	855	44	3	3	2	22	22	25	19
	31%	11%	6%	9%	21%	40%	36%	20%	14%	12%	15%	44%	9%	6%	10%	16%	10%	8%	11%	7%
	bcd	c										hijk				n				
	12%	3%	2%	5%	22%	90%	7%	8%	1%	1%	3%	82%	4%	*%	*%	*%	2%	2%	2%	2%
AMAZON PRIME VIDEO	68	26	9	36	90	501	34	40	8	2	17	465	33	2	1	*	18	15	18	15
	17%	9%	3%	6%	9%	21%	16%	10%	8%	4%	9%	24%	7%	4%	3%	1%	8%	6%	8%	6%
	bcd	c										hijk	p							
	12%	5%	2%	7%	17%	92%	6%	7%	2%	*%	3%	85%	6%	*%	*%	*%	3%	3%	3%	3%

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

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
NOW TV	21	7	3	10	43	149	18	16	4	3	9	135	8	1	1	-	3	5	6	2
	5%	2%	1%	2%	4%	6%	8%	4%	4%	5%	5%	7%	2%	2%	3%	-%	2%	2%	3%	1%
	bcd											h								
	12%	4%	2%	6%	25%	87%	11%	9%	3%	2%	5%	79%	5%	*%	*%	-%	2%	3%	4%	1%
YOUTUBE PREMIUM	3	1	*	1	11	29	2	8	1	-	3	21	1	*	-	-	*	1	-	1
	1%	*%	*%	*%	1%	1%	1%	2%	1%	-%	1%	1%	*%	*%	-%	-%	*%	*%	-%	*%
	8%	2%	1%	3%	35%	91%	6%	24%	4%	-%	9%	69%	3%	*%	-%	-%	1%	2%	-%	3%
DISNEY LIFE	2	1	-	1	5	19	*	2	-	-	1	17	1	*	*	-	-	1	-	1
	*%	*%	-%	*%	*%	1%	*%	*%	-%	-%	*%	1%	*%	*%	*%	-%	-%	*%	-%	*%
	8%	3%	-%	3%	24%	91%	2%	8%	-%	-%	4%	78%	3%	*%	1%	-%	-%	3%	-%	3%
ITV HUB+	4	1	-	1	3	19	1	3	-	1	1	18	1	-	-	-	1	-	1	-
	1%	*%	-%	*%	*%	1%	*%	1%	-%	1%	*%	1%	*%	-%	-%	-%	1%	-%	1%	-%
	18%	6%	-%	6%	14%	90%	3%	14%	-%	3%	3%	84%	6%	-%	-%	-%	6%	-%	6%	-%
HAYU	1	-	1	1	3	12	2	2	-	1	1	11	1	-	-	-	1	-	-	1
	*%	-%	*%	*%	*%	1%	1%	*%	-%	1%	1%	1%	*%	-%	-%	-%	*%	-%	-%	*%
	4%	-%	4%	4%	21%	81%	16%	14%	-%	4%	10%	72%	4%	-%	-%	-%	4%	-%	-%	4%
ELEVEN SPORTS	-	-	1	1	1	3	-	2	-	-	2	2	1	-	-	-	1	-	-	1
	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	1%	*%	*%	-%	-%	-%	*%	-%	-%	*%
											l									
	-%	-%	19%	19%	19%	100%	-%	47%	-%	-%	47%	53%	19%	-%	-%	-%	19%	-%	-%	19%
ANY OTHER OTT	3	4	1	5	5	16	-	2	-	-	-	15	5	-	1	-	1	3	3	1
	1%	1%	*%	1%	*%	1%	-%	*%	-%	-%	-%	1%	1%	-%	2%	-%	1%	1%	1%	1%
	18%	25%	7%	32%	32%	100%	-%	10%	-%	-%	-%	92%	29%	-%	4%	-%	8%	21%	20%	9%

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
ANY FREE TV																				
	198	153	189	342	589	1047	76	241	59	41	118	798	291	28	17	6	124	167	124	166
	48%	50%	69%	59%	56%	44%	35%	58%	60%	71%	61%	41%	60%	58%	55%	47%	57%	62%	56%	63%
			abd	ab		g		l	l	hl	l		p							
	17%	13%	16%	29%	50%	90%	6%	21%	5%	4%	10%	68%	25%	2%	1%	1%	11%	14%	11%	14%
FREEVIEW	175	135	173	308	529	925	67	216	52	36	106	698	261	27	16	5	111	149	106	154
	43%	44%	64%	53%	50%	39%	31%	52%	53%	62%	54%	36%	54%	55%	51%	41%	51%	56%	48%	59%
			abd	ab		g		l	l	l	l		p							s
	17%	13%	17%	30%	51%	90%	7%	21%	5%	3%	10%	68%	25%	3%	2%	1%	11%	14%	10%	15%
FREE SATELLITE	28	22	20	42	74	149	12	32	8	8	16	121	38	2	1	1	17	22	22	16
	7%	7%	7%	7%	7%	6%	5%	8%	8%	14%	8%	6%	8%	4%	4%	5%	8%	8%	10%	6%
										l										
	16%	13%	12%	25%	44%	88%	7%	19%	5%	5%	9%	72%	23%	1%	1%	*%	10%	13%	13%	9%
DON'T KNOW	4	4	6	10	15	36	4	6	2	3	3	31	8	1	*	1	3	6	4	4
	1%	1%	2%	2%	1%	2%	2%	1%	2%	5%	2%	2%	2%	2%	1%	6%	1%	2%	2%	2%
										hl						m				
	9%	8%	15%	23%	34%	83%	8%	14%	5%	7%	7%	70%	18%	2%	1%	2%	6%	13%	9%	9%

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

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

HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
NO TV																				
	12	8	4	12	35	91	13	10	2	2	3	85	10	1	*	*	6	4	5	5
	3%	2%	2%	2%	3%	4%	6%	2%	2%	4%	1%	4%	2%	3%	2%	1%	3%	2%	2%	2%
												hk								
	10%	7%	4%	11%	31%	81%	12%	9%	2%	2%	2%	76%	9%	1%	*%	*%	5%	4%	4%	5%
ANY PAY TV																				
	178	131	60	191	367	1042	107	141	33	11	63	904	160	17	11	3	79	81	81	79
	43%	43%	22%	33%	35%	44%	49%	34%	34%	19%	33%	47%	33%	36%	37%	22%	36%	30%	36%	30%
	cd	cd		c				j	j		j	hijk	p	p	p					
	15%	11%	5%	16%	31%	89%	9%	12%	3%	1%	5%	77%	14%	1%	1%	*%	7%	7%	7%	7%
SKY	106	86	38	124	228	677	82	97	21	8	45	600	103	8	11	2	52	51	51	52
	26%	28%	14%	21%	22%	29%	38%	23%	21%	14%	23%	31%	21%	16%	35%	16%	24%	19%	23%	20%
	c	cd		c			f					hijk			mnp					
	14%	11%	5%	16%	29%	86%	10%	12%	3%	1%	6%	77%	13%	1%	1%	*%	7%	6%	6%	7%
VIRGIN MEDIA	73	45	22	68	140	368	25	45	12	3	19	307	57	9	1	1	27	30	30	26
	18%	15%	8%	12%	13%	16%	11%	11%	13%	6%	10%	16%	12%	20%	2%	6%	12%	11%	14%	10%
	cd	c										hjk	o	mop						
	18%	11%	6%	17%	35%	93%	6%	11%	3%	1%	5%	77%	14%	2%	*%	*%	7%	8%	8%	7%
ANY HYBRID IPTV																				
	48	32	28	60	116	293	25	40	10	3	19	251	50	3	3	4	26	25	29	22
	12%	10%	10%	10%	11%	12%	11%	10%	10%	5%	10%	13%	10%	6%	8%	30%	12%	9%	13%	8%
												j				mno				
	14%	9%	8%	18%	34%	87%	7%	12%	3%	1%	6%	75%	15%	1%	1%	1%	8%	7%	9%	6%
BT TV	34	20	18	38	59	158	6	21	6	3	10	135	29	3	2	4	16	13	20	9
	8%	7%	6%	7%	6%	7%	3%	5%	6%	5%	5%	7%	6%	6%	8%	28%	7%	5%	9%	4%
						g										mno			t	
	19%	11%	10%	21%	33%	89%	3%	12%	3%	2%	6%	76%	16%	2%	1%	2%	9%	7%	11%	5%

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

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

HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
TALKTALK TV	9	10	6	16	37	91	10	12	2	-	5	79	16	-	*	*	7	9	6	9
	2%	3%	2%	3%	3%	4%	4%	3%	2%	-%	3%	4%	3%	-%	*%	2%	3%	3%	3%	4%
	9%	10%	6%	16%	35%	88%	9%	12%	2%	-%	5%	76%	15%	-%	*%	*%	7%	8%	6%	9%
EE TV	1	1	1	2	11	28	7	3	-	-	3	27	2	-	*	-	*	2	1	1
	*%	*%	*%	*%	1%	1%	3% f	1%	-%	-%	1%	1%	*%	-%	*%	-%	*%	1%	*%	1%
	4%	4%	3%	7%	31%	81%	19%	8%	-%	-%	8%	79%	7%	-%	*%	-%	1%	5%	3%	4%
YOUVIEW	3	-	1	1	8	18	-	4	1	1	1	9	1	-	-	-	1	-	1	-
	1%	-%	*%	*%	1%	1%	-%	1%	1%	2%	1%	*%	*%	-%	-%	-%	*%	-%	*%	-%
	16%	-%	5%	5%	45%	100%	-%	25%	8%	5%	7%	51%	5%	-%	-%	-%	5%	-%	5%	-%
PLUSNET TV	3	-	2	2	5	8	3	2	1	-	1	7	2	-	-	-	1	1	1	1
	1%	-%	1%	*%	*%	*%	1%	*%	1%	-%	1%	*%	*%	-%	-%	-%	1%	*%	*%	*%
	29%	-%	20%	20%	45%	68%	23%	17%	7%	-%	10%	67%	20%	-%	-%	-%	13%	7%	9%	11%
ANY OTT																				
	143	52	24	75	265	1071	91	98	16	7	37	973	66	4	4	2	34	32	35	30
	35%	17%	9%	13%	25%	45%	41%	24%	16%	13%	19%	50%	14%	7%	12%	16%	16%	12%	16%	12%
	bcd	c		c				j				hijk								
	12%	4%	2%	6%	22%	90%	8%	8%	1%	1%	3%	82%	6%	*%	*%	*%	3%	3%	3%	3%
NETFLIX	127	35	17	52	225	939	78	84	14	7	29	855	44	3	3	2	22	22	25	19
	31%	11%	6%	9%	21%	40%	36%	20%	14%	12%	15%	44%	9%	6%	10%	16%	10%	8%	11%	7%
	bcd	c										hijk				n				
	12%	3%	2%	5%	22%	90%	7%	8%	1%	1%	3%	82%	4%	*%	*%	*%	2%	2%	2%	2%
AMAZON PRIME VIDEO	68	26	9	36	90	501	34	40	8	2	17	465	33	2	1	*	18	15	18	15
	17%	9%	3%	6%	9%	21%	16%	10%	8%	4%	9%	24%	7%	4%	3%	1%	8%	6%	8%	6%
	bcd	c										hijk	p							
	12%	5%	2%	7%	17%	92%	6%	7%	2%	*%	3%	85%	6%	*%	*%	*%	3%	3%	3%	3%

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

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
YOUTUBE PREMIUM	3	1	*	1	11	29	2	8	1	-	3	21	1	*	-	-	*	1	-	1
	1%	*%	*%	*%	1%	1%	1%	2%	1%	-%	1%	1%	*%	*%	-%	-%	*%	*%	-%	*%
	8%	2%	1%	3%	35%	91%	6%	24%	4%	-%	9%	69%	3%	*%	-%	-%	1%	2%	-%	3%
DISNEY LIFE	2	1	-	1	5	19	*	2	-	-	1	17	1	*	*	-	-	1	-	1
	*%	*%	-%	*%	*%	1%	*%	*%	-%	-%	*%	1%	*%	*%	*%	-%	-%	*%	-%	*%
	8%	3%	-%	3%	24%	91%	2%	8%	-%	-%	4%	78%	3%	*%	1%	-%	-%	3%	-%	3%
ITV HUB+	4	1	-	1	3	19	1	3	-	1	1	18	1	-	-	-	1	-	1	-
	1%	*%	-%	*%	*%	1%	*%	1%	-%	1%	*%	1%	*%	-%	-%	-%	1%	-%	1%	-%
	18%	6%	-%	6%	14%	90%	3%	14%	-%	3%	3%	84%	6%	-%	-%	-%	6%	-%	6%	-%
HAYU	1	-	1	1	3	12	2	2	-	1	1	11	1	-	-	-	1	-	-	1
	*%	-%	*%	*%	*%	1%	1%	*%	-%	1%	1%	1%	*%	-%	-%	-%	*%	-%	-%	*%
	4%	-%	4%	4%	21%	81%	16%	14%	-%	4%	10%	72%	4%	-%	-%	-%	4%	-%	-%	4%
ELEVEN SPORTS	-	-	1	1	1	3	-	2	-	-	2	2	1	-	-	-	1	-	-	1
	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	1%	*%	*%	-%	-%	-%	*%	-%	-%	*%
											l									
	-%	-%	19%	19%	19%	100%	-%	47%	-%	-%	47%	53%	19%	-%	-%	-%	19%	-%	-%	19%
ANY OTHER OTT	3	4	1	5	5	16	-	2	-	-	-	15	5	-	1	-	1	3	3	1
	1%	1%	*%	1%	*%	1%	-%	*%	-%	-%	-%	1%	1%	-%	2%	-%	1%	1%	1%	1%
	18%	25%	7%	32%	32%	100%	-%	10%	-%	-%	-%	92%	29%	-%	4%	-%	8%	21%	20%	9%
VIRTUAL PAY TV OPERATOR																				
NOW TV	21	7	3	10	43	149	18	16	4	3	9	135	8	1	1	-	3	5	6	2
	5%	2%	1%	2%	4%	6%	8%	4%	4%	5%	5%	7%	2%	2%	3%	-%	2%	2%	3%	1%
	bcd											h								
	12%	4%	2%	6%	25%	87%	11%	9%	3%	2%	5%	79%	5%	*%	*%	-%	2%	3%	4%	1%

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

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
ANY FREE TV																				
	198	153	189	342	589	1047	76	241	59	41	118	798	291	28	17	6	124	167	124	166
	48%	50%	69%	59%	56%	44%	35%	58%	60%	71%	61%	41%	60%	58%	55%	47%	57%	62%	56%	63%
			abd	ab		g		l	l	hl	l		p							
	17%	13%	16%	29%	50%	90%	6%	21%	5%	4%	10%	68%	25%	2%	1%	1%	11%	14%	11%	14%
FREEVIEW	175	135	173	308	529	925	67	216	52	36	106	698	261	27	16	5	111	149	106	154
	43%	44%	64%	53%	50%	39%	31%	52%	53%	62%	54%	36%	54%	55%	51%	41%	51%	56%	48%	59%
			abd	ab		g		l	l	l	l		p							s
	17%	13%	17%	30%	51%	90%	7%	21%	5%	3%	10%	68%	25%	3%	2%	1%	11%	14%	10%	15%
FREE SATELLITE	28	22	20	42	74	149	12	32	8	8	16	121	38	2	1	1	17	22	22	16
	7%	7%	7%	7%	7%	6%	5%	8%	8%	14%	8%	6%	8%	4%	4%	5%	8%	8%	10%	6%
										l										
	16%	13%	12%	25%	44%	88%	7%	19%	5%	5%	9%	72%	23%	1%	1%	*%	10%	13%	13%	9%
DON'T KNOW	4	4	6	10	15	36	4	6	2	3	3	31	8	1	*	1	3	6	4	4
	1%	1%	2%	2%	1%	2%	2%	1%	2%	5%	2%	2%	2%	2%	1%	6%	1%	2%	2%	2%
										hl						m				
	9%	8%	15%	23%	34%	83%	8%	14%	5%	7%	7%	70%	18%	2%	1%	2%	6%	13%	9%	9%

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

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

SUMMARY FOR PAY TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Pay TV users (including NOW TV and all Hybrid IPTV)

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	344	260	174	434	788	1920	124	321	66	30	153	1560	256	64	70	44	135	121	140	115
Effective Weighted Sample	252	176	107	282	531	1337	102	215	48	21	102	1104	211	40	48	36	109	102	114	97
Weighted total	234	165	86	252	494	1386	138	188	46	16	86	1201	209	21	15	6	104	105	108	101
	15%	11%	5%	16%	31%	88%	9%	12%	**	**	5%	76%	13%	**	**	**	7%	7%	7%	6%
PAY TV ONLY	111	111	60	171	271	532	68	103	**	**	52	434	139	**	**	**	70	69	69	69
	47%	67%	70%	68%	55%	38%	49%	55%	**	**	60%	36%	67%	**	**	**	67%	66%	64%	69%
		a	a	a			f	l			l									
	18%	18%	10%	27%	43%	85%	11%	16%	**	**	8%	69%	22%	**	**	**	11%	11%	11%	11%
PAY TV AND OTT ONLY	87	30	13	43	147	650	59	53	**	**	19	595	38	**	**	**	16	21	20	17
	37%	18%	15%	17%	30%	47%	43%	28%	**	**	22%	50%	18%	**	**	**	16%	20%	19%	17%
	bcd											hk								
	12%	4%	2%	6%	20%	90%	8%	7%	**	**	3%	82%	5%	**	**	**	2%	3%	3%	2%
PAY TV AND FREE TV ONLY	15	21	11	32	46	83	3	17	**	**	7	67	28	**	**	**	15	13	15	13
	6%	13%	13%	13%	9%	6%	2%	9%	**	**	9%	6%	13%	**	**	**	14%	12%	14%	13%
		a	a	a																
	17%	23%	12%	36%	51%	92%	3%	18%	**	**	8%	74%	31%	**	**	**	16%	14%	16%	14%
PAY TV AND OTT AND FREE TV	22	3	2	5	30	121	7	16	**	**	8	105	5	**	**	**	3	1	4	1
	9%	2%	2%	2%	6%	9%	5%	8%	**	**	9%	9%	2%	**	**	**	3%	1%	3%	1%
	bcd																			
	16%	2%	1%	4%	23%	92%	6%	12%	**	**	6%	80%	4%	**	**	**	2%	1%	3%	1%

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

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

SUMMARY FOR OTT (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All OTT users (excluding NOW TV)

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	d	e	f	~g	h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	204	84	39	123	389	1401	95	143	20	13	52	1244	74	17	18	14	38	36	40	34
Effective Weighted Sample	151	56	26	82	273	1007	71	103	15	10	39	893	65	12	11	11	33	32	37	28
Weighted total	143	52	24	75	265	1071	91	98	16	7	37	973	66	4	4	2	34	32	35	30
	12%	**	**	6%	22%	90%	**	8%	**	**	**	82%	**	**	**	**	**	**	**	**
OTT ONLY	4	**	**	5	13	60	**	4	**	**	**	55	**	**	**	**	**	**	**	**
	3%	**	**	7%	5%	6%	**	4%	**	**	**	6%	**	**	**	**	**	**	**	**
	6%	**	**	8%	20%	89%	**	6%	**	**	**	82%	**	**	**	**	**	**	**	**
OTT AND PAY TV ONLY	87	**	**	43	147	650	**	53	**	**	**	595	**	**	**	**	**	**	**	**
	61%	**	**	57%	56%	61%	**	54%	**	**	**	61%	**	**	**	**	**	**	**	**
	12%	**	**	6%	20%	90%	**	7%	**	**	**	82%	**	**	**	**	**	**	**	**
OTT AND FREE TV ONLY	31	**	**	22	75	240	**	25	**	**	**	217	**	**	**	**	**	**	**	**
	21%	**	**	29%	28%	22%	**	25%	**	**	**	22%	**	**	**	**	**	**	**	**
	12%	**	**	8%	28%	90%	**	9%	**	**	**	82%	**	**	**	**	**	**	**	**
OTT AND PAY TV AND FREE TV	22	**	**	5	30	121	**	16	**	**	**	105	**	**	**	**	**	**	**	**
	15%	**	**	7%	11%	11%	**	16%	**	**	**	11%	**	**	**	**	**	**	**	**
	16%	**	**	4%	23%	92%	**	12%	**	**	**	80%	**	**	**	**	**	**	**	**

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

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

SUMMARY FOR FREE TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Free TV users

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	309	284	380	664	1057	1668	87	456	106	69	222	1165	406	99	105	54	191	215	168	237
Effective Weighted Sample	227	183	229	412	688	1151	66	305	74	49	159	818	318	64	67	42	153	168	132	185
Weighted total	198	153	189	342	589	1047	76	241	59	41	118	798	291	28	17	6	124	167	124	166
	17%	13%	16%	29%	50%	90%	**	21%	5%	**	10%	68%	25%	**	1%	**	11%	14%	11%	14%
FREE TV ONLY	131	115	167	282	439	603	**	184	44	**	92	408	240	**	15	**	96	144	96	143
	66%	75%	88%	83%	75%	58%	**	76%	75%	**	78%	51%	82%	**	86%	**	77%	86%	77%	86%
		a	abd	ab				l	l		l							qs		qs
	19%	17%	25%	41%	64%	89%	**	27%	6%	**	14%	60%	35%	**	2%	**	14%	21%	14%	21%
FREE TV AND PAY TV ONLY	15	21	11	32	46	83	**	17	6	**	7	67	28	**	1	**	15	13	15	13
	8%	14%	6%	9%	8%	8%	**	7%	11%	**	6%	8%	9%	**	8%	**	12%	8%	12%	8%
		ac																		
	17%	23%	12%	36%	51%	92%	**	18%	7%	**	8%	74%	31%	**	1%	**	16%	14%	16%	14%
FREE TV AND OTT ONLY	31	14	9	22	75	240	**	25	4	**	10	217	19	**	1	**	10	9	10	9
	16%	9%	5%	7%	13%	23%	**	10%	7%	**	9%	27%	7%	**	3%	**	8%	5%	8%	5%
	bcd											hik								
	12%	5%	3%	8%	28%	90%	**	9%	1%	**	4%	82%	7%	**	*%	**	4%	3%	4%	3%
FREE TV AND PAY TV AND OTT	22	3	2	5	30	121	**	16	4	**	8	105	5	**	*	**	3	1	4	1
	11%	2%	1%	1%	5%	12%	**	6%	8%	**	7%	13%	2%	**	3%	**	3%	1%	3%	1%
	bcd											hk								
	16%	2%	1%	4%	23%	92%	**	12%	3%	**	6%	80%	4%	**	*%	**	2%	1%	3%	1%

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

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	15	14	8	22	54	114	18	21	4	4	6	97	13	6	1	2	7	6	7	6
Effective Weighted Sample	11	7	5	12	36	86	12	15	3	3	4	77	9	5	1	2	5	4	5	4
Weighted total	12	8	4	12	35	91	13	10	2	2	3	85	10	1	*	*	6	4	5	5
	**	**	**	**	**	81%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not interested in watching TV	**	**	**	**	**	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Busy with other interests	**	**	**	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't want to pay the TV Licence	**	**	**	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	94%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have a paid subscription to an online TV or video streaming service (e.g. Netflix, Amazon Prime, NOW TV) which I watch on another device (not a TV set)	**	**	**	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	91%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recently moved home	**	**	**	**	**	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	75%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	15	14	8	22	54	114	18	21	4	4	6	97	13	6	1	2	7	6	7	6
Effective Weighted Sample	11	7	5	12	36	86	12	15	3	3	4	77	9	5	1	2	5	4	5	4
Weighted total	12	8	4	12	35	91	13	10	2	2	3	85	10	1	*	*	6	4	5	5
	**	**	**	**	**	81%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch other types of online TV/ video on another device (not a TV set)	**	**	**	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	92%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to pay the TV LIcence	**	**	**	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	87%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Live in a rented property	**	**	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to replace broken TV set	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too expensive to buy and install	**	**	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't want the children to watch TV	**	**	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	96%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	15	14	8	22	54	114	18	21	4	4	6	97	13	6	1	2	7	6	7	6
Effective Weighted Sample	11	7	5	12	36	86	12	15	3	3	4	77	9	5	1	2	5	4	5	4
Weighted total	12	8	4	12	35	91	13	10	2	2	3	85	10	1	*	*	6	4	5	5
	**	**	**	**	**	81%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	599	511	533	1044	1737	3309	197	731	160	92	351	2489	626	156	167	95	306	320	285	339
Effective Weighted Sample	437	333	323	655	1141	2276	156	486	113	66	244	1745	497	98	108	75	243	257	228	268
Weighted total	396	294	262	556	1007	2229	202	397	94	52	189	1825	468	46	30	12	210	258	214	253
	16%	12%	10%	22%	40%	88%	8%	16%	4%	**	7%	72%	19%	2%	1%	**	8%	10%	8%	10%
Yes, the main TV in the household is an HDTV set or HD ready	315	224	154	378	707	1799	158	262	58	**	123	1546	324	27	20	**	158	166	166	157
	79%	76%	59%	68%	70%	81%	78%	66%	62%	**	65%	85%	69%	59%	68%	**	75%	64%	78%	62%
	cd	cd		c								hik	n				rt		rt	
	16%	11%	8%	19%	35%	89%	8%	13%	3%	**	6%	76%	16%	1%	1%	**	8%	8%	8%	8%
No	47	49	69	118	194	278	32	79	14	**	37	196	97	13	6	**	42	56	31	66
	12%	17%	26%	21%	19%	12%	16%	20%	15%	**	20%	11%	21%	28%	20%	**	20%	22%	14%	26%
		a	ab	a				l			l							s		s
	14%	15%	21%	36%	60%	86%	10%	24%	4%	**	11%	60%	30%	4%	2%	**	13%	17%	9%	20%
Don't know	35	21	39	60	106	152	12	57	22	**	29	83	47	6	3	**	10	36	17	30
	9%	7%	15%	11%	11%	7%	6%	14%	24%	**	15%	5%	10%	13%	11%	**	5%	14%	8%	12%
			ab					l	hl		l							qs		q
	21%	12%	23%	36%	63%	90%	7%	34%	13%	**	17%	49%	28%	4%	2%	**	6%	21%	10%	18%

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

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

QH4 (QH70). You mentioned that you have an HD ready TV or HD TV service. Is the MAIN TV in your household an Ultra High Definition (known as UHD) TV set or UHD ready - also known as 4K? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	451	361	280	641	1116	2513	154	440	92	51	206	2026	400	88	109	44	214	186	211	188
Effective Weighted Sample	335	239	176	415	761	1765	123	301	64	39	147	1443	324	55	72	37	173	154	170	154
Weighted total	315	224	154	378	707	1799	158	262	58	29	123	1546	324	27	20	6	158	166	166	157
	16%	11%	8%	19%	35%	89%	8%	13%	**	**	6%	76%	16%	**	1%	**	8%	8%	8%	8%
Yes, the main TV in the household is an UHDTV set or UHD ready	136	101	51	153	283	823	71	100	**	**	40	714	127	**	8	**	69	58	72	55
	43%	45%	33%	40%	40%	46%	45%	38%	**	**	32%	46%	39%	**	39%	**	44%	35%	43%	35%
	c	c										hk								
	15%	11%	6%	16%	31%	89%	8%	11%	**	**	4%	77%	14%	**	1%	**	7%	6%	8%	6%
No	142	101	76	177	325	808	63	127	**	**	64	691	155	**	10	**	77	78	73	82
	45%	45%	49%	47%	46%	45%	40%	49%	**	**	52%	45%	48%	**	50%	**	49%	47%	44%	52%
	16%	11%	8%	20%	36%	89%	7%	14%	**	**	7%	76%	17%	**	1%	**	9%	9%	8%	9%
Don't know	37	21	27	48	99	169	24	35	**	**	19	142	42	**	2	**	12	30	21	21
	12%	10%	17%	13%	14%	9%	15%	13%	**	**	15%	9%	13%	**	10%	**	8%	18%	13%	13%
			b				f	l			l							q		
	19%	11%	14%	24%	50%	86%	12%	18%	**	**	10%	72%	21%	**	1%	**	6%	15%	11%	11%

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

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

QH5 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE)

Base : Those whose main TV set is a UHDTV set or UHD-ready

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	195	158	85	243	426	1118	72	160	33	14	59	921	140	49	35	19	80	60	83	57
Effective Weighted Sample	137	106	55	161	288	765	56	111	23	11	44	634	120	31	24	16	69	51	72	49
Weighted total	136	101	51	153	283	823	71	100	19	8	40	714	127	15	8	3	69	58	72	55
	15%	11%	**	16%	31%	89%	**	11%	**	**	**	77%	14%	**	**	**	**	**	**	**
Yes	94	62	**	86	163	561	**	54	**	**	**	497	70	**	**	**	**	**	**	**
	70% d	61%	**	56%	57%	68%	**	54%	**	**	**	70% h	55%	**	**	**	**	**	**	**
	15%	10%	**	14%	26%	89%	**	8%	**	**	**	78%	11%	**	**	**	**	**	**	**
No	26	28	**	49	88	182	**	32	**	**	**	153	43	**	**	**	**	**	**	**
	19%	28%	**	32% a	31%	22%	**	32% l	**	**	**	21%	34%	**	**	**	**	**	**	**
	13%	14%	**	24%	43%	89%	**	16%	**	**	**	75%	21%	**	**	**	**	**	**	**
Don't know	15	11	**	18	33	80	**	14	**	**	**	63	14	**	**	**	**	**	**	**
	11%	11%	**	12%	11%	10%	**	14%	**	**	**	9%	11%	**	**	**	**	**	**	**
	17%	13%	**	20%	36%	89%	**	16%	**	**	**	70%	15%	**	**	**	**	**	**	**

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

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

QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	216	179	114	293	501	1222	84	216	42	27	103	1001	168	44	62	19	88	80	90	77
Effective Weighted Sample	149	114	70	183	327	828	69	142	30	19	67	688	140	24	40	17	72	68	73	67
Weighted total	134	108	58	166	301	825	94	129	29	16	60	721	141	10	12	3	69	73	73	68
	14%	11%	6%	17%	32%	87%	**	14%	**	**	6%	76%	15%	**	**	**	**	**	**	**
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	106	86	38	124	228	677	**	97	**	**	45	600	103	**	**	**	**	**	**	**
	79%	80%	65%	74%	76%	82%	**	75%	**	**	74%	83%	73%	**	**	**	**	**	**	**
	c	c										h								
	14%	11%	5%	16%	29%	86%	**	12%	**	**	6%	77%	13%	**	**	**	**	**	**	**
Sky satellite dish for free to air services only - you pay no monthly subscription fee	8	4	1	5	15	27	**	3	**	**	2	28	4	**	**	**	**	**	**	**
	6%	4%	2%	3%	5%	3%	**	2%	**	**	3%	4%	3%	**	**	**	**	**	**	**
	21%	12%	3%	15%	40%	73%	**	9%	**	**	4%	75%	11%	**	**	**	**	**	**	**
Freesat dish and set top box - you do not pay a subscription fee	19	16	17	33	44	97	**	25	**	**	12	69	31	**	**	**	**	**	**	**
	14%	15%	30%	20%	15%	12%	**	19%	**	**	21%	10%	22%	**	**	**	**	**	**	**
			ab					l			l									
	18%	16%	17%	33%	44%	96%	**	25%	**	**	12%	69%	31%	**	**	**	**	**	**	**
Other satellite dish	1	2	-	2	5	8	**	1	**	**	-	10	1	**	**	**	**	**	**	**
	*%	2%	-%	1%	2%	1%	**	*%	**	**	-%	1%	1%	**	**	**	**	**	**	**
	5%	17%	-%	17%	49%	72%	**	5%	**	**	-%	93%	10%	**	**	**	**	**	**	**
Don't know	1	*	2	2	9	18	**	4	**	**	2	14	2	**	**	**	**	**	**	**
	1%	*%	3%	1%	3%	2%	**	3%	**	**	3%	2%	1%	**	**	**	**	**	**	**
	5%	1%	10%	10%	45%	85%	**	19%	**	**	8%	68%	9%	**	**	**	**	**	**	**

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

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

QH7 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	178	145	86	231	398	1027	71	171	32	18	82	851	127	36	54	14	68	59	68	58
Effective Weighted Sample	121	92	52	142	254	685	60	112	23	12	54	576	105	20	35	12	54	51	55	50
Weighted total	106	86	38	124	228	677	82	97	21	8	45	600	103	8	11	2	52	51	51	52
	14%	11%	**	16%	29%	86%	**	12%	**	**	**	77%	13%	**	**	**	**	**	**	**
Sky Sports channels	50	34	**	45	82	280	**	34	**	**	**	243	39	**	**	**	**	**	**	**
	47%	39%	**	37%	36%	41%	**	36%	**	**	**	41%	38%	**	**	**	**	**	**	**
	16%	11%	**	15%	27%	91%	**	11%	**	**	**	79%	13%	**	**	**	**	**	**	**
BT Sport channels	14	15	**	20	30	91	**	7	**	**	**	80	18	**	**	**	**	**	**	**
	13%	17%	**	16%	13%	13%	**	7%	**	**	**	13%	18%	**	**	**	**	**	**	**
	15%	16%	**	21%	32%	98%	**	7%	**	**	**	85%	20%	**	**	**	**	**	**	**
Sky Cinema channels	35	21	**	24	55	227	**	24	**	**	**	209	23	**	**	**	**	**	**	**
	33% d	25%	**	20%	24%	33%	**	25%	**	**	**	35% h	22%	**	**	**	**	**	**	**
	14%	8%	**	10%	22%	89%	**	9%	**	**	**	82%	9%	**	**	**	**	**	**	**
Sky Atlantic	40	15	**	19	45	183	**	16	**	**	**	165	17	**	**	**	**	**	**	**
	38% bd	17%	**	16%	20%	27%	**	17%	**	**	**	28% h	17%	**	**	**	**	**	**	**
	20%	7%	**	10%	23%	92%	**	8%	**	**	**	83%	9%	**	**	**	**	**	**	**
Sky+ HD (High Definition channels through Sky+ HD box)	49	29	**	37	77	295	**	35	**	**	**	267	31	**	**	**	**	**	**	**
	46% d	33%	**	30%	34%	44%	**	36%	**	**	**	45%	31%	**	**	**	**	**	**	**
	15%	9%	**	11%	23%	88%	**	10%	**	**	**	80%	9%	**	**	**	**	**	**	**
Basic package only	23	28	**	48	80	187	**	36	**	**	**	166	39	**	**	**	**	**	**	**
	21%	33%	**	39% a	35%	28%	**	37% l	**	**	**	28%	38%	**	**	**	**	**	**	**
	10%	12%	**	20%	34%	80%	**	15%	**	**	**	71%	17%	**	**	**	**	**	**	**
None of these	5	5	**	5	10	22	**	3	**	**	**	19	5	**	**	**	**	**	**	**
	5%	6%	**	4%	4%	3%	**	4%	**	**	**	3%	4%	**	**	**	**	**	**	**
	22%	20%	**	22%	40%	94%	**	14%	**	**	**	78%	19%	**	**	**	**	**	**	**

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

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

QH7 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	178	145	86	231	398	1027	71	171	32	18	82	851	127	36	54	14	68	59	68	58
Effective Weighted Sample	121	92	52	142	254	685	60	112	23	12	54	576	105	20	35	12	54	51	55	50
Weighted total	106	86	38	124	228	677	82	97	21	8	45	600	103	8	11	2	52	51	51	52
	14%	11%	**	16%	29%	86%	**	12%	**	**	**	77%	13%	**	**	**	**	**	**	**
Don't know	1	*	**	2	3	3	**	2	**	**	**	4	2	**	**	**	**	**	**	**
	1%	*%	**	1%	1%	1%	**	2%	**	**	**	1%	2%	**	**	**	**	**	**	**
	16%	5%	**	22%	38%	48%	**	23%	**	**	**	60%	22%	**	**	**	**	**	**	**

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

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

QH8 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	92	62	32	94	187	429	24	60	16	5	26	342	69	18	2	5	35	34	37	32
Effective Weighted Sample	76	48	22	70	141	336	19	48	13	4	22	270	55	15	2	4	28	27	30	25
Weighted total	73	45	22	68	140	368	25	45	12	3	19	307	57	9	1	1	27	30	30	26
	**	**	**	**	35%	93%	**	**	**	**	**	77%	**	**	**	**	**	**	**	**
Sky Sports channels	**	**	**	**	20	79	**	**	**	**	**	67	**	**	**	**	**	**	**	**
	**	**	**	**	15%	22%	**	**	**	**	**	22%	**	**	**	**	**	**	**	**
	**	**	**	**	26%	99%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
BT Sport channels	**	**	**	**	16	64	**	**	**	**	**	52	**	**	**	**	**	**	**	**
	**	**	**	**	12%	17%	**	**	**	**	**	17%	**	**	**	**	**	**	**	**
	**	**	**	**	26%	100%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
Sky Cinema channels	**	**	**	**	9	50	**	**	**	**	**	43	**	**	**	**	**	**	**	**
	**	**	**	**	6%	14%	**	**	**	**	**	14%	**	**	**	**	**	**	**	**
	**	**	**	**	17%	99%	**	**	**	**	**	84%	**	**	**	**	**	**	**	**
Sky Atlantic	**	**	**	**	6	35	**	**	**	**	**	29	**	**	**	**	**	**	**	**
	**	**	**	**	4%	10%	**	**	**	**	**	10%	**	**	**	**	**	**	**	**
	**	**	**	**	17%	100%	**	**	**	**	**	84%	**	**	**	**	**	**	**	**
High Definition channel through V+ HD box	**	**	**	**	21	75	**	**	**	**	**	62	**	**	**	**	**	**	**	**
	**	**	**	**	15%	20%	**	**	**	**	**	20%	**	**	**	**	**	**	**	**
	**	**	**	**	28%	98%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
Basic package only	**	**	**	**	59	161	**	**	**	**	**	136	**	**	**	**	**	**	**	**
	**	**	**	**	42%	44%	**	**	**	**	**	45%	**	**	**	**	**	**	**	**
	**	**	**	**	34%	92%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
None of these	**	**	**	**	33	47	**	**	**	**	**	37	**	**	**	**	**	**	**	**
	**	**	**	**	24%	13%	**	**	**	**	**	12%	**	**	**	**	**	**	**	**
	**	**	**	**	58%	82%	**	**	**	**	**	64%	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	2	6	**	**	**	**	**	6	**	**	**	**	**	**	**	**
	**	**	**	**	2%	2%	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
	**	**	**	**	32%	94%	**	**	**	**	**	94%	**	**	**	**	**	**	**	**

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

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

QH9 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV, YouView or Plusnet TV)

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	74	55	58	113	211	470	28	88	17	8	44	371	63	10	14	26	34	29	37	26
Effective Weighted Sample	56	38	36	74	144	327	23	55	12	6	26	265	55	7	11	21	29	26	32	23
Weighted total	54	35	28	63	136	352	31	47	12	6	24	300	52	4	3	4	27	26	30	23
	**	**	**	16%	34%	88%	**	**	**	**	**	75%	**	**	**	**	**	**	**	**
Sky Sports channels	**	**	**	5	10	28	**	**	**	**	**	22	**	**	**	**	**	**	**	**
	**	**	**	8%	7%	8%	**	**	**	**	**	7%	**	**	**	**	**	**	**	**
	**	**	**	17%	35%	100%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
Sky Cinema channels	**	**	**	1	9	24	**	**	**	**	**	26	**	**	**	**	**	**	**	**
	**	**	**	2%	7%	7%	**	**	**	**	**	9%	**	**	**	**	**	**	**	**
	**	**	**	3%	30%	80%	**	**	**	**	**	87%	**	**	**	**	**	**	**	**
Sky Atlantic	**	**	**	1	5	17	**	**	**	**	**	15	**	**	**	**	**	**	**	**
	**	**	**	1%	4%	5%	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
	**	**	**	5%	28%	95%	**	**	**	**	**	85%	**	**	**	**	**	**	**	**
BT Sport channels	**	**	**	13	26	84	**	**	**	**	**	71	**	**	**	**	**	**	**	**
	**	**	**	21%	19%	24%	**	**	**	**	**	24%	**	**	**	**	**	**	**	**
	**	**	**	14%	27%	88%	**	**	**	**	**	74%	**	**	**	**	**	**	**	**
High Definition channel through HD receiver/ box	**	**	**	3	10	32	**	**	**	**	**	27	**	**	**	**	**	**	**	**
	**	**	**	5%	7%	9%	**	**	**	**	**	9%	**	**	**	**	**	**	**	**
	**	**	**	9%	27%	91%	**	**	**	**	**	76%	**	**	**	**	**	**	**	**
Basic package only	**	**	**	23	46	118	**	**	**	**	**	103	**	**	**	**	**	**	**	**
	**	**	**	36%	34%	34%	**	**	**	**	**	34%	**	**	**	**	**	**	**	**
	**	**	**	17%	34%	86%	**	**	**	**	**	75%	**	**	**	**	**	**	**	**
None of these	**	**	**	21	48	105	**	**	**	**	**	83	**	**	**	**	**	**	**	**
	**	**	**	34%	36%	30%	**	**	**	**	**	28%	**	**	**	**	**	**	**	**
	**	**	**	19%	42%	91%	**	**	**	**	**	72%	**	**	**	**	**	**	**	**
Don't know	**	**	**	2	4	12	**	**	**	**	**	11	**	**	**	**	**	**	**	**
	**	**	**	3%	3%	3%	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
	**	**	**	15%	27%	87%	**	**	**	**	**	77%	**	**	**	**	**	**	**	**

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

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

QH11 (QH76). SHOWCARD You said your household pays for Sky Sports channels. As far as you know, does your household subscribe to all of the Sky Sports channels or a selection of the channels available? IF NECESSARY - There are 10 different Sky Sports channels available for customers to subscribe to. (SINGLE CODE)

Base : Those in households that pay to subscribe to Sky Sports channels

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	106	60	40	100	162	485	14	76	12	4	42	393	61	12	21	6	41	20	40	21
Effective Weighted Sample	78	42	23	64	109	347	12	52	9	3	28	285	50	6	13	5	33	17	32	18
Weighted total	71	41	17	58	106	376	16	44	8	2	23	324	49	3	4	1	32	17	32	17
	18%	**	**	14%	26%	93%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**
All of the Sky Sports channels	47	**	**	35	66	240	**	**	**	**	**	210	**	**	**	**	**	**	**	**
	66%	**	**	61%	62%	64%	**	**	**	**	**	65%	**	**	**	**	**	**	**	**
	18%	**	**	14%	26%	95%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
A selection of the Sky Sports channels	17	**	**	14	29	111	**	**	**	**	**	92	**	**	**	**	**	**	**	**
	24%	**	**	24%	27%	30%	**	**	**	**	**	28%	**	**	**	**	**	**	**	**
	14%	**	**	11%	24%	91%	**	**	**	**	**	75%	**	**	**	**	**	**	**	**
Don't know	7	**	**	9	11	25	**	**	**	**	**	22	**	**	**	**	**	**	**	**
	10%	**	**	15%	10%	7%	**	**	**	**	**	7%	**	**	**	**	**	**	**	**
	25%	**	**	31%	39%	89%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**

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

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

QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	190	157	95	252	436	1098	77	182	33	20	87	912	138	40	58	16	74	64	75	62
Effective Weighted Sample	131	98	56	153	279	737	65	118	24	14	57	623	114	22	38	14	59	55	61	53
Weighted total	116	93	44	136	254	730	88	104	22	10	48	649	114	8	12	2	57	57	58	56
	14%	11%	**	16%	30%	86%	**	12%	**	**	**	77%	13%	**	**	**	**	**	**	**
Yes	86	60	**	87	163	517	**	72	**	**	**	456	72	**	**	**	**	**	**	**
	74%	64%	**	64%	64%	71%	**	69%	**	**	**	70%	63%	**	**	**	**	**	**	**
	14%	10%	**	14%	27%	87%	**	12%	**	**	**	76%	12%	**	**	**	**	**	**	**
No	26	27	**	38	72	184	**	25	**	**	**	165	31	**	**	**	**	**	**	**
	23%	30%	**	28%	28%	25%	**	24%	**	**	**	25%	28%	**	**	**	**	**	**	**
	12%	13%	**	18%	34%	86%	**	12%	**	**	**	77%	15%	**	**	**	**	**	**	**
Don't know	4	6	**	11	19	29	**	7	**	**	**	28	11	**	**	**	**	**	**	**
	3%	6%	**	8%	7%	4%	**	6%	**	**	**	4%	9%	**	**	**	**	**	**	**
	10%	15%	**	31%	51%	78%	**	18%	**	**	**	77%	29%	**	**	**	**	**	**	**

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

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

QH11B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	190	157	95	252	436	1098	77	182	33	20	87	912	138	40	58	16	74	64	75	62
Effective Weighted Sample	131	98	56	153	279	737	65	118	24	14	57	623	114	22	38	14	59	55	61	53
Weighted total	116	93	44	136	254	730	88	104	22	10	48	649	114	8	12	2	57	57	58	56
	14%	11%	**	16%	30%	86%	**	12%	**	**	**	77%	13%	**	**	**	**	**	**	**
Yes	38	22	**	27	67	262	**	32	**	**	**	232	24	**	**	**	**	**	**	**
	33%	24%	**	20%	26%	36%	**	31%	**	**	**	36%	21%	**	**	**	**	**	**	**
	d																			
	13%	8%	**	9%	23%	90%	**	11%	**	**	**	79%	8%	**	**	**	**	**	**	**
No	69	65	**	97	164	430	**	64	**	**	**	378	79	**	**	**	**	**	**	**
	60%	70%	**	71%	65%	59%	**	61%	**	**	**	58%	69%	**	**	**	**	**	**	**
	14%	13%	**	19%	33%	86%	**	13%	**	**	**	75%	16%	**	**	**	**	**	**	**
Don't know	8	6	**	13	22	38	**	8	**	**	**	40	11	**	**	**	**	**	**	**
	7%	6%	**	10%	9%	5%	**	7%	**	**	**	6%	10%	**	**	**	**	**	**	**
	15%	11%	**	24%	42%	71%	**	14%	**	**	**	74%	21%	**	**	**	**	**	**	**

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

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

QH11A/QH11B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	190	157	95	252	436	1098	77	182	33	20	87	912	138	40	58	16	74	64	75	62
Effective Weighted Sample	131	98	56	153	279	737	65	118	24	14	57	623	114	22	38	14	59	55	61	53
Weighted total	116	93	44	136	254	730	88	104	22	10	48	649	114	8	12	2	57	57	58	56
	14%	11%	**	16%	30%	86%	**	12%	**	**	**	77%	13%	**	**	**	**	**	**	**
Yes - Sky+	86	60	**	87	163	517	**	72	**	**	**	456	72	**	**	**	**	**	**	**
	74%	64%	**	64%	64%	71%	**	69%	**	**	**	70%	63%	**	**	**	**	**	**	**
	14%	10%	**	14%	27%	87%	**	12%	**	**	**	76%	12%	**	**	**	**	**	**	**
Yes - Sky Q	38	22	**	27	67	262	**	32	**	**	**	232	24	**	**	**	**	**	**	**
	33% d	24%	**	20%	26%	36%	**	31%	**	**	**	36%	21%	**	**	**	**	**	**	**
	13%	8%	**	9%	23%	90%	**	11%	**	**	**	79%	8%	**	**	**	**	**	**	**
HAVE EITHER	95	71	**	99	183	599	**	80	**	**	**	530	83	**	**	**	**	**	**	**
	82%	77%	**	73%	72%	82%	**	77%	**	**	**	82%	73%	**	**	**	**	**	**	**
	14%	10%	**	14%	27%	87%	**	12%	**	**	**	77%	12%	**	**	**	**	**	**	**
Neither	19	18	**	29	57	113	**	20	**	**	**	100	23	**	**	**	**	**	**	**
	16%	19%	**	22%	22%	15%	**	19%	**	**	**	15%	21%	**	**	**	**	**	**	**
	13%	13%	**	21%	41%	81%	**	14%	**	**	**	72%	17%	**	**	**	**	**	**	**
Don't know	3	4	**	8	14	18	**	4	**	**	**	19	8	**	**	**	**	**	**	**
	2%	4%	**	6%	5%	2%	**	4%	**	**	**	3%	7%	**	**	**	**	**	**	**
	11%	16%	**	33%	58%	76%	**	17%	**	**	**	82%	32%	**	**	**	**	**	**	**

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

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

QH11C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	92	62	32	94	187	429	24	60	16	5	26	342	69	18	2	5	35	34	37	32
Effective Weighted Sample	76	48	22	70	141	336	19	48	13	4	22	270	55	15	2	4	28	27	30	25
Weighted total	73	45	22	68	140	368	25	45	12	3	19	307	57	9	1	1	27	30	30	26
	**	**	**	**	35%	93%	**	**	**	**	**	77%	**	**	**	**	**	**	**	**
Yes	**	**	**	**	93	288	**	**	**	**	**	240	**	**	**	**	**	**	**	**
	**	**	**	**	67%	78%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
	**	**	**	**	31%	95%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
No	**	**	**	**	35	61	**	**	**	**	**	51	**	**	**	**	**	**	**	**
	**	**	**	**	25%	17%	**	**	**	**	**	17%	**	**	**	**	**	**	**	**
	**	**	**	**	48%	84%	**	**	**	**	**	70%	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	11	19	**	**	**	**	**	15	**	**	**	**	**	**	**	**
	**	**	**	**	8%	5%	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
	**	**	**	**	55%	91%	**	**	**	**	**	72%	**	**	**	**	**	**	**	**

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

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

QH11D (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	25	25	19	44	64	127	4	37	9	8	18	86	33	4	4	3	15	18	18	15
Effective Weighted Sample	17	17	15	32	47	93	4	26	6	7	13	62	29	2	3	3	14	15	16	14
Weighted total	17	18	14	32	46	97	1	27	6	7	14	67	30	1	1	*	12	18	18	12
	**	**	**	**	**	95%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	**	**	**	**	**	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	97%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	94%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	87%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH11E (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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	278	256	357	613	971	1507	76	419	98	63	204	1042	374	93	97	49	175	199	152	221
Effective Weighted Sample	205	167	215	381	631	1038	58	284	70	44	150	728	292	61	62	37	139	155	120	171
Weighted total	175	135	173	308	529	925	67	216	52	36	106	698	261	27	16	5	111	149	106	154
	17%	13%	17%	30%	51%	90%	**	21%	**	**	10%	68%	25%	**	**	**	11%	14%	10%	15%
Yes	53	45	59	104	161	315	**	58	**	**	30	243	90	**	**	**	32	57	47	42
	30%	33%	34%	34%	30%	34%	**	27%	**	**	28%	35%	34%	**	**	**	29%	38%	44%	28%
												h						t	qt	
	16%	13%	18%	31%	48%	94%	**	17%	**	**	9%	73%	27%	**	**	**	10%	17%	14%	13%
No	108	82	96	178	328	555	**	143	**	**	69	413	150	**	**	**	71	79	53	97
	62%	61%	55%	58%	62%	60%	**	66%	**	**	65%	59%	58%	**	**	**	64%	53%	50%	63%
								l									s			s
	17%	13%	15%	28%	52%	88%	**	23%	**	**	11%	65%	24%	**	**	**	11%	13%	8%	15%
Don't know	14	8	18	26	39	56	**	16	**	**	7	42	21	**	**	**	8	13	7	15
	8%	6%	11%	8%	7%	6%	**	7%	**	**	7%	6%	8%	**	**	**	7%	9%	6%	10%
	21%	12%	28%	40%	61%	86%	**	24%	**	**	11%	64%	32%	**	**	**	12%	20%	10%	22%

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

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

QH11F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT TV, TalkTalk TV, EE TV, YouView or Plusnet TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	67	50	57	107	184	400	22	79	15	5	39	312	61	9	11	26	33	28	36	25
Effective Weighted Sample	49	34	36	70	123	273	18	48	10	4	23	220	53	6	9	21	28	25	31	22
Weighted total	48	32	28	60	116	293	25	40	10	3	19	251	50	3	3	4	26	25	29	22
	**	**	**	18%	34%	87%	**	**	**	**	**	75%	**	**	**	**	**	**	**	**
Yes	**	**	**	48	87	228	**	**	**	**	**	193	**	**	**	**	**	**	**	**
	**	**	**	81%	75%	78%	**	**	**	**	**	77%	**	**	**	**	**	**	**	**
	**	**	**	19%	33%	87%	**	**	**	**	**	74%	**	**	**	**	**	**	**	**
No	**	**	**	7	22	43	**	**	**	**	**	40	**	**	**	**	**	**	**	**
	**	**	**	13%	19%	15%	**	**	**	**	**	16%	**	**	**	**	**	**	**	**
	**	**	**	15%	44%	87%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
Don't know	**	**	**	4	7	22	**	**	**	**	**	18	**	**	**	**	**	**	**	**
	**	**	**	6%	6%	8%	**	**	**	**	**	7%	**	**	**	**	**	**	**	**
	**	**	**	15%	27%	89%	**	**	**	**	**	72%	**	**	**	**	**	**	**	**

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

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

DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
DVR IN HOUSEHOLD	242	175	125	300	515	1398	99	203	53	16	95	1174	256	21	17	6	119	137	142	114
	59%	57%	46%	52%	49%	59%	45%	49%	54%	27%	49%	61%	53%	43%	55%	47%	54%	51%	64%	43%
	cd	c				g		j	j		j	hjk					t		qrt	
	16%	11%	8%	19%	33%	90%	6%	13%	3%	1%	6%	76%	17%	1%	1%	*%	8%	9%	9%	7%
NO DVR IN HOUSEHOLD	149	115	123	239	481	864	104	190	41	38	89	691	196	23	14	5	88	108	67	129
	36%	38%	45%	41%	46%	37%	48%	46%	42%	65%	46%	36%	40%	49%	44%	40%	40%	40%	30%	49%
			ab				f	l		hikl	l						s	s		qrs
	15%	11%	12%	24%	47%	85%	10%	19%	4%	4%	9%	68%	19%	2%	1%	1%	9%	11%	7%	13%
UNSURE	20	15	25	39	61	94	15	19	4	5	10	75	34	4	*	2	11	22	13	20
	5%	5%	9%	7%	6%	4%	7%	5%	4%	8%	5%	4%	7%	8%	1%	13%	5%	8%	6%	8%
			ab										o	o		mo				
	18%	13%	22%	35%	55%	84%	13%	17%	4%	4%	9%	67%	30%	3%	*%	2%	10%	20%	12%	18%

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

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

QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	356	277	221	498	822	1964	96	341	79	27	163	1555	308	64	85	41	152	156	179	128
Effective Weighted Sample	263	185	140	325	556	1370	77	230	57	18	112	1100	252	41	60	34	125	127	147	105
Weighted total	242	175	125	300	515	1398	99	203	53	16	95	1174	256	21	17	6	119	137	142	114
	16%	11%	8%	19%	33%	90%	**	13%	**	**	6%	76%	17%	**	**	**	8%	9%	9%	7%
Every day	68	44	23	67	123	324	**	61	**	**	35	250	58	**	**	**	31	26	40	17
	28%	25%	18%	22%	24%	23%	**	30%	**	**	37%	21%	23%	**	**	**	26%	19%	28%	15%
	c							l			l						t		t	
	20%	13%	7%	20%	36%	96%	**	18%	**	**	10%	74%	17%	**	**	**	9%	8%	12%	5%
A few times a week	72	52	30	82	144	408	**	50	**	**	20	349	70	**	**	**	33	37	31	39
	30%	30%	24%	27%	28%	29%	**	24%	**	**	21%	30%	27%	**	**	**	27%	27%	22%	34%
																				s
	16%	12%	7%	19%	33%	93%	**	11%	**	**	5%	80%	16%	**	**	**	7%	9%	7%	9%
Once a week	14	5	14	20	33	151	**	13	**	**	6	136	17	**	**	**	8	10	8	9
	6%	3%	11%	7%	6%	11%	**	7%	**	**	6%	12%	7%	**	**	**	7%	7%	6%	8%
			ab									h								
	8%	3%	9%	12%	20%	92%	**	8%	**	**	4%	83%	11%	**	**	**	5%	6%	5%	6%
A few times a month	24	28	10	38	59	168	**	20	**	**	8	144	33	**	**	**	14	19	19	14
	10%	16%	8%	13%	11%	12%	**	10%	**	**	9%	12%	13%	**	**	**	12%	14%	13%	13%
		c																		
	13%	15%	5%	20%	32%	90%	**	11%	**	**	5%	77%	18%	**	**	**	8%	10%	10%	8%
Once a month	6	7	7	14	21	38	**	4	**	**	*	30	11	**	**	**	3	8	8	3
	3%	4%	5%	5%	4%	3%	**	2%	**	**	*%	3%	4%	**	**	**	2%	6%	6%	3%
	15%	17%	16%	33%	51%	94%	**	9%	**	**	*%	73%	27%	**	**	**	7%	21%	20%	7%
Less often	20	13	17	31	44	102	**	14	**	**	5	102	26	**	**	**	11	15	13	13
	8%	7%	14%	10%	8%	7%	**	7%	**	**	6%	9%	10%	**	**	**	9%	11%	9%	12%
	14%	9%	12%	21%	30%	71%	**	10%	**	**	4%	71%	18%	**	**	**	8%	11%	9%	9%
Never	35	25	22	46	82	196	**	40	**	**	18	152	37	**	**	**	17	20	21	16
	14%	14%	17%	15%	16%	14%	**	20%	**	**	19%	13%	15%	**	**	**	14%	15%	15%	14%
								l												
	16%	11%	10%	21%	37%	88%	**	18%	**	**	8%	68%	17%	**	**	**	8%	9%	10%	7%

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

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

QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	356	277	221	498	822	1964	96	341	79	27	163	1555	308	64	85	41	152	156	179	128
Effective Weighted Sample	263	185	140	325	556	1370	77	230	57	18	112	1100	252	41	60	34	125	127	147	105
Weighted total	242	175	125	300	515	1398	99	203	53	16	95	1174	256	21	17	6	119	137	142	114
	16%	11%	8%	19%	33%	90%	**	13%	**	**	6%	76%	17%	**	**	**	8%	9%	9%	7%
Don't know	4	1	2	3	9	12	**	2	**	**	2	11	3	**	**	**	2	1	1	2
	2%	1%	2%	1%	2%	1%	**	1%	**	**	2%	1%	1%	**	**	**	2%	1%	1%	2%
	24%	6%	13%	20%	58%	71%	**	13%	**	**	13%	70%	20%	**	**	**	12%	8%	6%	13%

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

Any break column with 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 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Netflix	127	35	17	52	225	939	78	84	14	7	29	855	44	3	3	2	22	22	25	19
	31%	11%	6%	9%	21%	40%	36%	20%	14%	12%	15%	44%	9%	6%	10%	16%	10%	8%	11%	7%
	bcd	c										hijk				n				
	12%	3%	2%	5%	22%	90%	7%	8%	1%	1%	3%	82%	4%	*%	*%	*%	2%	2%	2%	2%
Amazon Prime Video	68	26	9	36	90	501	34	40	8	2	17	465	33	2	1	*	18	15	18	15
	17%	9%	3%	6%	9%	21%	16%	10%	8%	4%	9%	24%	7%	4%	3%	1%	8%	6%	8%	6%
	bcd	c										hijk	p							
	12%	5%	2%	7%	17%	92%	6%	7%	2%	*%	3%	85%	6%	*%	*%	*%	3%	3%	3%	3%
NOW TV	18	6	3	10	37	134	16	13	4	3	7	123	8	1	1	-	3	5	6	2
	4%	2%	1%	2%	4%	6%	7%	3%	4%	5%	4%	6%	2%	2%	2%	-%	2%	2%	3%	1%
	cd											h								
	12%	4%	2%	6%	24%	87%	10%	9%	2%	2%	5%	80%	5%	1%	*%	-%	2%	3%	4%	1%
YouTube Premium (monthly paid subscription, ad free)	3	1	*	1	11	29	2	8	1	-	3	21	1	*	-	-	*	1	-	1
	1%	*%	*%	*%	1%	1%	1%	2%	1%	-%	1%	1%	*%	*%	-%	-%	*%	*%	-%	*%
	8%	2%	1%	3%	35%	91%	6%	24%	4%	-%	9%	69%	3%	*%	-%	-%	1%	2%	-%	3%
Disney Life	2	1	-	1	5	19	*	2	-	-	1	17	1	*	*	-	-	1	-	1
	*%	*%	-%	*%	*%	1%	*%	*%	-%	-%	*%	1%	*%	*%	*%	-%	-%	*%	-%	*%
	8%	3%	-%	3%	24%	91%	2%	8%	-%	-%	4%	78%	3%	*%	1%	-%	-%	3%	-%	3%
ITV Hub+ (premium paid monthly service with no adverts)	4	1	-	1	3	19	1	3	-	1	1	18	1	-	-	-	1	-	1	-
	1%	*%	-%	*%	*%	1%	*%	1%	-%	1%	*%	1%	*%	-%	-%	-%	1%	-%	1%	-%
	18%	6%	-%	6%	14%	90%	3%	14%	-%	3%	3%	84%	6%	-%	-%	-%	6%	-%	6%	-%

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

Any break column with 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 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Hayu	1	-	1	1	3	12	2	2	-	1	1	11	1	-	-	-	1	-	-	1
	*%	-%	*%	*%	*%	1%	1%	*%	-%	1%	1%	1%	*%	-%	-%	-%	*%	-%	-%	*%
	4%	-%	4%	4%	21%	81%	16%	14%	-%	4%	10%	72%	4%	-%	-%	-%	4%	-%	-%	4%
Eleven Sports	-	-	1	1	1	3	-	2	-	-	2	2	1	-	-	-	1	-	-	1
	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	1% l	*%	*%	-%	-%	-%	*%	-%	-%	*%
	-%	-%	19%	19%	19%	100%	-%	47%	-%	-%	47%	53%	19%	-%	-%	-%	19%	-%	-%	19%
Any other paid-for on-demand television services	3	4	1	5	5	16	-	2	-	-	-	15	5	-	1	-	1	3	3	1
	1%	1%	*%	1%	*%	1%	-%	*%	-%	-%	-%	1%	1%	-%	2%	-%	1%	1%	1%	1%
	18%	25%	7%	32%	32%	100%	-%	10%	-%	-%	-%	92%	29%	-%	4%	-%	8%	21%	20%	9%
No, none	255	242	242	483	759	1228	112	301	81	49	147	915	403	44	26	10	176	226	177	225
	62%	79% a	89% abd	84% a	72%	52%	51%	73% l	82% l	84% hl	76% l	47%	83%	91% mp	85%	80%	81%	85%	80%	86%
	18%	17%	17%	34%	54%	87%	8%	21%	6%	3%	10%	65%	29%	3%	2%	1%	13%	16%	13%	16%
Don't know	7	7	4	12	15	22	8	9	1	-	6	19	11	*	*	*	5	5	5	5
	2%	2%	2%	2%	1%	1%	4% f	2% l	1%	-%	3% l	1%	2%	*%	1%	3%	2%	2%	2%	2%
	24%	25%	14%	39%	50%	74%	28%	30%	3%	-%	20%	64%	36%	*%	1%	1%	18%	18%	18%	18%

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

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

SUBSCRIPTION VOD OVERLAP

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
NETFLIX ONLY	71	23	14	36	157	513	49	51	6	4	16	455	30	2	2	2	15	15	17	13
	17%	7%	5%	6%	15%	22%	22%	12%	7%	7%	8%	23%	6%	3%	8%	15%	7%	6%	8%	5%
	bcd											hijk				mn				
	12%	4%	2%	6%	27%	88%	8%	9%	1%	1%	3%	78%	5%	*%	*%	*%	3%	3%	3%	2%
AMAZON PRIME ONLY	15	14	6	20	31	106	11	8	2	-	5	98	19	1	*	*	11	8	11	8
	4%	5%	2%	4%	3%	5%	5%	2%	2%	-%	2%	5%	4%	1%	1%	1%	5%	3%	5%	3%
												h								
	13%	12%	5%	17%	26%	89%	9%	7%	2%	-%	4%	82%	16%	1%	*%	*%	9%	7%	9%	7%
NOW TV ONLY	6	5	3	8	18	38	8	5	2	2	4	35	7	1	1	-	3	4	4	2
	1%	1%	1%	1%	2%	2%	3%	1%	2%	4%	2%	2%	1%	1%	2%	-%	1%	2%	2%	1%
	11%	9%	6%	15%	36%	76%	15%	11%	3%	4%	8%	69%	13%	1%	1%	-%	5%	8%	9%	4%
NETFLIX AND AMAZON PRIME AND NOW TV	9	2	-	2	6	42	2	3	1	-	1	40	2	-	-	-	1	1	2	-
	2%	1%	-%	*%	1%	2%	1%	1%	1%	-%	1%	2%	*%	-%	-%	-%	*%	*%	1%	-%
	cd																			
	19%	4%	-%	4%	14%	91%	5%	7%	2%	-%	3%	88%	4%	-%	-%	-%	2%	2%	4%	-%
NETFLIX AND NOW TV	4	-	-	-	11	43	6	3	1	1	1	40	-	-	-	-	-	-	-	-
	1%	-%	-%	-%	1%	2%	3%	1%	1%	1%	*%	2%	-%	-%	-%	-%	-%	-%	-%	-%
	d																			
	8%	-%	-%	-%	24%	90%	12%	7%	2%	2%	2%	85%	-%	-%	-%	-%	-%	-%	-%	-%
NETFLIX AND AMAZON PRIME	44	11	3	14	51	342	21	27	5	2	10	319	12	1	1	*	6	6	6	6
	11%	3%	1%	2%	5%	15%	10%	7%	5%	4%	5%	16%	2%	3%	2%	*%	3%	2%	2%	2%
	bcd	c										hijk								
	12%	3%	1%	4%	14%	93%	6%	7%	1%	1%	3%	86%	3%	*%	*%	*%	2%	2%	1%	2%

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

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

SUBSCRIPTION VOD OVERLAP

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
AMAZON PRIME AND NOW TV	-	*	-	*	2	11	-	1	-	-	1	8	-	*	-	-	-	-	-	-
	-%	*%	-%	*%	*%	*%	-%	*%	-%	-%	1%	*%	-%	*%	-%	-%	-%	-%	-%	-%
	-%	2%	-%	2%	18%	100%	-%	12%	-%	-%	10%	72%	-%	2%	-%	-%	-%	-%	-%	-%
OTHER OTT ONLY	-	-	1	1	1	2	2	1	-	-	1	3	1	-	-	-	1	-	-	1
	-%	-%	*%	*%	*%	*%	1% f	*%	-%	-%	1%	*%	*%	-%	-%	-%	*%	-%	-%	*%
	-%	-%	11%	11%	11%	41%	27%	24%	-%	-%	24%	58%	11%	-%	-%	-%	11%	-%	-%	11%

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

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

QH14 (QH81). You mentioned your household has Netflix and Sky TV. Do you pay Sky to receive Netflix? (SINGLE CODE)

Base : Those with paid for Sky Satellite TV who have a Netflix subscription

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	64	25	12	37	116	486	28	46	6	4	16	438	18	5	10	4	6	12	10	8
Effective Weighted Sample	44	16	8	25	78	326	23	33	5	3	11	291	17	2	7	3	5	12	10	7
Weighted total	40	13	6	19	73	329	31	30	5	2	9	300	15	1	3	1	5	10	8	7
	**	**	**	**	20%	89%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
Yes, pay Sky to receive Netflix as part of monthly Sky subscription	**	**	**	**	14	73	**	**	**	**	**	71	**	**	**	**	**	**	**	**
	**	**	**	**	19%	22%	**	**	**	**	**	24%	**	**	**	**	**	**	**	**
	**	**	**	**	15%	80%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
No, pay Netflix direct	**	**	**	**	51	224	**	**	**	**	**	198	**	**	**	**	**	**	**	**
	**	**	**	**	70%	68%	**	**	**	**	**	66%	**	**	**	**	**	**	**	**
	**	**	**	**	21%	92%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	8	31	**	**	**	**	**	31	**	**	**	**	**	**	**	**
	**	**	**	**	11%	10%	**	**	**	**	**	10%	**	**	**	**	**	**	**	**
	**	**	**	**	23%	88%	**	**	**	**	**	89%	**	**	**	**	**	**	**	**

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

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

QH15 (QH82). SHOWCARD You mentioned your household has NOW TV. Which of these ways do you watch NOW TV services? (MULTI CODE)

Base : Those in a household with NOW TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	26	10	3	13	56	198	19	25	4	3	12	179	8	2	3	4	4	6	2
Effective Weighted Sample	21	7	2	9	42	138	14	18	4	2	9	124	7	2	3	3	4	5	2
Weighted total	21	7	3	10	43	149	18	16	4	3	9	135	8	1	1	3	5	6	2
	**	**	**	**	**	87%	**	**	**	**	**	79%	**	**	**	**	**	**	**
A NOW TV Smart Box plugged into a TV set or computer	**	**	**	**	**	73	**	**	**	**	**	62	**	**	**	**	**	**	**
	**	**	**	**	**	49%	**	**	**	**	**	46%	**	**	**	**	**	**	**
	**	**	**	**	**	91%	**	**	**	**	**	77%	**	**	**	**	**	**	**
A NOW TV Smart Stick plugged into a TV set or computer	**	**	**	**	**	24	**	**	**	**	**	23	**	**	**	**	**	**	**
	**	**	**	**	**	16%	**	**	**	**	**	17%	**	**	**	**	**	**	**
	**	**	**	**	**	81%	**	**	**	**	**	79%	**	**	**	**	**	**	**
A NOW TV app built-in to your TV set	**	**	**	**	**	22	**	**	**	**	**	21	**	**	**	**	**	**	**
	**	**	**	**	**	15%	**	**	**	**	**	15%	**	**	**	**	**	**	**
	**	**	**	**	**	81%	**	**	**	**	**	77%	**	**	**	**	**	**	**
A NOW TV app through your TV service provider	**	**	**	**	**	18	**	**	**	**	**	16	**	**	**	**	**	**	**
	**	**	**	**	**	12%	**	**	**	**	**	12%	**	**	**	**	**	**	**
	**	**	**	**	**	95%	**	**	**	**	**	85%	**	**	**	**	**	**	**
A NOW TV app on a tablet or smartphone	**	**	**	**	**	19	**	**	**	**	**	15	**	**	**	**	**	**	**
	**	**	**	**	**	13%	**	**	**	**	**	11%	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	77%	**	**	**	**	**	**	**

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

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

QH15 (QH82). SHOWCARD You mentioned your household has NOW TV. Which of these ways do you watch NOW TV services? (MULTI CODE)

Base : Those in a household with NOW TV

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	26	10	3	13	56	198	19	25	4	3	12	179	8	2	3	4	4	6	2
Effective Weighted Sample	21	7	2	9	42	138	14	18	4	2	9	124	7	2	3	3	4	5	2
Weighted total	21	7	3	10	43	149	18	16	4	3	9	135	8	1	1	3	5	6	2
	**	**	**	**	**	87%	**	**	**	**	**	79%	**	**	**	**	**	**	**
Another streaming device plugged into a TV set or computer - such as Apple TV, Amazon Fire TV stick, Chromecast, Roku	**	**	**	**	**	12	**	**	**	**	**	12	**	**	**	**	**	**	**
	**	**	**	**	**	8%	**	**	**	**	**	9%	**	**	**	**	**	**	**
	**	**	**	**	**	90%	**	**	**	**	**	87%	**	**	**	**	**	**	**
A NOW TV app on a games player such as a PlayStation or Xbox	**	**	**	**	**	8	**	**	**	**	**	8	**	**	**	**	**	**	**
	**	**	**	**	**	5%	**	**	**	**	**	6%	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	100%	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	1	**	**	**	**	**	1	**	**	**	**	**	**	**
	**	**	**	**	**	*%	**	**	**	**	**	*%	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	100%	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	5	**	**	**	**	**	5	**	**	**	**	**	**	**
	**	**	**	**	**	4%	**	**	**	**	**	4%	**	**	**	**	**	**	**
	**	**	**	**	**	62%	**	**	**	**	**	57%	**	**	**	**	**	**	**

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

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

QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Netflix	107	35	13	48	191	818	62	74	13	5	26	742	41	3	2	2	22	20	22	19
	26%	11%	5%	8%	18%	35%	28%	18%	13%	9%	13%	38%	9%	6%	8%	14%	10%	7%	10%	7%
	bcd	c		c								hijk								
	12%	4%	1%	5%	21%	91%	7%	8%	1%	1%	3%	82%	5%	*%	*%	*%	2%	2%	2%	2%
BBC iPlayer	137	100	41	142	250	811	33	99	25	9	44	706	129	5	7	1	60	69	87	42
	33%	33%	15%	25%	24%	34%	15%	24%	26%	16%	23%	36%	27%	10%	22%	8%	28%	26%	39%	16%
	cd	cd		c		g						hijk	np		np		t	t	qrt	
	16%	12%	5%	16%	29%	94%	4%	11%	3%	1%	5%	82%	15%	1%	1%	*%	7%	8%	10%	5%
ITV Hub	93	66	23	89	170	525	10	65	19	5	30	449	81	1	5	1	36	46	51	31
	23%	22%	8%	15%	16%	22%	5%	16%	19%	9%	15%	23%	17%	2%	15%	11%	16%	17%	23%	12%
	cd	cd		c		g						hjk	n		n	n			t	
	17%	12%	4%	16%	31%	96%	2%	12%	4%	1%	5%	82%	15%	*%	1%	*%	7%	8%	9%	6%
Amazon Prime Video	53	19	7	27	64	414	27	31	6	2	15	384	24	2	1	-	14	10	16	8
	13%	6%	3%	5%	6%	18%	12%	7%	6%	4%	8%	20%	5%	4%	2%	-%	6%	4%	7%	3%
	bcd	c										hijk	p						t	
	12%	4%	2%	6%	14%	92%	6%	7%	1%	*%	3%	86%	5%	*%	*%	-%	3%	2%	4%	2%
YouTube (standard, no subscription charges)	49	18	4	22	81	313	37	38	15	6	15	293	21	1	1	*	13	7	11	9
	12%	6%	2%	4%	8%	13%	17%	9%	16%	10%	8%	15%	4%	2%	3%	1%	6%	3%	5%	4%
	bcd	c							hk			hk								
	14%	5%	1%	6%	23%	88%	11%	11%	4%	2%	4%	83%	6%	*%	*%	*%	4%	2%	3%	3%
All 4	32	18	6	24	64	253	7	34	9	4	17	217	22	*	1	1	15	7	16	5
	8%	6%	2%	4%	6%	11%	3%	8%	9%	6%	9%	11%	4%	1%	4%	11%	7%	3%	7%	2%
	cd	c				g										mno	rt		rt	
	12%	7%	2%	9%	24%	95%	3%	13%	3%	1%	6%	82%	8%	*%	*%	1%	6%	3%	6%	2%

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
My 5	41	28	6	34	65	199	1	34	10	3	13	159	30	1	2	1	15	16	21	9
	10%	9%	2%	6%	6%	8%	*%	8%	10%	5%	7%	8%	6%	2%	6%	10%	7%	6%	10%	3%
	cd	cd		c		g										n			t	
	20%	14%	3%	17%	32%	98%	*%	17%	5%	1%	7%	78%	15%	1%	1%	1%	7%	8%	11%	4%
NOW TV	17	6	4	10	39	121	11	15	4	2	8	106	8	1	1	-	2	6	7	1
	4%	2%	1%	2%	4%	5%	5%	4%	4%	4%	4%	5%	2%	2%	4%	-%	1%	2%	3%	*%
	cd																		t	
	13%	5%	3%	8%	29%	90%	8%	11%	3%	2%	6%	79%	6%	1%	1%	-%	2%	5%	5%	1%
BT TV (including BT Sport)	29	16	2	19	32	117	4	16	6	1	9	101	16	2	1	-	14	2	13	3
	7%	5%	1%	3%	3%	5%	2%	4%	6%	2%	4%	5%	3%	3%	4%	-%	6%	1%	6%	1%
	cd	c		c													rt		rt	
	23%	13%	2%	15%	26%	94%	3%	13%	5%	1%	7%	81%	13%	1%	1%	-%	11%	1%	10%	2%
Sky Go	14	6	3	9	20	99	7	13	3	-	4	87	8	*	*	-	5	3	4	5
	3%	2%	1%	2%	2%	4%	3%	3%	3%	-%	2%	4%	2%	*%	1%	-%	2%	1%	2%	2%
	cd																			
	13%	6%	3%	8%	19%	92%	6%	12%	3%	-%	4%	81%	8%	*%	*%	-%	5%	3%	4%	4%
Facebook/ Facebook Watch	7	5	-	5	15	66	6	8	4	*	2	56	5	*	-	-	1	3	2	3
	2%	2%	-%	1%	1%	3%	3%	2%	4%	1%	1%	3%	1%	*%	-%	-%	1%	1%	1%	1%
	c	c							k											
	10%	7%	-%	7%	21%	90%	8%	11%	5%	*%	2%	76%	6%	*%	-%	-%	2%	4%	2%	4%
UKTV Play	20	5	1	5	14	56	-	9	3	1	5	45	4	1	*	-	3	1	3	2
	5%	1%	*%	1%	1%	2%	-%	2%	3%	2%	3%	2%	1%	2%	*%	-%	1%	*%	1%	1%
	bcd					g														
	36%	8%	1%	10%	25%	100%	-%	16%	5%	2%	9%	80%	8%	2%	*%	-%	5%	2%	5%	3%

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
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Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Apple Music/ Apple TV streaming service	8	3	2	4	10	45	2	4	-	-	3	41	4	-	-	-	1	3	3	1
	2%	1%	1%	1%	1%	2%	1%	1%	-%	-%	1%	2%	1%	-%	-%	-%	*%	1%	1%	1%
	15%	5%	3%	9%	20%	89%	5%	9%	-%	-%	6%	81%	9%	-%	-%	-%	2%	7%	6%	3%
Twitter	2	*	-	*	2	32	-	2	-	-	-	28	*	-	-	-	*	-	-	*
	*%	*%	-%	*%	*%	1%	-%	*%	-%	-%	-%	1%	*%	-%	-%	-%	*%	-%	-%	*%
	6%	2%	-%	2%	6%	100%	-%	5%	-%	-%	-%	88%	2%	-%	-%	-%	2%	-%	-%	2%
STV Player	6	1	*	1	6	29	-	5	3	-	2	24	-	1	-	-	-	-	-	-
	2%	*%	*%	*%	1%	1%	-%	1%	3%	-%	1%	1%	-%	2%	-%	-%	-%	-%	-%	-%
	cd													m						
	22%	4%	*%	4%	20%	100%	-%	18%	11%	-%	9%	83%	-%	4%	-%	-%	-%	-%	-%	-%
S4C Clic (online or via an app)	1	*	1	1	3	7	1	1	*	1	-	6	-	-	1	-	-	-	-	-
	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	-%	*%	-%	-%	4%	-%	-%	-%	-%	-%
															mn					
	12%	3%	13%	15%	32%	87%	14%	14%	4%	8%	-%	70%	-%	-%	15%	-%	-%	-%	-%	-%
Eleven Sports	2	1	-	1	1	6	-	2	-	-	2	4	1	-	-	-	1	-	1	-
	*%	*%	-%	*%	*%	*%	-%	*%	-%	-%	1%	*%	*%	-%	-%	-%	*%	-%	*%	-%
	24%	10%	-%	10%	11%	75%	-%	22%	-%	-%	22%	50%	10%	-%	-%	-%	10%	-%	10%	-%
YouTube Premium (monthly paid subscription, ad free)	2	-	-	-	3	7	-	4	-	-	1	3	-	-	-	-	-	-	-	-
	1%	-%	-%	-%	*%	*%	-%	1%	-%	-%	1%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	d							l			l									
	33%	-%	-%	-%	45%	100%	-%	53%	-%	-%	22%	38%	-%	-%	-%	-%	-%	-%	-%	-%

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

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Any other services	2	1	*	1	2	7	*	2	1	-	-	6	1	-	*	*	1	-	-	1
	1%	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%	*%	*%	-%	2%	1%	*%	-%	-%	*%
															m					
	29%	12%	6%	17%	23%	94%	2%	22%	14%	-%	-%	74%	10%	-%	6%	1%	10%	-%	-%	10%
ANY ON-DEMAND VIEWING	217	138	56	195	437	1397	114	157	34	12	65	1244	172	9	10	3	86	86	104	68
	53%	45%	21%	34%	41%	59%	52%	38%	34%	20%	33%	64%	35%	18%	33%	24%	39%	32%	47%	26%
	bcd	cd		c				j	j		j	hijk	np		n		t		rt	
	14%	9%	4%	13%	28%	90%	7%	10%	2%	1%	4%	80%	11%	1%	1%	*%	6%	6%	7%	4%
ANY FREE BROADCASTER SERVICE (BVOD)	149	101	44	145	279	897	36	112	27	10	50	776	131	5	7	1	63	69	88	44
	36%	33%	16%	25%	26%	38%	16%	27%	27%	18%	26%	40%	27%	10%	24%	11%	29%	26%	39%	17%
	cd	cd		c		g						hijk	np		np		t	t	qrt	
	16%	11%	5%	15%	29%	94%	4%	12%	3%	1%	5%	81%	14%	1%	1%	*%	7%	7%	9%	5%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE (SVOD)	127	52	22	74	236	965	75	85	13	6	34	877	65	4	3	2	34	31	38	26
	31%	17%	8%	13%	22%	41%	34%	21%	13%	10%	18%	45%	13%	9%	10%	14%	16%	11%	17%	10%
	bcd	c		c				j				hijk							t	
	12%	5%	2%	7%	22%	90%	7%	8%	1%	1%	3%	82%	6%	*%	*%	*%	3%	3%	4%	2%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	39	20	5	26	47	200	11	27	8	1	13	175	22	2	2	-	17	5	15	7
	10%	7%	2%	4%	4%	8%	5%	7%	9%	2%	7%	9%	5%	4%	5%	-%	8%	2%	7%	3%
	cd	c		c								j	p		p		rt		rt	
	18%	9%	2%	12%	22%	92%	5%	13%	4%	*%	6%	81%	10%	1%	1%	-%	8%	2%	7%	3%

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

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
ANY SOCIAL MEDIA SERVICE	54	20	4	24	92	347	41	41	15	6	16	323	22	1	1	*	14	9	11	11
	13%	7%	2%	4%	9%	15%	19%	10%	16%	10%	8%	17%	5%	2%	3%	1%	6%	3%	5%	4%
	bcd	c		c					k			hk								
	14%	5%	1%	6%	23%	88%	10%	11%	4%	2%	4%	82%	6%	*%	*%	*%	3%	2%	3%	3%
None of these	188	164	214	377	609	929	99	248	63	46	126	676	309	39	20	9	131	178	115	192
	46%	54%	78%	65%	58%	39%	45%	60%	64%	80%	65%	35%	63%	82%	66%	67%	60%	66%	52%	73%
		a	abd	ab				l	l	hikl	l			mop				s		qs
	17%	15%	20%	35%	56%	86%	9%	23%	6%	4%	12%	62%	29%	4%	2%	1%	12%	16%	11%	18%
Don't know	7	4	3	6	11	30	6	8	2	-	4	21	5	-	*	1	1	4	3	2
	2%	1%	1%	1%	1%	1%	3%	2%	2%	-%	2%	1%	1%	-%	1%	9%	1%	1%	1%	1%
																mno				
	17%	9%	7%	16%	27%	75%	14%	19%	4%	-%	10%	52%	13%	-%	1%	3%	4%	9%	7%	5%

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

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

QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Netflix	80	27	9	36	160	715	55	61	10	5	21	655	31	2	1	1	15	16	18	13
	19%	9%	3%	6%	15%	30%	25%	15%	11%	8%	11%	34%	6%	5%	3%	12%	7%	6%	8%	5%
	bcd	c		c								hijk				o				
	10%	3%	1%	5%	20%	91%	7%	8%	1%	1%	3%	83%	4%	*%	*%	*%	2%	2%	2%	2%
BBC iPlayer	107	70	26	96	165	558	13	63	19	6	31	486	87	4	4	1	43	44	62	25
	26%	23%	10%	17%	16%	24%	6%	15%	19%	10%	16%	25%	18%	8%	13%	8%	20%	17%	28%	9%
	cd	cd		c		g						hjk	np				t	t	qrt	
	18%	12%	5%	16%	28%	96%	2%	11%	3%	1%	5%	83%	15%	1%	1%	*%	7%	8%	11%	4%
ITV Hub	59	37	10	48	96	299	7	38	10	3	20	256	43	1	3	1	18	24	30	12
	14%	12%	4%	8%	9%	13%	3%	9%	10%	5%	10%	13%	9%	1%	11%	11%	8%	9%	14%	5%
	cd	cd		c		g						hj	n		n	n		t	t	
	19%	12%	3%	15%	31%	96%	2%	12%	3%	1%	6%	82%	14%	*%	1%	*%	6%	8%	10%	4%
Amazon Prime Video	35	12	5	16	42	281	16	19	3	2	9	259	14	2	*	-	8	6	7	8
	8%	4%	2%	3%	4%	12%	7%	5%	3%	4%	5%	13%	3%	3%	*%	-%	4%	2%	3%	3%
	bcd											hijk								
	11%	4%	2%	5%	14%	93%	5%	6%	1%	1%	3%	86%	5%	1%	*%	-%	3%	2%	2%	3%
YouTube (standard, no subscription charges)	22	12	2	14	55	209	31	25	12	4	10	200	13	*	*	*	10	3	7	6
	5%	4%	1%	2%	5%	9%	14%	6%	12%	7%	5%	10%	3%	1%	*%	1%	4%	1%	3%	2%
	cd	c					f		hk			hk					r			
	9%	5%	1%	6%	23%	87%	13%	10%	5%	2%	4%	83%	5%	*%	*%	*%	4%	1%	3%	3%
All 4	13	4	4	8	28	109	6	14	5	3	7	99	6	*	*	1	4	2	5	1
	3%	1%	2%	1%	3%	5%	3%	3%	5%	5%	4%	5%	1%	1%	1%	11%	2%	1%	2%	*%
	d															mno				
	12%	3%	4%	7%	24%	94%	5%	12%	4%	3%	6%	85%	5%	*%	*%	1%	3%	2%	4%	1%

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

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

QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
NOW TV	9	4	3	7	25	85	11	11	2	1	6	78	6	1	-	-	1	5	5	1
	2%	1%	1%	1%	2%	4%	5%	3%	2%	1%	3%	4%	1%	2%	-%	-%	1%	2%	2%	*%
	10%	4%	3%	7%	26%	89%	11%	11%	2%	1%	7%	81%	6%	1%	-%	-%	1%	5%	5%	1%
My 5	19	9	3	12	25	82	-	15	5	3	8	66	10	*	*	1	3	7	7	3
	5%	3%	1%	2%	2%	3%	-%	4%	5%	5%	4%	3%	2%	1%	1%	10%	2%	2%	3%	1%
	cd					g										mno				
	22%	11%	4%	14%	30%	98%	-%	17%	6%	4%	9%	78%	12%	*%	1%	2%	4%	8%	9%	3%
BT TV (including BT Sport)	19	11	2	13	21	70	1	8	2	-	6	60	11	1	1	-	10	1	11	*
	5%	4%	1%	2%	2%	3%	1%	2%	2%	-%	3%	3%	2%	2%	4%	-%	5%	*%	5%	*%
	cd	c															rt		rt	
	27%	15%	3%	18%	28%	96%	2%	10%	3%	-%	8%	83%	16%	1%	2%	-%	14%	2%	15%	1%
Sky Go	6	4	1	5	9	53	1	3	*	-	1	48	5	-	-	-	3	2	3	2
	2%	1%	*%	1%	1%	2%	*%	1%	*%	-%	*%	2%	1%	-%	-%	-%	1%	1%	1%	1%
												hk								
	11%	7%	2%	9%	17%	95%	2%	6%	1%	-%	1%	85%	9%	-%	-%	-%	5%	4%	6%	3%
Facebook/ Facebook Watch	2	3	-	3	9	34	1	3	1	-	*	30	3	*	-	-	-	3	1	1
	*%	1%	-%	*%	1%	1%	1%	1%	1%	-%	*%	2%	1%	*%	-%	-%	-%	1%	1%	1%
	6%	7%	-%	7%	25%	95%	3%	9%	3%	-%	1%	82%	7%	*%	-%	-%	-%	7%	3%	4%
Apple Music/ Apple TV streaming service	2	3	-	3	6	27	2	3	-	-	1	24	3	-	-	-	1	2	1	1
	1%	1%	-%	*%	1%	1%	1%	1%	-%	-%	1%	1%	1%	-%	-%	-%	*%	1%	1%	1%
	7%	9%	-%	9%	19%	87%	8%	9%	-%	-%	4%	79%	9%	-%	-%	-%	3%	6%	4%	5%
UKTV Play	10	1	-	1	6	23	-	4	3	-	1	18	1	-	*	-	1	-	1	-
	2%	*%	-%	*%	1%	1%	-%	1%	3%	-%	1%	1%	*%	-%	*%	-%	1%	-%	1%	-%
	bcd																			
	44%	6%	-%	6%	25%	100%	-%	17%	11%	-%	5%	81%	6%	-%	*%	-%	6%	-%	6%	-%

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

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

QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Twitter	*	-	-	-	2	21	-	1	-	-	-	20	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	*%	1%	-%	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%
	1%	-%	-%	-%	7%	100%	-%	4%	-%	-%	-%	94%	-%	-%	-%	-%	-%	-%	-%	-%
STV Player	1	1	-	1	3	12	-	2	*	-	2	9	-	1	-	-	-	-	-	-
	*%	*%	-%	*%	*%	1%	-%	1%	*%	-%	1%	*%	-%	1% m	-%	-%	-%	-%	-%	-%
	7%	6%	-%	6%	23%	100%	-%	18%	4%	-%	14%	80%	-%	6%	-%	-%	-%	-%	-%	-%
YouTube Premium (monthly paid subscription, ad free)	1	-	-	-	3	4	-	3	-	-	1	*	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	*%	*%	-%	1% l	-%	-%	1% l	*%	-%	-%	-%	-%	-%	-%	-%	-%
	18%	-%	-%	-%	67%	100%	-%	83%	-%	-%	28%	2%	-%	-%	-%	-%	-%	-%	-%	-%
Eleven Sports	-	-	-	-	-	3	-	2	-	-	2	1	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	*%	-%	*% l	-%	-%	1% l	*%	-%	-%	-%	-%	-%	-%	-%	-%
	-%	-%	-%	-%	-%	100%	-%	60%	-%	-%	60%	31%	-%	-%	-%	-%	-%	-%	-%	-%
S4C Clic (online or via an app)	-	*	-	*	*	*	-	*	*	-	-	*	-	-	*	-	-	-	-	-
	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%	-%	-%	1%	-%	-%	-%	-%	-%
	-%	112%	-%	112%	112%	100%	-%	42%	42%	-%	-%	59%	-%	-%	112%	-%	-%	-%	-%	-%
Any other services	1	1	*	1	1	5	*	1	1	-	-	4	*	-	*	*	*	-	-	*
	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%	*%	*%	-%	2% m	1%	*%	-%	-%	*%
	21%	11%	8%	19%	27%	92%	3%	20%	20%	-%	-%	72%	8%	-%	9%	2%	8%	-%	-%	8%

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

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
ANY ON-DEMAND VIEWING	179	108	41	149	351	1229	93	129	28	9	55	1102	131	8	7	3	66	65	80	51
	44%	35%	15%	26%	33%	52%	43%	31%	28%	15%	28%	57%	27%	16%	23%	22%	30%	24%	36%	19%
	bcd	cd		c		g		j	j		j	hijk	n				t		rt	
	13%	8%	3%	11%	26%	91%	7%	10%	2%	1%	4%	82%	10%	1%	1%	*%	5%	5%	6%	4%
ANY FREE BROADCASTER SERVICE (BVOD)	121	75	29	104	195	647	15	79	21	6	40	559	94	4	5	1	46	48	66	28
	29%	25%	11%	18%	18%	27%	7%	19%	21%	10%	21%	29%	19%	8%	17%	11%	21%	18%	30%	11%
	cd	cd		c		g			j		j	hjk	n		n		t	t	qrt	
	18%	11%	4%	15%	29%	95%	2%	12%	3%	1%	6%	83%	14%	1%	1%	*%	7%	7%	10%	4%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE (SVOD)	99	39	15	55	194	853	64	75	10	5	30	776	48	4	1	1	22	26	27	20
	24%	13%	6%	9%	18%	36%	29%	18%	11%	9%	15%	40%	10%	9%	4%	12%	10%	10%	12%	8%
	bcd	c		c				i				hijk	o			o				
	11%	4%	2%	6%	21%	91%	7%	8%	1%	1%	3%	83%	5%	*%	*%	*%	2%	3%	3%	2%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	24	13	4	17	27	115	2	11	3	-	6	101	15	1	1	-	11	3	13	2
	6%	4%	1%	3%	3%	5%	1%	3%	3%	-%	3%	5%	3%	2%	4%	-%	5%	1%	6%	1%
	cd	c				g						hj					rt		rt	
	20%	11%	3%	14%	22%	95%	2%	9%	2%	-%	5%	84%	12%	1%	1%	-%	9%	3%	11%	1%
ANY SOCIAL MEDIA SERVICE	24	13	2	15	64	238	32	29	12	4	11	224	15	*	*	*	10	5	7	8
	6%	4%	1%	3%	6%	10%	15%	7%	12%	7%	6%	12%	3%	1%	*%	1%	4%	2%	3%	3%
	cd	c		c					k			hk								
	9%	5%	1%	6%	24%	88%	12%	11%	4%	1%	4%	83%	5%	*%	*%	*%	4%	2%	3%	3%

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

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

QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
None of these	226	194	229	423	692	1094	118	275	70	49	134	816	350	40	24	9	151	199	139	210
	55%	63%	84%	73%	66%	46%	54%	67%	70%	85%	69%	42%	72%	84%	77%	69%	69%	74%	63%	80%
		a	abd	ab				l	l	hikl	l			mp				s		qs
	18%	15%	18%	33%	54%	85%	9%	22%	5%	4%	11%	64%	27%	3%	2%	1%	12%	16%	11%	16%
Don't know	7	4	3	6	13	34	7	9	2	-	5	23	5	-	*	1	1	4	3	2
	2%	1%	1%	1%	1%	1%	3%	2%	2%	-%	3%	1%	1%	-%	1%	9%	1%	1%	1%	1%
																mno				
	15%	8%	6%	14%	29%	75%	16%	20%	4%	-%	11%	50%	11%	-%	*%	3%	3%	8%	6%	5%

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

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

QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
BBC iPlayer	34	24	11	35	61	229	10	31	5	4	13	194	31	2	1	1	15	16	20	11
	8%	8%	4%	6%	6%	10%	5%	7%	5%	7%	7%	10%	6%	5%	3%	8%	7%	6%	9%	4%
	c	c				g													t	
	14%	10%	5%	14%	25%	93%	4%	13%	2%	2%	5%	79%	13%	1%	*%	*%	6%	7%	8%	4%
ITV Hub	7	8	6	14	32	95	5	12	4	2	6	82	12	1	*	1	3	9	7	5
	2%	3%	2%	2%	3%	4%	2%	3%	4%	3%	3%	4%	2%	1%	1%	10%	1%	3%	3%	2%
																mno				
	6%	8%	6%	14%	31%	92%	5%	11%	4%	2%	6%	81%	12%	1%	*%	1%	3%	9%	7%	5%
Amazon Prime Video	8	7	3	10	17	73	3	7	*	*	4	59	9	1	-	-	3	5	5	4
	2%	2%	1%	2%	2%	3%	1%	2%	*%	1%	2%	3%	2%	3%	-%	-%	2%	2%	2%	1%
	10%	9%	3%	13%	22%	94%	4%	9%	*%	*%	6%	77%	11%	2%	-%	-%	4%	7%	6%	5%
YouTube (standard, no subscription charges)	4	2	*	2	11	54	14	7	1	*	2	52	2	1	-	-	2	-	1	*
	1%	1%	*%	*%	1%	2%	7%	2%	1%	1%	1%	3%	*%	1%	-%	-%	1%	-%	1%	*%
							f													
	7%	3%	*%	3%	16%	81%	22%	11%	1%	1%	3%	79%	2%	1%	-%	-%	2%	-%	2%	*%
BT TV (including BT Sport)	14	13	2	15	19	54	1	4	2	-	2	49	12	1	1	-	11	2	11	2
	3%	4%	1%	3%	2%	2%	1%	1%	2%	-%	1%	3%	3%	3%	4%	-%	5%	1%	5%	1%
	c	c										h					rt		rt	
	25%	22%	4%	26%	34%	95%	2%	8%	3%	-%	4%	86%	22%	2%	2%	-%	19%	3%	19%	3%
NOW TV	5	4	3	7	17	37	5	5	*	*	2	33	7	-	-	-	1	6	6	1
	1%	1%	1%	1%	2%	2%	2%	1%	*%	1%	1%	2%	1%	-%	-%	-%	1%	2%	3%	*%
																			t	
	13%	9%	7%	16%	39%	86%	12%	11%	1%	1%	6%	78%	16%	-%	-%	-%	3%	13%	14%	2%

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

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

QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Sky Go	7	2	2	4	8	35	1	3	-	-	1	30	4	-	-	-	3	1	2	1
	2%	1%	1%	1%	1%	1%	*%	1%	-%	-%	*%	2%	1%	-%	-%	-%	1%	*%	1%	1%
	20%	5%	6%	10%	21%	95%	3%	8%	-%	-%	2%	81%	10%	-%	-%	-%	7%	3%	6%	4%
All 4	*	3	2	4	10	28	1	2	1	-	1	23	3	*	-	1	1	2	2	1
	*%	1%	1%	1%	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%	-%	7% mno	1%	1%	1%	*%
	2%	8%	6%	14%	33%	91%	2%	7%	2%	-%	2%	75%	10%	1%	-%	3%	4%	7%	6%	4%
Apple Music/ Apple TV streaming service	1	1	-	1	2	7	1	2	-	-	*	4	1	-	-	-	-	1	1	-
	*%	*%	-%	*%	*%	*%	1%	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	1%	-%
	18%	16%	-%	16%	29%	85%	15%	21%	-%	-%	2%	46%	16%	-%	-%	-%	-%	16%	16%	-%
Facebook/ Facebook Watch	*	*	-	*	3	8	-	1	-	*	-	4	-	*	-	-	-	-	-	-
	*%	*%	-%	*%	*%	*%	-%	*%	-%	1%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%
	2%	1%	-%	1%	39%	100%	-%	16%	-%	5%	-%	56%	-%	1%	-%	-%	-%	-%	-%	-%
STV Player	-	1	-	1	1	5	-	*	-	-	-	4	-	1	-	-	-	-	-	-
	-%	*%	-%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	1% m	-%	-%	-%	-%	-%	-%
	-%	15%	-%	15%	15%	100%	-%	4%	-%	-%	-%	84%	-%	15%	-%	-%	-%	-%	-%	-%
YouTube Premium (monthly paid subscription, ad free)	-	-	-	-	2	3	-	2	-	-	-	*	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	*%	*%	-%	1%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	-%	-%	-%	-%	60%	100%	-%	67% l	-%	-%	-%	3%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Twitter	-	-	-	-	*	3	-	1	-	-	-	2	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	-%	-%	-%	-%	6%	100%	-%	32%	-%	-%	-%	55%	-%	-%	-%	-%	-%	-%	-%	-%
Eleven Sports	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
None of these	340	254	251	505	907	1875	182	350	90	53	168	1526	423	44	28	11	184	238	181	241
	83%	83%	92%	87%	86%	80%	83%	85%	91%	92%	86%	79%	87%	91%	89%	89%	84%	89%	81%	92%
			abd	a				l	l	l	l							s		qs
	16%	12%	12%	24%	42%	87%	9%	16%	4%	2%	8%	71%	20%	2%	1%	1%	9%	11%	8%	11%
Don't know	3	5	1	7	13	32	-	4	*	-	2	26	5	-	1	-	3	2	3	2
	1%	2%	1%	1%	1%	1%	-%	1%	*%	-%	1%	1%	1%	-%	4%	-%	2%	1%	2%	1%
															mn					
	10%	15%	4%	19%	36%	93%	-%	12%	1%	-%	6%	76%	16%	-%	4%	-%	10%	6%	10%	6%
ANY LIVE BROADCAST SERVICES	68	46	20	66	137	449	36	59	9	5	24	388	58	4	2	1	31	27	38	20
	17%	15%	7%	11%	13%	19%	17%	14%	9%	8%	12%	20%	12%	9%	7%	11%	14%	10%	17%	7%
	cd	c		c								hijk					t		rt	
	14%	9%	4%	13%	28%	91%	7%	12%	2%	1%	5%	78%	12%	1%	*%	*%	6%	5%	8%	4%

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

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

QH19 (QH83). SHOWCARD Which one of these services does your household use the most? (SINGLE CODE)

Base : Those with a subscription to one of the online on-demand services

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	d	e	f	g	h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	210	87	42	129	409	1443	102	150	21	14	58	1281	79	18	18	14	41	38	44	35
Effective Weighted Sample	156	58	28	86	287	1033	76	108	16	10	43	916	69	12	12	11	36	33	40	29
Weighted total	149	54	27	81	280	1101	98	103	17	9	41	1001	71	4	4	2	37	34	40	31
	12%	**	**	7%	23%	89%	8%	8%	**	**	**	81%	**	**	**	**	**	**	**	**
Netflix	105	**	**	41	192	769	74	67	**	**	**	706	**	**	**	**	**	**	**	**
	71%	**	**	50%	68%	70%	76%	65%	**	**	**	71%	**	**	**	**	**	**	**	**
	d																			
	12%	**	**	5%	22%	89%	9%	8%	**	**	**	82%	**	**	**	**	**	**	**	**
Amazon Prime Video	22	**	**	24	38	148	12	11	**	**	**	133	**	**	**	**	**	**	**	**
	15%	**	**	30%	14%	13%	12%	10%	**	**	**	13%	**	**	**	**	**	**	**	**
				a																
	14%	**	**	15%	23%	91%	7%	7%	**	**	**	82%	**	**	**	**	**	**	**	**
NOW TV	8	**	**	8	23	62	8	7	**	**	**	54	**	**	**	**	**	**	**	**
	6%	**	**	10%	8%	6%	8%	7%	**	**	**	5%	**	**	**	**	**	**	**	**
	11%	**	**	11%	32%	84%	10%	10%	**	**	**	74%	**	**	**	**	**	**	**	**
Disney Life	-	**	**	-	1	6	*	1	**	**	**	7	**	**	**	**	**	**	**	**
	-%	**	**	-%	*%	1%	*%	1%	**	**	**	1%	**	**	**	**	**	**	**	**
	-%	**	**	-%	9%	77%	5%	8%	**	**	**	80%	**	**	**	**	**	**	**	**
YouTube Premium (monthly paid subscription, ad free)	2	**	**	1	5	7	-	5	**	**	**	2	**	**	**	**	**	**	**	**
	1%	**	**	1%	2%	1%	-%	5%	**	**	**	*%	**	**	**	**	**	**	**	**
								l												
	23%	**	**	12%	79%	100%	-%	69%	**	**	**	29%	**	**	**	**	**	**	**	**
Hayu	-	**	**	-	1	3	1	1	**	**	**	3	**	**	**	**	**	**	**	**
	-%	**	**	-%	*%	*%	1%	1%	**	**	**	*%	**	**	**	**	**	**	**	**
	-%	**	**	-%	20%	69%	23%	28%	**	**	**	69%	**	**	**	**	**	**	**	**

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

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

QH19 (QH83). SHOWCARD Which one of these services does your household use the most? (SINGLE CODE)

Base : Those with a subscription to one of the online on-demand services

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	d	e	f	g	h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	210	87	42	129	409	1443	102	150	21	14	58	1281	79	18	18	14	41	38	44	35
Effective Weighted Sample	156	58	28	86	287	1033	76	108	16	10	43	916	69	12	12	11	36	33	40	29
Weighted total	149	54	27	81	280	1101	98	103	17	9	41	1001	71	4	4	2	37	34	40	31
	12%	**	**	7%	23%	89%	8%	8%	**	**	**	81%	**	**	**	**	**	**	**	**
ITV Hub+ (premium paid monthly service with no adverts)	-	**	**	1	3	4	-	2	**	**	**	3	**	**	**	**	**	**	**	**
	-%	**	**	2%	1%	*%	-%	2%	**	**	**	*%	**	**	**	**	**	**	**	**
	-%	**	**	31%	66%	100%	-%	37%	**	**	**	70%	**	**	**	**	**	**	**	**
Eleven Sports	-	**	**	1	1	1	-	-	**	**	**	1	**	**	**	**	**	**	**	**
	-%	**	**	1%	*%	*%	-%	-%	**	**	**	*%	**	**	**	**	**	**	**	**
	-%	**	**	110%	110%	100%	-%	-%	**	**	**	100%	**	**	**	**	**	**	**	**
All used the same amount	6	**	**	5	14	87	3	8	**	**	**	81	**	**	**	**	**	**	**	**
	4%	**	**	6%	5%	8%	3%	8%	**	**	**	8%	**	**	**	**	**	**	**	**
	7%	**	**	6%	15%	94%	3%	9%	**	**	**	87%	**	**	**	**	**	**	**	**
Don't know	5	**	**	*	2	14	-	2	**	**	**	12	**	**	**	**	**	**	**	**
	3%	**	**	*%	1%	1%	-%	2%	**	**	**	1%	**	**	**	**	**	**	**	**
	36%	**	**	3%	17%	100%	-%	12%	**	**	**	82%	**	**	**	**	**	**	**	**

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

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

QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	148	49	26	75	292	1030	76	99	15	10	31	920	39	10	13	13	19	20	22	17
Effective Weighted Sample	110	30	17	47	201	736	57	73	12	8	23	655	35	7	8	11	17	18	20	15
Weighted total	105	27	14	41	192	769	74	67	11	6	21	706	34	2	3	2	18	16	18	16
	12%	**	**	**	22%	89%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
To watch a specific programme/ series	37	**	**	**	71	320	**	**	**	**	**	296	**	**	**	**	**	**	**	**
	35%	**	**	**	37%	42%	**	**	**	**	**	42%	**	**	**	**	**	**	**	**
	10%	**	**	**	19%	87%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	34	**	**	**	54	284	**	**	**	**	**	262	**	**	**	**	**	**	**	**
	32%	**	**	**	28%	37%	**	**	**	**	**	37%	**	**	**	**	**	**	**	**
	11%	**	**	**	17%	91%	**	**	**	**	**	84%	**	**	**	**	**	**	**	**
To watch at a time that suits	32	**	**	**	50	255	**	**	**	**	**	241	**	**	**	**	**	**	**	**
	30%	**	**	**	26%	33%	**	**	**	**	**	34%	**	**	**	**	**	**	**	**
	11%	**	**	**	17%	88%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
To access new movie releases	29	**	**	**	62	225	**	**	**	**	**	220	**	**	**	**	**	**	**	**
	28%	**	**	**	32%	29%	**	**	**	**	**	31%	**	**	**	**	**	**	**	**
	11%	**	**	**	23%	84%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
To access a back catalogue of films	28	**	**	**	57	242	**	**	**	**	**	217	**	**	**	**	**	**	**	**
	27%	**	**	**	30%	31%	**	**	**	**	**	31%	**	**	**	**	**	**	**	**
	11%	**	**	**	22%	92%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	22	**	**	**	43	214	**	**	**	**	**	189	**	**	**	**	**	**	**	**
	21%	**	**	**	22%	28%	**	**	**	**	**	27%	**	**	**	**	**	**	**	**
	9%	**	**	**	18%	91%	**	**	**	**	**	80%	**	**	**	**	**	**	**	**

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

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

QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	148	49	26	75	292	1030	76	99	15	10	31	920	39	10	13	13	19	20	22	17
Effective Weighted Sample	110	30	17	47	201	736	57	73	12	8	23	655	35	7	8	11	17	18	20	15
Weighted total	105	27	14	41	192	769	74	67	11	6	21	706	34	2	3	2	18	16	18	16
	12%	**	**	**	22%	89%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	26	**	**	**	45	208	**	**	**	**	**	188	**	**	**	**	**	**	**	**
	25%	**	**	**	23%	27%	**	**	**	**	**	27%	**	**	**	**	**	**	**	**
	12%	**	**	**	20%	92%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	29	**	**	**	35	184	**	**	**	**	**	166	**	**	**	**	**	**	**	**
	28%	**	**	**	18%	24%	**	**	**	**	**	23%	**	**	**	**	**	**	**	**
	15%	**	**	**	18%	94%	**	**	**	**	**	84%	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	8	**	**	**	15	89	**	**	**	**	**	83	**	**	**	**	**	**	**	**
	7%	**	**	**	8%	12%	**	**	**	**	**	12%	**	**	**	**	**	**	**	**
	7%	**	**	**	15%	88%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	11	**	**	**	22	90	**	**	**	**	**	78	**	**	**	**	**	**	**	**
	10%	**	**	**	12%	12%	**	**	**	**	**	11%	**	**	**	**	**	**	**	**
	11%	**	**	**	23%	92%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	9	**	**	**	13	76	**	**	**	**	**	71	**	**	**	**	**	**	**	**
	9%	**	**	**	7%	10%	**	**	**	**	**	10%	**	**	**	**	**	**	**	**
	10%	**	**	**	15%	85%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**

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

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	148	49	26	75	292	1030	76	99	15	10	31	920	39	10	13	13	19	20	22	17
Effective Weighted Sample	110	30	17	47	201	736	57	73	12	8	23	655	35	7	8	11	17	18	20	15
Weighted total	105	27	14	41	192	769	74	67	11	6	21	706	34	2	3	2	18	16	18	16
	12%	**	**	**	22%	89%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	5	**	**	**	11	43	**	**	**	**	**	37	**	**	**	**	**	**	**	**
	5%	**	**	**	6%	6%	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
	10%	**	**	**	23%	90%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
To obtain free shipping	3	**	**	**	1	15	**	**	**	**	**	14	**	**	**	**	**	**	**	**
	3%	**	**	**	1%	2%	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
	19%	**	**	**	8%	95%	**	**	**	**	**	90%	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																				
For children to watch/ children's programmes	1	**	**	**	5	12	**	**	**	**	**	6	**	**	**	**	**	**	**	**
	1%	**	**	**	3%	2%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
	11%	**	**	**	43%	98%	**	**	**	**	**	44%	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	3	**	**	**	4	8	**	**	**	**	**	5	**	**	**	**	**	**	**	**
	3%	**	**	**	2%	1%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
	34%	**	**	**	42%	89%	**	**	**	**	**	58%	**	**	**	**	**	**	**	**
Initially a gift	4	**	**	**	*	4	**	**	**	**	**	5	**	**	**	**	**	**	**	**
	4%	**	**	**	*%	1%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
	85%	**	**	**	2%	87%	**	**	**	**	**	100%	**	**	**	**	**	**	**	**
Don't need an aerial/ dish	-	**	**	**	1	3	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	-%	**	**	**	1%	*%	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
	-%	**	**	**	40%	100%	**	**	**	**	**	85%	**	**	**	**	**	**	**	**

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	148	49	26	75	292	1030	76	99	15	10	31	920	39	10	13	13	19	20	22	17
Effective Weighted Sample	110	30	17	47	201	736	57	73	12	8	23	655	35	7	8	11	17	18	20	15
Weighted total	105	27	14	41	192	769	74	67	11	6	21	706	34	2	3	2	18	16	18	16
	12%	**	**	**	22%	89%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
Don't need a TV licence	-	**	**	**	2	2	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	-%	**	**	**	1%	*%	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
	-%	**	**	**	100%	100%	**	**	**	**	**	45%	**	**	**	**	**	**	**	**
Can pause, stop, rewind	-	**	**	**	1	2	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	-%	**	**	**	1%	*%	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
	-%	**	**	**	67%	100%	**	**	**	**	**	100%	**	**	**	**	**	**	**	**
No adverts	-	**	**	**	-	1	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	-%	**	**	**	-%	*%	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
	-%	**	**	**	-%	100%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	7	29	**	**	**	**	**	28	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	4%	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
	12%	**	**	**	20%	82%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																				
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	72	**	**	**	136	575	**	**	**	**	**	540	**	**	**	**	**	**	**	**
	69%	**	**	**	71%	75%	**	**	**	**	**	76%	**	**	**	**	**	**	**	**
	11%	**	**	**	21%	89%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	55	**	**	**	109	483	**	**	**	**	**	446	**	**	**	**	**	**	**	**
	52%	**	**	**	57%	63%	**	**	**	**	**	63%	**	**	**	**	**	**	**	**
	10%	**	**	**	20%	89%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**

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

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

QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	148	49	26	75	292	1030	76	99	15	10	31	920	39	10	13	13	19	20	22	17
Effective Weighted Sample	110	30	17	47	201	736	57	73	12	8	23	655	35	7	8	11	17	18	20	15
Weighted total	105	27	14	41	192	769	74	67	11	6	21	706	34	2	3	2	18	16	18	16
	12%	**	**	**	22%	89%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	12	**	**	**	23	133	**	**	**	**	**	125	**	**	**	**	**	**	**	**
	12%	**	**	**	12%	17%	**	**	**	**	**	18%	**	**	**	**	**	**	**	**
	8%	**	**	**	15%	87%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	15	**	**	**	30	125	**	**	**	**	**	107	**	**	**	**	**	**	**	**
	14%	**	**	**	16%	16%	**	**	**	**	**	15%	**	**	**	**	**	**	**	**
	11%	**	**	**	22%	91%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
FREE SHIPPING	3	**	**	**	1	15	**	**	**	**	**	14	**	**	**	**	**	**	**	**
	3%	**	**	**	1%	2%	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
	19%	**	**	**	8%	95%	**	**	**	**	**	90%	**	**	**	**	**	**	**	**

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

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

QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	33	24	9	33	53	190	12	19	2	2	9	165	25	5	2	1	15	10	15	10
Effective Weighted Sample	24	17	6	24	37	136	10	11	1	2	7	119	22	4	2	1	13	8	14	8
Weighted total	22	17	8	24	38	148	12	11	2	1	5	133	23	1	*	*	13	10	14	9
	**	**	**	**	**	91%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
To obtain free shipping	**	**	**	**	**	94	**	**	**	**	**	81	**	**	**	**	**	**	**	**
	**	**	**	**	**	63%	**	**	**	**	**	61%	**	**	**	**	**	**	**	**
	**	**	**	**	**	96%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	37	**	**	**	**	**	31	**	**	**	**	**	**	**	**
	**	**	**	**	**	25%	**	**	**	**	**	23%	**	**	**	**	**	**	**	**
	**	**	**	**	**	94%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	35	**	**	**	**	**	31	**	**	**	**	**	**	**	**
	**	**	**	**	**	23%	**	**	**	**	**	23%	**	**	**	**	**	**	**	**
	**	**	**	**	**	90%	**	**	**	**	**	81%	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	29	**	**	**	**	**	31	**	**	**	**	**	**	**	**
	**	**	**	**	**	19%	**	**	**	**	**	23%	**	**	**	**	**	**	**	**
	**	**	**	**	**	84%	**	**	**	**	**	90%	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	29	**	**	**	**	**	28	**	**	**	**	**	**	**	**
	**	**	**	**	**	19%	**	**	**	**	**	21%	**	**	**	**	**	**	**	**
	**	**	**	**	**	92%	**	**	**	**	**	89%	**	**	**	**	**	**	**	**
To access a back catalogue of flms	**	**	**	**	**	25	**	**	**	**	**	21	**	**	**	**	**	**	**	**
	**	**	**	**	**	17%	**	**	**	**	**	16%	**	**	**	**	**	**	**	**
	**	**	**	**	**	88%	**	**	**	**	**	74%	**	**	**	**	**	**	**	**

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

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QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	33	24	9	33	53	190	12	19	2	2	9	165	25	5	2	1	15	10	15	10
Effective Weighted Sample	24	17	6	24	37	136	10	11	1	2	7	119	22	4	2	1	13	8	14	8
Weighted total	22	17	8	24	38	148	12	11	2	1	5	133	23	1	*	*	13	10	14	9
	**	**	**	**	**	91%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	20	**	**	**	**	**	21	**	**	**	**	**	**	**	**
	**	**	**	**	**	14%	**	**	**	**	**	16%	**	**	**	**	**	**	**	**
	**	**	**	**	**	76%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	20	**	**	**	**	**	20	**	**	**	**	**	**	**	**
	**	**	**	**	**	13%	**	**	**	**	**	15%	**	**	**	**	**	**	**	**
	**	**	**	**	**	78%	**	**	**	**	**	77%	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	21	**	**	**	**	**	19	**	**	**	**	**	**	**	**
	**	**	**	**	**	14%	**	**	**	**	**	14%	**	**	**	**	**	**	**	**
	**	**	**	**	**	92%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	17	**	**	**	**	**	15	**	**	**	**	**	**	**	**
	**	**	**	**	**	12%	**	**	**	**	**	11%	**	**	**	**	**	**	**	**
	**	**	**	**	**	97%	**	**	**	**	**	84%	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	13	**	**	**	**	**	15	**	**	**	**	**	**	**	**
	**	**	**	**	**	9%	**	**	**	**	**	11%	**	**	**	**	**	**	**	**
	**	**	**	**	**	82%	**	**	**	**	**	93%	**	**	**	**	**	**	**	**

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

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Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	33	24	9	33	53	190	12	19	2	2	9	165	25	5	2	1	15	10	15	10
Effective Weighted Sample	24	17	6	24	37	136	10	11	1	2	7	119	22	4	2	1	13	8	14	8
Weighted total	22	17	8	24	38	148	12	11	2	1	5	133	23	1	*	*	13	10	14	9
	**	**	**	**	**	91%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	**	**	**	**	**	8	**	**	**	**	**	9	**	**	**	**	**	**	**	**
	**	**	**	**	**	6%	**	**	**	**	**	7%	**	**	**	**	**	**	**	**
	**	**	**	**	**	81%	**	**	**	**	**	86%	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	2	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	**	**	**	**	**	2%	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	100%	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																				
Initially a gift	**	**	**	**	**	2	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	**	**	**	**	**	1%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	93%	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	2	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	**	**	**	**	**	1%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
	**	**	**	**	**	75%	**	**	**	**	**	41%	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																				
FREE SHIPPING	**	**	**	**	**	94	**	**	**	**	**	81	**	**	**	**	**	**	**	**
	**	**	**	**	**	63%	**	**	**	**	**	61%	**	**	**	**	**	**	**	**
	**	**	**	**	**	96%	**	**	**	**	**	83%	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	72	**	**	**	**	**	64	**	**	**	**	**	**	**	**
	**	**	**	**	**	48%	**	**	**	**	**	48%	**	**	**	**	**	**	**	**
	**	**	**	**	**	89%	**	**	**	**	**	79%	**	**	**	**	**	**	**	**

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

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

QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	33	24	9	33	53	190	12	19	2	2	9	165	25	5	2	1	15	10	15	10
Effective Weighted Sample	24	17	6	24	37	136	10	11	1	2	7	119	22	4	2	1	13	8	14	8
Weighted total	22	17	8	24	38	148	12	11	2	1	5	133	23	1	*	*	13	10	14	9
	**	**	**	**	**	91%	**	**	**	**	**	82%	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX	**	**	**	**	**	60	**	**	**	**	**	54	**	**	**	**	**	**	**	**
SETS/ WATCH ON DEMAND	**	**	**	**	**	40%	**	**	**	**	**	40%	**	**	**	**	**	**	**	**
	**	**	**	**	**	86%	**	**	**	**	**	78%	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	31	**	**	**	**	**	33	**	**	**	**	**	**	**	**
	**	**	**	**	**	21%	**	**	**	**	**	25%	**	**	**	**	**	**	**	**
	**	**	**	**	**	85%	**	**	**	**	**	91%	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	20	**	**	**	**	**	21	**	**	**	**	**	**	**	**
	**	**	**	**	**	13%	**	**	**	**	**	16%	**	**	**	**	**	**	**	**
	**	**	**	**	**	87%	**	**	**	**	**	91%	**	**	**	**	**	**	**	**

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

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

QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

	AGE/SEG	EMG		DISABILITY		
	65+ OR DE	NO	YES	ANY	MOBI-LITY	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f
Unweighted total	1	8	1	1	1	8
Effective Weighted Sample	1	6	1	1	1	6
Weighted total	1	6	*	1	1	7
	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
To access a back catalogue of flms	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**

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

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

QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

	AGE/SEG	EMG		DISABILITY		
	65+ OR DE	NO	YES	ANY	MOBI-LITY	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f
Unweighted total	1	8	1	1	1	8
Effective Weighted Sample	1	6	1	1	1	6
Weighted total	1	6	*	1	1	7
	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
UNPROMPTED REASONS						
For children to watch/ children's programmes	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
Don't know	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**

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

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

QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

	AGE/SEG	EMG		DISABILITY		
	65+ OR DE	NO	YES	ANY	MOBI-LITY	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f
Unweighted total	1	8	1	1	1	8
Effective Weighted Sample	1	6	1	1	1	6
Weighted total	1	6	*	1	1	7
	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS						
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**

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

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

QH20D (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)

Base : Those in a household where Hayu is the most used online on-demand service

	AGE/SEG	EMG		DISABILITY		
	65+ OR DE	NO	YES	ANY	MOBI-LITY	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f
Unweighted total	1	3	1	1	1	3
Effective Weighted Sample	1	3	1	1	1	3
Weighted total	1	3	1	1	1	3
	**	**	**	**	**	**
To watch exclusive TV content not available	**	**	**	**	**	**
elsewhere/ to watch original series made by	**	**	**	**	**	**
the provider	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g.	**	**	**	**	**	**
Sky TV, BT TV)	**	**	**	**	**	**
	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS						
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT	**	**	**	**	**	**
CONTENT	**	**	**	**	**	**
	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**
	**	**	**	**	**	**
	**	**	**	**	**	**

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

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

QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	9	6	3	9	31	77	7	12	1	2	8	66	6	1	2	3	3	4	2
Effective Weighted Sample	8	5	2	7	23	53	5	7	1	2	5	46	5	1	2	2	3	3	2
Weighted total	8	5	3	8	23	62	8	7	2	2	5	54	7	1	1	3	4	4	2
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of flms	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	9	6	3	9	31	77	7	12	1	2	8	66	6	1	2	3	3	4	2
Effective Weighted Sample	8	5	2	7	23	53	5	7	1	2	5	46	5	1	2	2	3	3	2
Weighted total	8	5	3	8	23	62	8	7	2	2	5	54	7	1	1	3	4	4	2
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	9	6	3	9	31	77	7	12	1	2	8	66	6	1	2	3	3	4	2
Effective Weighted Sample	8	5	2	7	23	53	5	7	1	2	5	46	5	1	2	2	3	3	2
Weighted total	8	5	3	8	23	62	8	7	2	2	5	54	7	1	1	3	4	4	2
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free shipping	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	9	6	3	9	31	77	7	12	1	2	8	66	6	1	2	3	3	4	2
Effective Weighted Sample	8	5	2	7	23	53	5	7	1	2	5	46	5	1	2	2	3	3	2
Weighted total	8	5	3	8	23	62	8	7	2	2	5	54	7	1	1	3	4	4	2
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eleven Sports? (MULTI CODE)

Base : Those in a household where Eleven Sports is the most used online on-demand service

	AGE		AGE/SEG	EMG	DISABILITY	65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	75+	65+	65+ OR DE	NO	NO	ENGLAND	MALE	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	1	1	1	1	1	1	1	1
Effective Weighted Sample	1	1	1	1	1	1	1	1
Weighted total	1	1	1	1	1	1	1	1
	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS								
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT	**	**	**	**	**	**	**	**
CONTENT	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b - g,h

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

QH20G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those in a household where YouTube Premium is the most used online on-demand service

	AGE				AGE/SEG	EMG	DISABILITY				65+ AGE GROUP	65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	NO	ANY	VISION	MOBI-LITY	NO	ENGLAND	MALE	FEMALE	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	3	1	1	2	6	8	5	2	3	3	2	1	1	2
Effective Weighted Sample	3	1	1	2	4	6	5	2	3	3	2	1	1	2
Weighted total	2	1	*	1	5	7	5	1	2	2	1	*	1	1
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those in a household where YouTube Premium is the most used online on-demand service

	AGE				AGE/SEG	EMG	DISABILITY				65+ AGE GROUP	65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	NO	ANY	VISION	MOBI-LITY	NO	ENGLAND	MALE	FEMALE	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	3	1	1	2	6	8	5	2	3	3	2	1	1	2
Effective Weighted Sample	3	1	1	2	4	6	5	2	3	3	2	1	1	2
Weighted total	2	1	*	1	5	7	5	1	2	2	1	*	1	1
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free shipping	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those in a household where YouTube Premium is the most used online on-demand service

	AGE				AGE/SEG	EMG	DISABILITY				65+ AGE GROUP	65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	NO	ANY	VISION	MOBI-LITY	NO	ENGLAND	MALE	FEMALE	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	3	1	1	2	6	8	5	2	3	3	2	1	1	2
Effective Weighted Sample	3	1	1	2	4	6	5	2	3	3	2	1	1	2
Weighted total	2	1	*	1	5	7	5	1	2	2	1	*	1	1
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS														
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those in a household where ITV Hub+ is the most used online on-demand service

	AGE		AGE/SEG	EMG	DISABILITY		65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	65-74	65+	65+ OR DE	NO	ANY	NO	ENGLAND	MALE	ABC1
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	1	1	2	4	1	3	1	1	1
Effective Weighted Sample	1	1	2	4	1	3	1	1	1
Weighted total	1	1	3	4	2	3	1	1	1
	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available	**	**	**	**	**	**	**	**	**
elsewhere/ to watch original series made by	**	**	**	**	**	**	**	**	**
the provider	**	**	**	**	**	**	**	**	**
To watch something different to the	**	**	**	**	**	**	**	**	**
programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - e,f - h,i

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

QH20H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those in a household where ITV Hub+ is the most used online on-demand service

	AGE		AGE/SEG	EMG	DISABILITY		65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	65-74	65+	65+ OR DE	NO	ANY	NO	ENGLAND	MALE	ABC1
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	1	1	2	4	1	3	1	1	1
Effective Weighted Sample	1	1	2	4	1	3	1	1	1
Weighted total	1	1	3	4	2	3	1	1	1
	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g.	**	**	**	**	**	**	**	**	**
Sky TV, BT TV)	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS									
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT	**	**	**	**	**	**	**	**	**
CONTENT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH	**	**	**	**	**	**	**	**	**
ON DEMAND	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - e,f - h,i

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

QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	12	8	5	13	42	101	9	20	3	2	13	84	10	1	2	6	4	5	5
Effective Weighted Sample	10	6	3	9	32	72	7	15	2	2	9	61	8	1	2	5	3	4	4
Weighted total	10	6	4	10	34	83	9	15	3	2	10	70	9	1	1	5	5	6	4
	**	**	**	**	**	84%	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	32	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	39%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	77%	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	**	**	**	**	**	21	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	25%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	87%	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	24%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	86%	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	24%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	91%	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	17	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	80%	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	12	8	5	13	42	101	9	20	3	2	13	84	10	1	2	6	4	5	5
Effective Weighted Sample	10	6	3	9	32	72	7	15	2	2	9	61	8	1	2	5	3	4	4
Weighted total	10	6	4	10	34	83	9	15	3	2	10	70	9	1	1	5	5	6	4
	**	**	**	**	**	84%	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of flms	**	**	**	**	**	19	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	23%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	94%	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	18	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	93%	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	16%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	74%	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	17%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	81%	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	15	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	86%	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	78%	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	12	8	5	13	42	101	9	20	3	2	13	84	10	1	2	6	4	5	5
Effective Weighted Sample	10	6	3	9	32	72	7	15	2	2	9	61	8	1	2	5	3	4	4
Weighted total	10	6	4	10	34	83	9	15	3	2	10	70	9	1	1	5	5	6	4
	**	**	**	**	**	84%	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	39%	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free shipping	**	**	**	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
Don't need an aerial/ dish	**	**	**	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**	**
For children to watch/ children's programmes	**	**	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	*%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	48%	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	12	8	5	13	42	101	9	20	3	2	13	84	10	1	2	6	4	5	5
Effective Weighted Sample	10	6	3	9	32	72	7	15	2	2	9	61	8	1	2	5	3	4	4
Weighted total	10	6	4	10	34	83	9	15	3	2	10	70	9	1	1	5	5	6	4
	**	**	**	**	**	84%	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	53	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	64%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	83%	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	**	**	**	**	**	40	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	49%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	88%	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	23	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	28%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	84%	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	66%	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QH21 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Cheaper subscriptions/ cost of pay per view	91	34	11	45	176	542	48	73	17	6	34	469	37	3	3	2	17	20	18	19
	22%	11%	4%	8%	17%	23%	22%	18%	17%	10%	18%	24%	8%	6%	10%	16%	8%	7%	8%	7%
	bcd	c		c								hjk				mn				
	15%	5%	2%	7%	28%	87%	8%	12%	3%	1%	6%	75%	6%	*%	*%	*%	3%	3%	3%	3%
More exclusive content	43	17	10	27	85	376	51	33	4	4	11	356	21	3	2	2	12	9	14	7
	10%	6%	4%	5%	8%	16%	24%	8%	4%	8%	6%	18%	4%	5%	5%	12%	6%	3%	6%	3%
	bcd						f					hijk				m				
	10%	4%	2%	6%	19%	86%	12%	8%	1%	1%	3%	81%	5%	1%	*%	*%	3%	2%	3%	2%
More back catalogues of TV series	37	11	8	19	70	301	30	32	7	4	8	271	17	1	*	-	9	9	11	6
	9%	4%	3%	3%	7%	13%	14%	8%	7%	7%	4%	14%	4%	2%	1%	-%	4%	3%	5%	2%
	bcd											hik								
	11%	3%	2%	6%	21%	90%	9%	9%	2%	1%	2%	81%	5%	*%	*%	-%	3%	3%	3%	2%
Faster broadband	38	15	7	22	68	260	53	24	5	3	14	263	20	2	*	*	10	10	10	11
	9%	5%	3%	4%	6%	11%	24%	6%	6%	4%	7%	14%	4%	4%	*%	2%	5%	4%	4%	4%
	bcd						f					hijk	o							
	11%	5%	2%	7%	20%	78%	16%	7%	2%	1%	4%	79%	6%	1%	*%	*%	3%	3%	3%	3%
Higher mobile allowance	11	3	1	4	29	111	18	13	1	*	5	106	2	1	*	*	2	-	-	2
	3%	1%	*%	1%	3%	5%	8%	3%	1%	*%	3%	5%	*%	2%	1%	3%	1%	-%	-%	1%
	cd						f					hijk				m				
	8%	2%	1%	3%	21%	79%	13%	9%	1%	*%	4%	76%	2%	1%	*%	*%	2%	-%	-%	2%

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

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QH21 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
UNPROMPTED RESPONSES																				
Better programmes	2	4	1	6	8	20	-	3	1	-	2	15	5	*	1	-	3	2	3	2
	1%	1%	*%	1%	1%	1%	-%	1%	1%	-%	1%	1%	1%	1%	2%	-%	1%	1%	1%	1%
	11%	23%	7%	29%	39%	100%	-%	14%	5%	-%	8%	76%	24%	2%	3%	-%	15%	9%	15%	10%
If I had more free time	1	-	1	1	1	12	-	4	1	-	1	8	1	-	-	-	-	1	1	-
	*%	-%	*%	*%	*%	1%	-%	1%	1%	-%	1%	*%	*%	-%	-%	-%	-%	*%	*%	-%
	7%	-%	4%	4%	8%	100%	-%	30%	8%	-%	8%	66%	4%	-%	-%	-%	-%	4%	4%	-%
If it was easier to use/ understand	2	3	1	4	6	7	-	3	-	-	1	3	3	*	*	-	1	2	2	2
	*%	1%	*%	1%	1%	*%	-%	1%	-%	-%	*%	*%	1%	1%	1%	-%	1%	1%	1%	1%
	25%	42%	7%	49%	70%	90%	-%	38%	-%	-%	9%	42%	42%	5%	2%	-%	16%	26%	21%	21%
Better films	2	-	-	-	1	7	-	-	-	-	-	6	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	25%	-%	-%	-%	8%	100%	-%	-%	-%	-%	-%	77%	-%	-%	-%	-%	-%	-%	-%	-%
If it was free of charge	1	2	-	2	3	4	-	1	-	-	*	3	2	-	-	*	1	1	1	1
	*%	1%	-%	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	-%	-%	2%	*%	*%	1%	*%
	35%	53%	-%	53%	74%	100%	-%	20%	-%	-%	10%	73%	48%	-%	-%	6%	15%	33%	33%	15%
If there was no advertising	-	-	1	1	1	2	-	1	1	-	-	*	*	-	*	-	*	-	-	*
	-%	-%	*%	*%	*%	*%	-%	*%	1%	-%	-%	*%	*%	-%	*%	-%	*%	-%	-%	*%
	-%	-%	35%	35%	35%	100%	-%	84%	59%	-%	-%	8%	29%	-%	5%	-%	29%	-%	-%	29%

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

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

QH21 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Cheaper mobile data	-	-	-	-	*	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	-%	-%	-%	-%	29%	100%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%
Nothing would encourage me	235	210	222	432	658	1184	88	261	68	42	130	899	363	37	23	8	165	198	167	195
	57%	69%	81%	75%	62%	50%	40%	63%	69%	72%	67%	46%	75%	77%	76%	63%	76%	74%	75%	74%
		a	abd	ab		g		l	l	l	l		p	p						
	18%	16%	17%	33%	50%	90%	7%	20%	5%	3%	10%	68%	28%	3%	2%	1%	13%	15%	13%	15%
Don't know	34	27	19	46	95	173	25	29	6	3	13	149	40	2	2	1	12	29	11	29
	8%	9%	7%	8%	9%	7%	11%	7%	6%	6%	7%	8%	8%	5%	6%	11%	5%	11%	5%	11%
																		qs		qs
	16%	13%	9%	22%	46%	83%	12%	14%	3%	2%	6%	71%	19%	1%	1%	1%	6%	14%	5%	14%

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

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QH22 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	599	511	533	1044	1737	3309	197	731	160	92	351	2489	626	156	167	95	306	320	285	339
Effective Weighted Sample	437	333	323	655	1141	2276	156	486	113	66	244	1745	497	98	108	75	243	257	228	268
Weighted total	396	294	262	556	1007	2229	202	397	94	52	189	1825	468	46	30	12	210	258	214	253
	16%	12%	10%	22%	40%	88%	8%	16%	4%	**	7%	72%	19%	2%	1%	**	8%	10%	8%	10%
Yes	174	130	68	198	374	1111	117	148	28	**	71	995	171	16	7	**	85	86	89	82
	44%	44%	26%	36%	37%	50%	58%	37%	30%	**	38%	55%	37%	34%	23%	**	41%	33%	42%	33%
	cd	cd		c			f					hik	o						t	
	14%	10%	5%	16%	30%	88%	9%	12%	2%	**	6%	79%	14%	1%	1%	**	7%	7%	7%	7%
No	202	147	178	325	579	1043	72	223	58	**	100	782	268	27	22	**	115	153	114	153
	51%	50%	68%	58%	57%	47%	36%	56%	62%	**	53%	43%	57%	59%	72%	**	55%	59%	53%	61%
			abd	ab		g		l	l		l				mn					
	17%	13%	15%	28%	50%	90%	6%	19%	5%	**	9%	67%	23%	2%	2%	**	10%	13%	10%	13%
Don't know	20	17	16	33	54	74	12	26	8	**	17	49	28	3	1	**	9	19	11	17
	5%	6%	6%	6%	5%	3%	6%	7%	8%	**	9%	3%	6%	7%	5%	**	4%	7%	5%	7%
								l	l		l									
	22%	19%	18%	36%	60%	82%	14%	29%	9%	**	19%	53%	31%	3%	2%	**	10%	21%	12%	19%

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

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QH23 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE)

Base : Those with a 'Smart TV' in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	~r	s	~t
Unweighted total	253	194	118	312	564	1514	107	226	42	22	102	1282	194	52	32	34	107	87	103	91
Effective Weighted Sample	182	134	72	206	381	1048	90	158	31	17	76	900	163	33	21	28	89	75	86	77
Weighted total	174	130	68	198	374	1111	117	148	28	14	71	995	171	16	7	4	85	86	89	82
	14%	10%	5%	16%	30%	88%	9%	12%	**	**	6%	79%	14%	**	**	**	7%	**	7%	**
Yes, connected	144	94	45	139	278	940	84	113	**	**	53	834	117	**	**	**	60	**	67	**
	83%	72%	65%	70%	74%	85%	72%	76%	**	**	75%	84%	68%	**	**	**	70%	**	75%	**
	bcd					g						hk								
	14%	9%	4%	13%	26%	89%	8%	11%	**	**	5%	79%	11%	**	**	**	6%	**	6%	**
No, not connected	25	27	23	50	80	145	29	27	**	**	12	139	45	**	**	**	21	**	16	**
	14%	21%	33%	25%	21%	13%	25%	18%	**	**	17%	14%	26%	**	**	**	25%	**	19%	**
			a	a			f													
	14%	15%	13%	28%	46%	83%	16%	16%	**	**	7%	79%	26%	**	**	**	12%	**	9%	**
Don't know	5	9	1	10	15	26	4	7	**	**	6	21	9	**	**	**	5	**	6	**
	3%	7%	2%	5%	4%	2%	4%	5%	**	**	9%	2%	5%	**	**	**	5%	**	6%	**
								l			l									
	15%	29%	4%	33%	51%	87%	15%	25%	**	**	20%	71%	30%	**	**	**	15%	**	19%	**

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

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QH24 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	599	511	533	1044	1737	3309	197	731	160	92	351	2489	626	156	167	95	306	320	285	339
Effective Weighted Sample	437	333	323	655	1141	2276	156	486	113	66	244	1745	497	98	108	75	243	257	228	268
Weighted total	396	294	262	556	1007	2229	202	397	94	52	189	1825	468	46	30	12	210	258	214	253
	16%	12%	10%	22%	40%	88%	8%	16%	4%	**	7%	72%	19%	2%	1%	**	8%	10%	8%	10%
Games console	33	8	5	12	115	470	50	56	11	**	19	415	12	*	*	**	5	7	4	8
	8%	3%	2%	2%	11%	21%	25%	14%	11%	**	10%	23%	2%	*%	2%	**	2%	3%	2%	3%
	bcd											hik								
	6%	1%	1%	2%	22%	88%	9%	11%	2%	**	4%	78%	2%	*%	*%	**	1%	1%	1%	1%
Set top box with access to digital or cable TV broadcasts (such as Sky+, Sky Q, Virgin TiVo, BT TV, YouView)	55	28	17	45	95	377	21	49	12	**	25	325	40	3	2	**	21	19	24	16
	14%	10%	7%	8%	9%	17%	10%	12%	13%	**	13%	18%	9%	6%	7%	**	10%	7%	11%	6%
	cd					g						h								
	13%	7%	4%	11%	23%	92%	5%	12%	3%	**	6%	79%	10%	1%	1%	**	5%	5%	6%	4%
Laptop/ desktop PC	41	20	5	25	74	283	52	34	7	**	11	270	19	5	1	**	10	9	13	6
	10%	7%	2%	4%	7%	13%	26%	8%	8%	**	6%	15%	4%	11%	2%	**	5%	3%	6%	2%
	cd	c		c			f					hik		mo					t	
	12%	6%	1%	7%	21%	81%	15%	10%	2%	**	3%	78%	5%	2%	*%	**	3%	3%	4%	2%
Streaming stick (such as Roku, Google Chrome, Amazon Fire TV Stick)	34	15	5	19	52	221	14	25	6	**	12	194	18	1	*	**	11	7	10	8
	8%	5%	2%	3%	5%	10%	7%	6%	6%	**	6%	11%	4%	2%	1%	**	5%	3%	5%	3%
	cd	c										hk								
	14%	6%	2%	8%	22%	92%	6%	10%	3%	**	5%	81%	7%	*%	*%	**	4%	3%	4%	3%

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

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

QH24 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	599	511	533	1044	1737	3309	197	731	160	92	351	2489	626	156	167	95	306	320	285	339
Effective Weighted Sample	437	333	323	655	1141	2276	156	486	113	66	244	1745	497	98	108	75	243	257	228	268
Weighted total	396	294	262	556	1007	2229	202	397	94	52	189	1825	468	46	30	12	210	258	214	253
	16%	12%	10%	22%	40%	88%	8%	16%	4%	**	7%	72%	19%	2%	1%	**	8%	10%	8%	10%
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV)	15	5	3	7	32	139	7	17	4	**	9	117	6	*	1	**	2	4	5	1
	4%	2%	1%	1%	3%	6%	3%	4%	5%	**	5%	6%	1%	1%	4%	**	1%	1%	2%	*%
	cd																			
	10%	3%	2%	5%	21%	92%	5%	11%	3%	**	6%	78%	4%	*%	1%	**	2%	2%	3%	1%
None of these	253	230	224	453	716	1207	95	273	70	**	134	917	379	38	25	**	168	211	163	216
	64%	78%	85%	82%	71%	54%	47%	69%	74%	**	71%	50%	81%	83%	83%	**	80%	82%	76%	85%
		a	ab	a				l	l		l									s
	19%	17%	17%	34%	53%	89%	7%	20%	5%	**	10%	68%	28%	3%	2%	**	12%	16%	12%	16%
Don't know	10	5	11	16	28	58	8	8	2	**	4	49	14	*	1	**	6	8	6	7
	3%	2%	4%	3%	3%	3%	4%	2%	2%	**	2%	3%	3%	1%	5%	**	3%	3%	3%	3%
	13%	7%	14%	20%	36%	73%	11%	10%	2%	**	5%	62%	17%	*%	2%	**	7%	10%	8%	9%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	186	115	57	171	396	1272	115	153	29	**	69	1120	144	15	8	**	75	70	83	61
	47%	39%	22%	31%	39%	57%	57%	39%	30%	**	36%	61%	31%	33%	27%	**	36%	27%	39%	24%
	bcd	cd		c								hik					rt		rt	
	13%	8%	4%	12%	28%	89%	8%	11%	2%	**	5%	78%	10%	1%	1%	**	5%	5%	6%	4%

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

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

QH25A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	N IRELAND
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	
Unweighted total	70	43	52	95	194	371	4	46	9	3	20	308	95
Effective Weighted Sample	63	37	39	75	166	326	2	41	7	3	18	269	75
Weighted total	11	5	7	12	26	55	*	5	1	*	2	46	12
	**	**	**	**	36%	77%	**	**	**	**	**	65%	**
Every day	**	**	**	**	1	2	**	**	**	**	**	1	**
	**	**	**	**	4%	4%	**	**	**	**	**	1%	**
	**	**	**	**	50%	100%	**	**	**	**	**	35%	**
At least weekly	**	**	**	**	5	9	**	**	**	**	**	7	**
	**	**	**	**	19%	16%	**	**	**	**	**	15%	**
	**	**	**	**	42%	72%	**	**	**	**	**	59%	**
At least monthly	**	**	**	**	3	7	**	**	**	**	**	6	**
	**	**	**	**	12%	13%	**	**	**	**	**	13%	**
	**	**	**	**	40%	88%	**	**	**	**	**	74%	**
Less often than monthly	**	**	**	**	3	11	**	**	**	**	**	10	**
	**	**	**	**	10%	20%	**	**	**	**	**	23%	**
	**	**	**	**	22%	92%	**	**	**	**	**	88%	**
Never	**	**	**	**	14	26	**	**	**	**	**	22	**
	**	**	**	**	53%	47%	**	**	**	**	**	48%	**
	**	**	**	**	38%	71%	**	**	**	**	**	60%	**
AT LEAST MONTHLY	**	**	**	**	9	17	**	**	**	**	**	13	**
	**	**	**	**	35%	32%	**	**	**	**	**	29%	**
	**	**	**	**	42%	81%	**	**	**	**	**	62%	**
EVER WATCH	**	**	**	**	12	28	**	**	**	**	**	24	**
	**	**	**	**	45%	52%	**	**	**	**	**	52%	**
	**	**	**	**	35%	85%	**	**	**	**	**	71%	**
Don't know	**	**	**	**	*	*	**	**	**	**	**	*	**
	**	**	**	**	1%	1%	**	**	**	**	**	*%	**
	**	**	**	**	31%	35%	**	**	**	**	**	9%	**

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

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

QH25B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	N IRELAND
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	
Unweighted total	70	43	52	95	194	371	4	46	9	3	20	308	95
Effective Weighted Sample	63	37	39	75	166	326	2	41	7	3	18	269	75
Weighted total	11	5	7	12	26	55	*	5	1	*	2	46	12
	**	**	**	**	36%	77%	**	**	**	**	**	65%	**
Every day	**	**	**	**	1	2	**	**	**	**	**	1	**
	**	**	**	**	3%	3%	**	**	**	**	**	1%	**
	**	**	**	**	48%	100%	**	**	**	**	**	32%	**
At least weekly	**	**	**	**	5	8	**	**	**	**	**	7	**
	**	**	**	**	19%	15%	**	**	**	**	**	15%	**
	**	**	**	**	43%	72%	**	**	**	**	**	59%	**
At least monthly	**	**	**	**	3	6	**	**	**	**	**	5	**
	**	**	**	**	11%	12%	**	**	**	**	**	11%	**
	**	**	**	**	39%	91%	**	**	**	**	**	72%	**
Less often than monthly	**	**	**	**	3	12	**	**	**	**	**	11	**
	**	**	**	**	12%	21%	**	**	**	**	**	25%	**
	**	**	**	**	24%	91%	**	**	**	**	**	89%	**
Never	**	**	**	**	14	26	**	**	**	**	**	22	**
	**	**	**	**	55%	48%	**	**	**	**	**	48%	**
	**	**	**	**	38%	71%	**	**	**	**	**	59%	**
AT LEAST MONTHLY	**	**	**	**	8	16	**	**	**	**	**	12	**
	**	**	**	**	33%	30%	**	**	**	**	**	27%	**
	**	**	**	**	42%	81%	**	**	**	**	**	61%	**
EVER WATCH	**	**	**	**	11	28	**	**	**	**	**	24	**
	**	**	**	**	44%	51%	**	**	**	**	**	51%	**
	**	**	**	**	35%	85%	**	**	**	**	**	72%	**
Don't know	**	**	**	**	*	1	**	**	**	**	**	*	**
	**	**	**	**	1%	1%	**	**	**	**	**	1%	**
	**	**	**	**	15%	54%	**	**	**	**	**	29%	**

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

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

QH25C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	N IRELAND
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	
Unweighted total	70	43	52	95	194	371	4	46	9	3	20	308	95
Effective Weighted Sample	63	37	39	75	166	326	2	41	7	3	18	269	75
Weighted total	11	5	7	12	26	55	*	5	1	*	2	46	12
	**	**	**	**	36%	77%	**	**	**	**	**	65%	**
Every day	**	**	**	**	*	*	**	**	**	**	**	*	**
	**	**	**	**	1%	1%	**	**	**	**	**	1%	**
	**	**	**	**	46%	76%	**	**	**	**	**	65%	**
At least weekly	**	**	**	**	4	8	**	**	**	**	**	7	**
	**	**	**	**	16%	15%	**	**	**	**	**	16%	**
	**	**	**	**	41%	81%	**	**	**	**	**	70%	**
At least monthly	**	**	**	**	3	6	**	**	**	**	**	5	**
	**	**	**	**	12%	11%	**	**	**	**	**	11%	**
	**	**	**	**	40%	82%	**	**	**	**	**	64%	**
Less often than monthly	**	**	**	**	2	10	**	**	**	**	**	9	**
	**	**	**	**	9%	18%	**	**	**	**	**	21%	**
	**	**	**	**	22%	89%	**	**	**	**	**	86%	**
Never	**	**	**	**	14	26	**	**	**	**	**	22	**
	**	**	**	**	55%	48%	**	**	**	**	**	47%	**
	**	**	**	**	39%	70%	**	**	**	**	**	58%	**
AT LEAST MONTHLY	**	**	**	**	8	15	**	**	**	**	**	12	**
	**	**	**	**	29%	27%	**	**	**	**	**	27%	**
	**	**	**	**	41%	81%	**	**	**	**	**	67%	**
EVER WATCH	**	**	**	**	10	25	**	**	**	**	**	22	**
	**	**	**	**	38%	45%	**	**	**	**	**	48%	**
	**	**	**	**	34%	84%	**	**	**	**	**	74%	**
Don't know	**	**	**	**	2	4	**	**	**	**	**	2	**
	**	**	**	**	6%	7%	**	**	**	**	**	5%	**
	**	**	**	**	35%	88%	**	**	**	**	**	53%	**

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

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

QH25D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	N IRELAND
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	
Unweighted total	70	43	52	95	194	371	4	46	9	3	20	308	95
Effective Weighted Sample	63	37	39	75	166	326	2	41	7	3	18	269	75
Weighted total	11	5	7	12	26	55	*	5	1	*	2	46	12
	**	**	**	**	36%	77%	**	**	**	**	**	65%	**
Every day	**	**	**	**	*	*	**	**	**	**	**	*	**
	**	**	**	**	1%	1%	**	**	**	**	**	1%	**
	**	**	**	**	39%	73%	**	**	**	**	**	73%	**
At least weekly	**	**	**	**	3	7	**	**	**	**	**	6	**
	**	**	**	**	12%	14%	**	**	**	**	**	14%	**
	**	**	**	**	33%	76%	**	**	**	**	**	66%	**
At least monthly	**	**	**	**	3	6	**	**	**	**	**	5	**
	**	**	**	**	13%	11%	**	**	**	**	**	10%	**
	**	**	**	**	47%	86%	**	**	**	**	**	65%	**
Less often than monthly	**	**	**	**	3	11	**	**	**	**	**	11	**
	**	**	**	**	11%	20%	**	**	**	**	**	23%	**
	**	**	**	**	24%	90%	**	**	**	**	**	89%	**
Never	**	**	**	**	14	26	**	**	**	**	**	21	**
	**	**	**	**	55%	48%	**	**	**	**	**	47%	**
	**	**	**	**	38%	70%	**	**	**	**	**	58%	**
AT LEAST MONTHLY	**	**	**	**	7	14	**	**	**	**	**	11	**
	**	**	**	**	26%	25%	**	**	**	**	**	25%	**
	**	**	**	**	39%	80%	**	**	**	**	**	66%	**
EVER WATCH	**	**	**	**	10	25	**	**	**	**	**	22	**
	**	**	**	**	37%	45%	**	**	**	**	**	48%	**
	**	**	**	**	33%	84%	**	**	**	**	**	75%	**
Don't know	**	**	**	**	2	4	**	**	**	**	**	2	**
	**	**	**	**	7%	7%	**	**	**	**	**	5%	**
	**	**	**	**	42%	88%	**	**	**	**	**	53%	**

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

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

QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	599	511	533	1044	1737	3309	197	731	160	92	351	2489	626	156	167	95	306	320	285	339
Effective Weighted Sample	437	333	323	655	1141	2276	156	486	113	66	244	1745	497	98	108	75	243	257	228	268
Weighted total	396	294	262	556	1007	2229	202	397	94	52	189	1825	468	46	30	12	210	258	214	253
	16%	12%	10%	22%	40%	88%	8%	16%	4%	**	7%	72%	19%	2%	1%	**	8%	10%	8%	10%
I have specific programmes I watch regularly	274	222	199	421	696	1439	74	295	73	**	149	1102	354	36	23	**	149	205	161	192
	69%	76%	76% a	76% a	69%	65% g	37%	74% l	78% l	**	79% l	60%	76%	77%	76%	**	71%	79% q	75%	76%
	18%	14%	13%	27%	45%	92%	5%	19%	5%	**	10%	71%	23%	2%	1%	**	10%	13%	10%	12%
I browse through the channels or listings to see what's available	201	147	107	254	457	1056	43	186	47	**	96	825	212	18	19	**	89	124	106	106
	51% c	50% c	41%	46%	45%	47% g	21%	47%	50%	**	51%	45%	45%	39%	64% mn	**	42%	48%	50%	42%
	17%	13%	9%	22%	40%	92%	4%	16%	4%	**	8%	72%	18%	2%	2%	**	8%	11%	9%	9%
Friends or family tell me about them/ recommend them	119	81	65	147	263	624	58	102	26	**	44	520	128	8	9	**	44	84	69	59
	30%	28%	25%	26%	26%	28%	29%	26%	28%	**	23%	28%	27% n	18%	28%	**	21%	33% qt	32% qt	23%
	17%	12%	9%	21%	37%	89%	8%	15%	4%	**	6%	74%	18%	1%	1%	**	6%	12%	10%	8%
I like to watch a specific channel	116	88	95	182	299	606	64	131	32	**	67	471	156	15	8	**	74	82	63	93
	29%	30%	36% a	33%	30%	27%	32%	33% l	34%	**	36% l	26%	33%	33%	25%	**	35%	32%	29%	37%
	16%	12%	13%	26%	43%	86%	9%	19%	5%	**	10%	67%	22%	2%	1%	**	11%	12%	9%	13%
I see it promoted in trailers or adverts	96	67	33	99	184	481	39	80	19	**	40	409	84	3	10	**	39	45	46	38
	24% cd	23% c	13%	18% c	18%	22%	20%	20%	20%	**	21%	22%	18% n	7%	32% mn	**	19%	18%	22%	15%
	18%	12%	6%	18%	34%	89%	7%	15%	3%	**	7%	76%	16%	1%	2%	**	7%	8%	9%	7%

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

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

QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	599	511	533	1044	1737	3309	197	731	160	92	351	2489	626	156	167	95	306	320	285	339
Effective Weighted Sample	437	333	323	655	1141	2276	156	486	113	66	244	1745	497	98	108	75	243	257	228	268
Weighted total	396	294	262	556	1007	2229	202	397	94	52	189	1825	468	46	30	12	210	258	214	253
	16%	12%	10%	22%	40%	88%	8%	16%	4%	**	7%	72%	19%	2%	1%	**	8%	10%	8%	10%
I look in newspapers or magazines to see what's available	76	104	117	221	286	431	13	107	36	**	53	303	196	8	15	**	83	113	103	93
	19%	35%	45%	40%	28%	19%	7%	27%	38%	**	28%	17%	42%	18%	49%	**	39%	44%	48%	37%
		a	ab	a		g		l	hl		l		n		n				t	
	16%	23%	25%	48%	62%	93%	3%	23%	8%	**	12%	66%	42%	2%	3%	**	18%	25%	22%	20%
Somebody mentions it on social media	21	10	2	11	61	214	17	19	2	**	6	195	9	2	*	**	5	4	3	6
	5%	3%	1%	2%	6%	10%	8%	5%	2%	**	3%	11%	2%	4%	1%	**	3%	1%	1%	2%
	cd	c										hik								
	9%	4%	1%	5%	26%	89%	7%	8%	1%	**	3%	81%	4%	1%	*%	**	2%	2%	1%	2%
It's discussed or reviewed on TV, radio or in newspapers or magazines	50	40	27	68	96	220	8	40	15	**	18	175	60	2	3	**	24	37	37	23
	13%	14%	10%	12%	10%	10%	4%	10%	16%	**	10%	10%	13%	5%	11%	**	11%	14%	17%	9%
						g			l				n						t	
	22%	17%	12%	29%	42%	95%	3%	17%	7%	**	8%	76%	26%	1%	1%	**	10%	16%	16%	10%
If it's listed at the top of the page of the on-screen TV guide	22	15	9	24	48	121	9	23	4	**	11	100	20	2	2	**	9	11	12	8
	6%	5%	4%	4%	5%	5%	5%	6%	4%	**	6%	5%	4%	4%	6%	**	4%	4%	5%	3%
	16%	11%	7%	17%	34%	87%	7%	17%	3%	**	8%	72%	14%	1%	1%	**	7%	8%	8%	6%
Other	4	1	1	1	2	21	1	4	2	**	1	17	1	-	-	**	1	1	1	1
	1%	*%	*%	*%	*%	1%	1%	1%	2%	**	*%	1%	*%	-%	-%	**	*%	*%	*%	*%
	18%	3%	4%	7%	10%	95%	6%	16%	8%	**	3%	78%	7%	-%	-%	**	3%	4%	3%	4%

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

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

QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	599	511	533	1044	1737	3309	197	731	160	92	351	2489	626	156	167	95	306	320	285	339
Effective Weighted Sample	437	333	323	655	1141	2276	156	486	113	66	244	1745	497	98	108	75	243	257	228	268
Weighted total	396	294	262	556	1007	2229	202	397	94	52	189	1825	468	46	30	12	210	258	214	253
	16%	12%	10%	22%	40%	88%	8%	16%	4%	**	7%	72%	19%	2%	1%	**	8%	10%	8%	10%
Don't know	5	4	8	12	21	26	11	8	-	**	2	25	12	*	-	**	4	8	4	8
	1%	2%	3%	2%	2%	1%	5% f	2%	-%	**	1%	1%	3%	*%	-%	**	2%	3%	2%	3%
	13%	11%	19%	31%	53%	66%	28%	21%	-%	**	5%	64%	30%	*%	-%	**	10%	20%	9%	21%
I don't watch scheduled TV	22	18	13	30	84	210	54	25	3	**	11	202	25	4	*	**	10	15	12	14
	5%	6%	5%	5%	8%	9%	27% f	6%	3%	**	6%	11% hik	5% o	9% o	1%	**	5%	6%	5%	5%
	8%	7%	5%	11%	32%	79%	20%	9%	1%	**	4%	76%	9%	2%	*%	**	4%	6%	4%	5%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Landline phone	363	289	265	553	853	1876	165	348	90	52	177	1519	467	44	30	12	209	259	220	246
	88%	95%	97%	96%	81%	80%	75%	84%	91%	91%	91%	78%	96%	92%	98%	91%	95%	97%	99%	94%
		a	a	a				l	l	l	hl				p				qt	
	17%	14%	13%	26%	40%	89%	8%	16%	4%	2%	8%	72%	22%	2%	1%	1%	10%	12%	10%	12%
Mobile phone	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	96%	89%	70%	80%	87%	94%	98%	81%	76%	72%	78%	97%	80%	78%	85%	74%	84%	77%	85%	76%
	bcd	cd		c			f					hijk			p		rt		rt	
	16%	11%	8%	18%	37%	88%	8%	13%	3%	2%	6%	75%	15%	1%	1%	*%	7%	8%	8%	8%
Fixed broadband internet access	326	236	140	375	691	1885	183	247	55	27	111	1658	321	27	21	6	161	160	180	141
	79%	77%	51%	65%	65%	80%	84%	60%	55%	46%	57%	85%	66%	57%	67%	48%	74%	60%	81%	54%
	cd	cd		c				j				hijk	p		p		rt		rt	
	15%	11%	7%	18%	32%	88%	9%	12%	3%	1%	5%	78%	15%	1%	1%	*%	8%	7%	8%	7%
Mobile broadband internet access	18	6	3	9	30	100	13	10	2	-	4	97	8	1	-	-	3	5	6	2
	4%	2%	1%	2%	3%	4%	6%	2%	2%	-%	2%	5%	2%	3%	-%	-%	1%	2%	3%	1%
	cd											hk								
	15%	5%	2%	7%	25%	83%	10%	8%	2%	-%	3%	80%	6%	1%	-%	-%	2%	4%	5%	1%
Narrowband internet access	4	5	2	7	11	17	5	4	2	1	1	14	6	1	*	-	1	5	2	4
	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	*%	-%	*%	2%	1%	1%
	18%	24%	8%	32%	53%	82%	21%	18%	9%	4%	6%	68%	28%	4%	*%	-%	5%	24%	11%	17%
TV service with additional channels you pay to receive	230	164	86	250	491	1370	136	185	45	16	85	1186	208	21	15	6	103	105	108	100
	56%	54%	32%	43%	46%	58%	62%	45%	46%	28%	44%	61%	43%	44%	48%	50%	47%	39%	48%	38%
	cd	cd		c				j	j		j	hijk					t		rt	
	15%	11%	6%	16%	32%	88%	9%	12%	3%	1%	5%	76%	13%	1%	1%	*%	7%	7%	7%	6%

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

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
No, none of these	1	*	1	1	4	4	1	1	*	-	1	4	1	*	-	*	-	1	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	1%	-%	*%	-%	*%
	20%	8%	11%	19%	71%	74%	9%	19%	6%	-%	12%	65%	15%	3%	-%	1%	-%	15%	-%	15%

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Yes	283	207	124	331	574	1501	143	216	45	20	102	1306	282	24	19	6	136	146	157	125
	69%	68%	46%	57%	54%	64%	65%	52%	45%	34%	52%	67%	58%	49%	62%	49%	62%	54%	71%	48%
	cd	cd		c				j			j	hijk					t		rt	
	17%	12%	7%	20%	34%	89%	8%	13%	3%	1%	6%	77%	17%	1%	1%	*%	8%	9%	9%	7%
No	120	94	139	233	450	778	65	184	50	36	90	573	193	23	11	6	78	116	62	131
	29%	31%	51%	40%	43%	33%	30%	45%	50%	63%	47%	30%	40%	48%	36%	43%	36%	43%	28%	50%
			abd	ab				l	l	hkl	l							s		qs
	14%	11%	16%	26%	51%	88%	7%	21%	6%	4%	10%	65%	22%	3%	1%	1%	9%	13%	7%	15%
Don't know	8	4	9	13	33	77	11	13	4	2	2	61	11	1	1	1	4	6	4	7
	2%	1%	3%	2%	3%	3%	5%	3%	4%	4%	1%	3%	2%	3%	2%	8%	2%	2%	2%	3%
									k							m				
	9%	4%	9%	14%	34%	80%	12%	14%	4%	2%	2%	64%	11%	1%	1%	1%	4%	6%	4%	7%

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

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

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	411	328	232	560	918	2089	133	372	72	33	174	1677	334	79	102	45	172	162	197	136
Effective Weighted Sample	298	218	140	357	606	1449	106	241	48	21	120	1197	275	49	65	37	141	135	162	113
Weighted total	283	207	124	331	574	1501	143	216	45	20	102	1306	282	24	19	6	136	146	157	125
	17%	12%	7%	20%	34%	89%	8%	13%	**	**	6%	77%	17%	**	1%	**	8%	9%	9%	7%
Landline phone	258	195	119	315	512	1298	121	194	**	**	95	1118	266	**	19	**	128	138	150	116
	91%	94%	96%	95%	89%	86%	85%	90%	**	**	93% l	86%	94%	**	99%	**	94%	95%	95%	93%
	18%	13%	8%	21%	35%	89%	8%	13%	**	**	6%	76%	18%	**	1%	**	9%	9%	10%	8%
One mobile phone	33	17	16	33	60	153	6	25	**	**	10	123	29	**	1	**	9	19	19	10
	12%	8%	13%	10%	11%	10%	4%	12%	**	**	10%	9%	10%	**	6%	**	7%	13%	12%	8%
	20%	10%	10%	20%	37%	94% g	4%	16%	**	**	6%	76%	18%	**	1%	**	6%	12%	12%	6%
More than one mobile phone	11	12	3	15	21	62	3	9	**	**	4	50	13	**	*	**	5	8	5	8
	4%	6%	2%	4%	4%	4%	2%	4%	**	**	3%	4%	5%	**	2%	**	4%	5%	3%	6%
	17%	18%	4%	22%	31%	93%	4%	13%	**	**	5%	76%	19%	**	1%	**	7%	12%	8%	12%
Internet - Fixed Broadband access	262	195	115	310	527	1393	135	199	**	**	95	1216	267	**	18	**	130	137	151	116
	93%	94%	92%	94%	92%	93%	95%	93%	**	**	93%	93%	95%	**	93%	**	96%	94%	96%	93%
	17%	12%	7%	20%	33%	89%	9%	13%	**	**	6%	77%	17%	**	1%	**	8%	9%	10%	7%
Internet - Mobile Broadband access	5	*	-	*	2	17	*	-	**	**	-	17	*	**	-	**	-	*	*	-
	2%	*%	-%	*%	*%	1%	*%	-%	**	**	-%	1%	*%	**	-%	**	-%	*%	*%	-%
	28%	2%	-%	2%	10%	97% d	1%	-%	**	**	-%	96%	2%	**	-%	**	-%	2%	2%	-%
TV service	148	97	55	153	290	846	84	106	**	**	48	752	132	**	6	**	63	69	76	56
	52%	47%	44%	46%	51%	56%	59%	49%	**	**	47%	58% hk	47%	**	34%	**	46%	47%	48%	45%
	15%	10%	6%	16%	30%	88%	9%	11%	**	**	5%	78%	14%	**	1%	**	7%	7%	8%	6%
Don't know	1	-	-	-	*	6	-	-	**	**	-	6	-	**	-	**	-	-	-	-
	*%	-%	-%	-%	*%	*%	-%	-%	**	**	-%	*%	-%	**	-%	**	-%	-%	-%	-%
	22%	-%	-%	-%	3%	100%	-%	-%	**	**	-%	100%	-%	**	-%	**	-%	-%	-%	-%

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

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

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Landline phone	258	195	119	315	512	1298	121	194	40	19	95	1118	266	23	19	6	128	138	150	116
	63%	64%	44%	54%	48%	55%	55%	47%	40%	33%	49%	58%	55%	48%	61%	48%	59%	52%	67%	44%
	cd	cd		c				j			j	hijk					t		qrt	
	18%	13%	8%	21%	35%	89%	8%	13%	3%	1%	6%	76%	18%	2%	1%	*%	9%	9%	10%	8%
One mobile phone	33	17	16	33	60	153	6	25	4	1	10	123	29	3	1	*	9	19	19	10
	8%	6%	6%	6%	6%	7%	3%	6%	4%	2%	5%	6%	6%	6%	4%	1%	4%	7%	9%	4%
						g													t	
	20%	10%	10%	20%	37%	94%	4%	16%	2%	1%	6%	76%	18%	2%	1%	*%	6%	12%	12%	6%
More than one mobile phone	11	12	3	15	21	62	3	9	2	-	4	50	13	1	*	*	5	8	5	8
	3%	4%	1%	3%	2%	3%	1%	2%	2%	-%	2%	3%	3%	3%	1%	2%	2%	3%	2%	3%
		c																		
	17%	18%	4%	22%	31%	93%	4%	13%	3%	-%	5%	76%	19%	2%	1%	*%	7%	12%	8%	12%
Internet - Fixed Broadband access	262	195	115	310	527	1393	135	199	40	19	95	1216	267	21	18	4	130	137	151	116
	64%	64%	42%	54%	50%	59%	62%	48%	40%	32%	49%	63%	55%	44%	57%	31%	60%	51%	68%	44%
	cd	cd		c				j			j	hijk	np		np		t		rt	
	17%	12%	7%	20%	33%	89%	9%	13%	3%	1%	6%	77%	17%	1%	1%	*%	8%	9%	10%	7%
Internet - Mobile Broadband access	5	*	-	*	2	17	*	-	-	-	-	17	*	-	-	-	-	*	*	-
	1%	*%	-%	*%	*%	1%	*%	-%	-%	-%	-%	1%	*%	-%	-%	-%	-%	*%	*%	-%
	cd											h								
	28%	2%	-%	2%	10%	97%	1%	-%	-%	-%	-%	96%	2%	-%	-%	-%	-%	2%	2%	-%
TV service	148	97	55	153	290	846	84	106	25	7	48	752	132	10	6	4	63	69	76	56
	36%	32%	20%	26%	27%	36%	38%	26%	25%	12%	25%	39%	27%	20%	21%	34%	29%	26%	34%	21%
	cd	c		c				j	j		j	hijk				no	t		rt	
	15%	10%	6%	16%	30%	88%	9%	11%	3%	1%	5%	78%	14%	1%	1%	*%	7%	7%	8%	6%

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

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

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Don't know	1	-	-	-	*	6	-	-	-	-	-	6	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%
	22%	-%	-%	-%	3%	100%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	129	98	148	247	483	855	76	197	54	38	93	634	204	24	12	7	82	122	66	138
	31%	32%	54%	43%	46%	36%	35%	48%	55%	66%	48%	33%	42%	51%	38%	51%	38%	46%	29%	52%
			abd	ab				l	l	hkl	l							s		qs
	13%	10%	15%	25%	49%	87%	8%	20%	6%	4%	9%	65%	21%	2%	1%	1%	8%	12%	7%	14%

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

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	411	328	232	560	918	2089	133	372	72	33	174	1677	334	79	102	45	172	162	197	136
Effective Weighted Sample	298	218	140	357	606	1449	106	241	48	21	120	1197	275	49	65	37	141	135	162	113
Weighted total	283	207	124	331	574	1501	143	216	45	20	102	1306	282	24	19	6	136	146	157	125
	17%	12%	7%	20%	34%	89%	8%	13%	**	**	6%	77%	17%	**	1%	**	8%	9%	9%	7%
Sky	63	53	18	71	139	427	58	59	**	**	29	385	62	**	5	**	28	34	33	29
	22%	26%	15%	22%	24%	28%	40%	27%	**	**	29%	29%	22%	**	27%	**	21%	23%	21%	23%
		c					f													
	12%	10%	4%	14%	28%	85%	11%	12%	**	**	6%	76%	12%	**	1%	**	6%	7%	7%	6%
BT	79	69	53	122	166	384	27	58	**	**	25	331	99	**	10	**	48	52	55	44
	28%	33%	42%	37%	29%	26%	19%	27%	**	**	25%	25%	35%	**	50%	**	35%	35%	35%	35%
			a	a											m					
	19%	16%	12%	29%	39%	90%	6%	14%	**	**	6%	77%	23%	**	2%	**	11%	12%	13%	10%
Virgin Media	70	38	23	62	120	331	21	35	**	**	15	285	52	**	1	**	26	26	29	24
	25%	19%	19%	19%	21%	22%	15%	16%	**	**	15%	22%	19%	**	3%	**	19%	18%	18%	19%
													o							
	20%	11%	7%	17%	34%	93%	6%	10%	**	**	4%	80%	15%	**	*%	**	7%	7%	8%	7%
Talk Talk	25	22	15	37	70	156	21	33	**	**	17	131	33	**	2	**	18	16	20	14
	9%	11%	12%	11%	12%	10%	14%	15%	**	**	16%	10%	12%	**	8%	**	13%	11%	13%	11%
								l			l									
	14%	12%	8%	21%	39%	87%	11%	18%	**	**	9%	73%	19%	**	1%	**	10%	9%	11%	8%
EE	14	6	3	9	25	82	11	13	**	**	5	74	7	**	1	**	2	5	3	4
	5%	3%	2%	3%	4%	5%	7%	6%	**	**	5%	6%	3%	**	6%	**	1%	4%	2%	3%
	15%	6%	3%	9%	26%	86%	11%	13%	**	**	6%	77%	8%	**	1%	**	2%	6%	3%	4%
Plusnet	12	10	5	15	25	42	2	9	**	**	7	32	13	**	1	**	6	7	9	4
	4%	5%	4%	5%	4%	3%	1%	4%	**	**	7%	2%	5%	**	3%	**	5%	5%	6%	3%
											l									
	25%	22%	11%	32%	53%	92%	5%	19%	**	**	15%	70%	29%	**	1%	**	14%	15%	20%	9%
Vodafone	5	1	1	2	4	21	-	2	**	**	2	18	2	**	*	**	1	1	1	*
	2%	1%	1%	1%	1%	1%	-%	1%	**	**	2%	1%	1%	**	*%	**	1%	*%	1%	*%
	26%	6%	4%	10%	20%	100%	-%	9%	**	**	9%	87%	9%	**	*%	**	6%	3%	7%	2%

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

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	411	328	232	560	918	2089	133	372	72	33	174	1677	334	79	102	45	172	162	197	136
Effective Weighted Sample	298	218	140	357	606	1449	106	241	48	21	120	1197	275	49	65	37	141	135	162	113
Weighted total	283	207	124	331	574	1501	143	216	45	20	102	1306	282	24	19	6	136	146	157	125
	17%	12%	7%	20%	34%	89%	8%	13%	**	**	6%	77%	17%	**	1%	**	8%	9%	9%	7%
Post Office	3	1	2	3	8	14	2	2	**	**	*	12	3	**	*	**	1	2	2	1
	1%	1%	2%	1%	1%	1%	1%	1%	**	**	*%	1%	1%	**	1%	**	1%	1%	1%	*%
	16%	7%	15%	22%	52%	89%	11%	15%	**	**	2%	79%	19%	**	2%	**	8%	11%	15%	4%
NOW TV	3	-	-	-	2	9	-	1	**	**	-	7	-	**	-	**	-	-	-	-
	1%	-%	-%	-%	*%	1%	-%	*%	**	**	-%	1%	-%	**	-%	**	-%	-%	-%	-%
	d																			
	38%	-%	-%	-%	17%	100%	-%	6%	**	**	-%	79%	-%	**	-%	**	-%	-%	-%	-%
Utility Warehouse	1	2	2	3	3	5	-	*	**	**	-	4	3	**	-	**	2	2	2	2
	*%	1%	1%	1%	1%	*%	-%	*%	**	**	-%	*%	1%	**	-%	**	1%	1%	1%	1%
	18%	34%	32%	65%	65%	100%	-%	7%	**	**	-%	82%	65%	**	-%	**	29%	36%	29%	36%
KCOM	-	1	1	2	2	4	*	1	**	**	-	4	2	**	-	**	2	-	-	2
	-%	1%	1%	1%	*%	*%	*%	1%	**	**	-%	*%	1%	**	-%	**	1%	-%	-%	2%
	-%	21%	17%	39%	39%	81%	8%	23%	**	**	-%	76%	39%	**	-%	**	39%	-%	-%	39%
T-Mobile	-	1	-	1	1	5	-	1	**	**	-	4	1	**	-	**	1	-	-	1
	-%	1%	-%	*%	*%	*%	-%	*%	**	**	-%	*%	*%	**	-%	**	1%	-%	-%	1%
	-%	23%	-%	23%	23%	100%	-%	18%	**	**	-%	81%	23%	**	-%	**	23%	-%	-%	23%
AOL	1	-	1	1	1	2	-	1	**	**	-	1	1	**	-	**	-	1	1	-
	*%	-%	*%	*%	*%	*%	-%	*%	**	**	-%	*%	*%	**	-%	**	-%	*%	*%	-%
	52%	-%	38%	38%	38%	100%	-%	65%	**	**	-%	52%	38%	**	-%	**	-%	38%	38%	-%
Primus	2	-	-	-	-	2	-	-	**	**	-	2	-	**	-	**	-	-	-	-
	1%	-%	-%	-%	-%	*%	-%	-%	**	**	-%	*%	-%	**	-%	**	-%	-%	-%	-%
	100%	-%	-%	-%	-%	100%	-%	-%	**	**	-%	100%	-%	**	-%	**	-%	-%	-%	-%
'3'	-	-	-	-	-	1	-	-	**	**	-	1	-	**	-	**	-	-	-	-
	-%	-%	-%	-%	-%	*%	-%	-%	**	**	-%	*%	-%	**	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	-%	100%	-%	-%	**	**	-%	100%	-%	**	-%	**	-%	-%	-%	-%

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

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	411	328	232	560	918	2089	133	372	72	33	174	1677	334	79	102	45	172	162	197	136
Effective Weighted Sample	298	218	140	357	606	1449	106	241	48	21	120	1197	275	49	65	37	141	135	162	113
Weighted total	283	207	124	331	574	1501	143	216	45	20	102	1306	282	24	19	6	136	146	157	125
	17%	12%	7%	20%	34%	89%	8%	13%	**	**	6%	77%	17%	**	1%	**	8%	9%	9%	7%
First Utility	*	-	-	-	1	1	-	*	**	**	*	1	-	**	-	**	-	-	-	-
	*%	-%	-%	-%	*%	*%	-%	*%	**	**	*%	*%	-%	**	-%	**	-%	-%	-%	-%
	38%	-%	-%	-%	62%	100%	-%	34%	**	**	34%	62%	-%	**	-%	**	-%	-%	-%	-%
Orange	-	*	-	*	*	-	-	-	**	**	-	-	*	**	-	**	-	*	*	-
	-%	*%	-%	*%	*%	-%	-%	-%	**	**	-%	-%	*%	**	-%	**	-%	*%	*%	-%
	-%	61%	-%	61%	61%	-%	-%	-%	**	**	-%	-%	61%	**	-%	**	-%	61%	61%	-%
Other	5	1	1	2	6	14	-	1	**	**	1	11	2	**	*	**	1	1	1	1
	2%	1%	1%	1%	1%	1%	-%	*%	**	**	1%	1%	1%	**	1%	**	1%	1%	1%	*%
	35%	9%	6%	15%	46%	100%	-%	5%	**	**	5%	82%	14%	**	1%	**	6%	8%	10%	4%
Don't know	-	-	-	-	1	3	2	-	**	**	-	4	-	**	-	**	-	-	-	-
	-%	-%	-%	-%	*%	*%	1% f	-%	**	**	-%	*%	-%	**	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	28%	69%	42%	-%	**	**	-%	100%	-%	**	-%	**	-%	-%	-%	-%

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

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Base for %	408	301	264	565	1034	2309	213	406	98	56	191	1902	476	48	29	13	214	262	218	257
	16%	11%	10%	22%	39%	88%	8%	16%	4%	**	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
LANDLINE, BROADBAND AND PAY TV	121	78	43	121	253	733	73	91	23	**	44	652	105	8	6	2	52	53	61	44
	30%	26%	16%	21%	24%	32%	34%	23%	23%	**	23%	34%	22%	16%	20%	19%	24%	20%	28%	17%
	cd	c										hik					t		rt	
	14%	9%	5%	14%	30%	87%	9%	11%	3%	**	5%	78%	13%	1%	1%	*%	6%	6%	7%	5%
LANDLINE AND BROADBAND	128	100	68	168	282	670	66	107	25	**	46	574	143	12	11	2	77	66	78	65
	31%	33%	26%	30%	27%	29%	31%	26%	25%	**	24%	30%	30%	25%	39%	17%	36%	25%	36%	25%
		c											p		np		rt		rt	
	17%	13%	9%	22%	37%	89%	9%	14%	3%	**	6%	76%	19%	2%	1%	*%	10%	9%	10%	9%
BROADBAND AND PAY TV	15	8	4	12	29	119	26	12	2	**	5	117	11	*	*	*	5	6	3	9
	4%	3%	2%	2%	3%	5%	12%	3%	2%	**	2%	6%	2%	1%	1%	1%	2%	2%	1%	3%
							f					hk								
	10%	5%	3%	8%	20%	81%	18%	8%	1%	**	3%	80%	8%	*%	*%	*%	4%	4%	2%	6%
LANDLINE, BROADBAND, MOBILE AND PAY TV	21	22	7	29	49	123	5	16	4	**	7	95	24	4	1	*	10	14	16	8
	5%	7%	3%	5%	5%	5%	2%	4%	4%	**	3%	5%	5%	8%	3%	2%	5%	5%	7%	3%
		c																	t	
	16%	17%	5%	22%	38%	96%	4%	12%	3%	**	5%	74%	18%	3%	1%	*%	8%	11%	12%	6%
LANDLINE, MOBILE AND BROADBAND	22	12	9	21	30	96	4	12	1	**	5	83	17	2	1	*	9	8	8	10
	5%	4%	3%	4%	3%	4%	2%	3%	1%	**	2%	4%	4%	4%	5%	2%	4%	3%	4%	4%
	21%	11%	8%	20%	29%	90%	3%	11%	1%	**	4%	78%	16%	2%	1%	*%	8%	8%	7%	9%
MOBILE AND BROADBAND	8	4	2	7	16	38	4	5	1	**	1	33	5	1	*	*	2	3	4	2
	2%	1%	1%	1%	2%	2%	2%	1%	1%	**	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%
	18%	10%	6%	15%	37%	87%	8%	12%	3%	**	2%	76%	12%	2%	1%	*%	5%	8%	9%	4%

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Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
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Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
LANDLINE AND MOBILE	2	2	4	6	13	34	4	7	3	*	3	26	5	1	-	*	2	3	1	4
	1%	1%	1%	1%	1%	1%	2%	2%	3%	1%	2%	1%	1%	3%	-%	1%	1%	1%	*%	1%
	6%	6%	9%	15%	33%	84%	9%	17%	8%	1%	8%	63%	12%	3%	-%	*%	4%	8%	2%	9%
LANDLINE AND PAY TV	9	5	8	13	19	35	2	10	3	1	6	22	9	1	1	3	2	6	2	6
	2%	2%	3%	2%	2%	2%	1%	2%	3%	1%	3%	1%	2%	2%	2%	22%	1%	2%	1%	2%
								l			l					mno				
	23%	13%	20%	33%	48%	90%	6%	25%	7%	2%	15%	58%	22%	3%	1%	7%	6%	16%	6%	16%
MOBILE, BROADBAND AND PAY TV	3	1	1	2	2	9	2	*	*	-	*	10	1	1	-	-	1	1	1	-
	1%	*%	*%	*%	*%	*%	1%	*%	*%	-%	*%	1%	*%	2%	-%	-%	*%	*%	1%	-%
	25%	14%	7%	21%	22%	86%	16%	3%	1%	-%	1%	91%	13%	7%	-%	-%	7%	6%	13%	-%
MOBILE AND PAY TV	2	*	1	1	4	7	*	-	-	-	-	7	1	-	*	*	-	1	-	1
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	1%	*%	-%	*%	-%	*%
	22%	5%	13%	18%	52%	88%	5%	-%	-%	-%	-%	93%	15%	-%	2%	1%	-%	15%	-%	15%
LANDLINE, MOBILE AND PAY TV	1	*	1	2	3	4	1	1	1	-	*	3	1	*	*	-	1	1	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%
	17%	7%	26%	33%	67%	82%	21%	16%	14%	-%	1%	50%	23%	8%	2%	-%	10%	12%	12%	10%
NO BUNDLE	82	68	117	185	337	466	30	147	37	30	75	303	156	17	8	4	55	101	44	111
	20%	23%	44%	33%	33%	20%	14%	36%	38%	54%	39%	16%	33%	36%	29%	35%	26%	38%	20%	43%
			abd	ab				l	l	hikl	l							qs		qs
	16%	13%	22%	35%	64%	88%	6%	28%	7%	6%	14%	57%	29%	3%	2%	1%	10%	19%	8%	21%
DON'T KNOW FOR ANY PROVIDER	3	5	8	13	23	48	5	7	1	1	4	39	10	1	2	*	5	5	5	5

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

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

SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Base for %	408	301	264	565	1034	2309	213	406	98	56	191	1902	476	48	29	13	214	262	218	257
	16%	11%	10%	22%	39%	88%	8%	16%	4%	**	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
DOUBLE PLAY	159	119	87	206	358	878	100	139	33	**	60	757	172	16	12	5	87	85	88	85
	39%	40%	33%	36%	35%	38%	47% f	34%	34%	**	32%	40% hk	36%	33%	43%	42%	41%	33%	40%	33%
	16%	12%	9%	20%	36%	87%	10%	14%	3%	**	6%	75%	17%	2%	1%	1%	9%	9%	9%	8%
TRIPLE PLAY	146	92	54	145	289	842	79	105	25	**	49	747	125	11	7	3	62	62	71	54
	36% cd	30% c	20%	26%	28%	36%	37%	26%	25%	**	26%	39% hik	26%	23%	25%	21%	29% t	24%	32% rt	21%
	15%	10%	6%	15%	30%	88%	8%	11%	3%	**	5%	78%	13%	1%	1%	*%	6%	6%	7%	6%
QUAD PLAY	21	22	7	29	49	123	5	16	4	**	7	95	24	4	1	*	10	14	16	8
	5%	7% c	3%	5%	5%	5%	2%	4%	4%	**	3%	5%	5%	8%	3%	2%	5%	5%	7% t	3%
	16%	17%	5%	22%	38%	96%	4%	12%	3%	**	5%	74%	18%	3%	1%	*%	8%	11%	12%	6%
NO BUNDLE	82	68	117	185	337	466	30	147	37	**	75	303	156	17	8	4	55	101	44	111
	20%	23%	44% abd	33% ab	33%	20%	14%	36% l	38% l	**	39% l	16%	33%	36%	29%	35%	26%	38% qs	20%	43% qs
	16%	13%	22%	35%	64%	88%	6%	28%	7%	**	14%	57%	29%	3%	2%	1%	10%	19%	8%	21%
DON'T KNOW FOR ANY PROVIDER	3	5	8	13	23	48	5	7	1	**	4	39	10	1	2	*	5	5	5	5

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

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

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	481	373	274	647	1122	2581	176	452	97	46	201	2084	382	96	110	59	201	181	217	164
Effective Weighted Sample	344	247	169	416	740	1786	138	293	66	29	136	1475	317	62	71	48	167	151	179	138
Weighted total	326	232	147	380	696	1843	183	259	61	26	116	1599	321	30	20	8	159	161	174	147
	16%	11%	7%	18%	33%	88%	9%	12%	**	**	6%	76%	15%	**	1%	**	8%	8%	8%	7%
Base for %	326	232	147	380	696	1843	183	259	61	26	116	1599	321	30	20	8	159	161	174	147
	16%	11%	7%	18%	33%	88%	9%	12%	**	**	6%	76%	15%	**	1%	**	8%	8%	8%	7%
LANDLINE, BROADBAND AND PAY TV	121	78	43	121	253	733	73	91	**	**	44	652	105	**	6	**	52	53	61	44
	37%	33%	29%	32%	36%	40%	40%	35%	**	**	38%	41%	33%	**	29%	**	33%	33%	35%	30%
	14%	9%	5%	14%	30%	87%	9%	11%	**	**	5%	78%	13%	**	1%	**	6%	6%	7%	5%
LANDLINE AND BROADBAND	128	100	68	168	282	670	66	107	**	**	46	574	143	**	11	**	77	66	78	65
	39%	43%	46%	44%	40%	36%	36%	41%	**	**	40%	36%	45%	**	55%	**	48%	41%	45%	44%
	17%	13%	9%	22%	37%	89%	9%	14%	**	**	6%	76%	19%	**	1%	**	10%	9%	10%	9%
BROADBAND AND PAY TV	15	8	4	12	29	119	26	12	**	**	5	117	11	**	*	**	5	6	3	9
	5%	3%	3%	3%	4%	6%	14% f	5%	**	**	4%	7%	3%	**	1%	**	3%	4%	1%	6% s
	10%	5%	3%	8%	20%	81%	18%	8%	**	**	3%	80%	8%	**	*%	**	4%	4%	2%	6%
LANDLINE, BROADBAND, MOBILE AND PAY TV	21	22	7	29	49	123	5	16	**	**	7	95	24	**	1	**	10	14	16	8
	6%	9%	5%	8%	7%	7%	2%	6%	**	**	6%	6%	7%	**	4%	**	6%	8%	9%	6%
	16%	17%	5%	22%	38%	96%	4%	12%	**	**	5%	74%	18%	**	1%	**	8%	11%	12%	6%
LANDLINE, MOBILE AND BROADBAND	22	12	9	21	30	96	4	12	**	**	5	83	17	**	1	**	9	8	8	10
	7%	5%	6%	5%	4%	5%	2%	5%	**	**	4%	5%	5%	**	7%	**	5%	5%	4%	6%
	21%	11%	8%	20%	29%	90%	3%	11%	**	**	4%	78%	16%	**	1%	**	8%	8%	7%	9%
MOBILE AND BROADBAND	8	4	2	7	16	38	4	5	**	**	1	33	5	**	*	**	2	3	4	2
	2%	2%	2%	2%	2%	2%	2%	2%	**	**	1%	2%	2%	**	1%	**	1%	2%	2%	1%
	18%	10%	6%	15%	37%	87%	8%	12%	**	**	2%	76%	12%	**	1%	**	5%	8%	9%	4%

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

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

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	481	373	274	647	1122	2581	176	452	97	46	201	2084	382	96	110	59	201	181	217	164
Effective Weighted Sample	344	247	169	416	740	1786	138	293	66	29	136	1475	317	62	71	48	167	151	179	138
Weighted total	326	232	147	380	696	1843	183	259	61	26	116	1599	321	30	20	8	159	161	174	147
	16%	11%	7%	18%	33%	88%	9%	12%	**	**	6%	76%	15%	**	1%	**	8%	8%	8%	7%
LANDLINE AND MOBILE	2	2	4	6	13	34	4	7	**	**	3	26	5	**	-	**	2	3	1	4
	1%	1%	3%	2%	2%	2%	2%	3%	**	**	3%	2%	1%	**	-%	**	1%	2%	1%	3%
	6%	6%	9%	15%	33%	84%	9%	17%	**	**	8%	63%	12%	**	-%	**	4%	8%	2%	9%
LANDLINE AND PAY TV	9	5	8	13	19	35	2	10	**	**	6	22	9	**	1	**	2	6	2	6
	3%	2%	5%	3%	3%	2%	1%	4%	**	**	5%	1%	3%	**	3%	**	1%	4%	1%	4%
								l			l									
	23%	13%	20%	33%	48%	90%	6%	25%	**	**	15%	58%	22%	**	1%	**	6%	16%	6%	16%
MOBILE, BROADBAND AND PAY TV	3	1	1	2	2	9	2	*	**	**	*	10	1	**	-	**	1	1	1	-
	1%	1%	*%	1%	*%	*%	1%	*%	**	**	*%	1%	*%	**	-%	**	*%	*%	1%	-%
	25%	14%	7%	21%	22%	86%	16%	3%	**	**	1%	91%	13%	**	-%	**	7%	6%	13%	-%
MOBILE AND PAY TV	2	*	1	1	4	7	*	-	**	**	-	7	1	**	*	**	-	1	-	1
	1%	*%	1%	*%	1%	*%	*%	-%	**	**	-%	*%	*%	**	1%	**	-%	1%	-%	1%
	22%	5%	13%	18%	52%	88%	5%	-%	**	**	-%	93%	15%	**	2%	**	-%	15%	-%	15%
LANDLINE, MOBILE AND PAY TV	1	*	1	2	3	4	1	1	**	**	*	3	1	**	*	**	1	1	1	1
	*%	*%	1%	*%	*%	*%	1%	*%	**	**	*%	*%	*%	**	*%	**	*%	*%	*%	*%
	17%	7%	26%	33%	67%	82%	21%	16%	**	**	1%	50%	23%	**	2%	**	10%	12%	12%	10%

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

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

SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : Those using the same supplier for two or more services

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	481	373	274	647	1122	2581	176	452	97	46	201	2084	382	96	110	59	201	181	217	164
Effective Weighted Sample	344	247	169	416	740	1786	138	293	66	29	136	1475	317	62	71	48	167	151	179	138
Weighted total	326	232	147	380	696	1843	183	259	61	26	116	1599	321	30	20	8	159	161	174	147
	16%	11%	7%	18%	33%	88%	9%	12%	**	**	6%	76%	15%	**	1%	**	8%	8%	8%	7%
Base for %	326	232	147	380	696	1843	183	259	61	26	116	1599	321	30	20	8	159	161	174	147
	16%	11%	7%	18%	33%	88%	9%	12%	**	**	6%	76%	15%	**	1%	**	8%	8%	8%	7%
DOUBLE PLAY	159	119	87	206	358	878	100	139	**	**	60	757	172	**	12	**	87	85	88	85
	49%	51%	59%	54%	51%	48%	55%	54%	**	**	52%	47%	54%	**	61%	**	55%	53%	50%	58%
			a					l												
	16%	12%	9%	20%	36%	87%	10%	14%	**	**	6%	75%	17%	**	1%	**	9%	9%	9%	8%
TRIPLE PLAY	146	92	54	145	289	842	79	105	**	**	49	747	125	**	7	**	62	62	71	54
	45%	39%	37%	38%	42%	46%	43%	40%	**	**	43%	47%	39%	**	36%	**	39%	39%	41%	37%
												h								
	15%	10%	6%	15%	30%	88%	8%	11%	**	**	5%	78%	13%	**	1%	**	6%	6%	7%	6%
QUAD PLAY	21	22	7	29	49	123	5	16	**	**	7	95	24	**	1	**	10	14	16	8
	6%	9%	5%	8%	7%	7%	2%	6%	**	**	6%	6%	7%	**	4%	**	6%	8%	9%	6%
	16%	17%	5%	22%	38%	96%	4%	12%	**	**	5%	74%	18%	**	1%	**	8%	11%	12%	6%

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

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

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	o	~p	q	r	s	t
Unweighted total	480	369	248	617	1098	2623	170	414	81	45	181	2159	371	91	111	44	200	171	220	150
Effective Weighted Sample	344	246	152	398	724	1821	135	272	57	29	126	1529	309	56	72	34	167	144	182	128
Weighted total	326	236	140	375	691	1885	183	247	55	27	111	1658	321	27	21	6	161	160	180	141
	15%	11%	7%	18%	32%	88%	9%	12%	**	**	5%	78%	15%	**	1%	**	8%	7%	8%	7%
Base for %	322	228	134	362	669	1833	178	239	54	23	108	1614	311	25	20	6	157	154	177	135
	16%	11%	6%	17%	32%	88%	9%	12%	**	**	5%	78%	15%	**	1%	**	8%	7%	8%	6%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	11	8	5	13	31	97	7	6	**	**	3	90	12	**	*	**	4	8	9	3
	4%	3%	4%	4%	5%	5%	4%	2%	**	**	3%	6%	4%	**	2%	**	3%	5%	5%	2%
	10%	7%	5%	12%	28%	88%	6%	5%	**	**	3%	82% h	11%	**	*%	**	4%	7%	8%	2%
SAME PROVIDER FOR ANY OTHER SERVICE	311	220	129	349	639	1737	171	233	**	**	106	1524	299	**	19	**	153	147	168	132
	96%	97%	96%	96%	95%	95%	96%	98%	**	**	97%	94%	96%	**	98%	**	97%	95%	95%	98%
	16%	11%	7%	18%	32%	88%	9%	12% I	**	**	5%	77%	15%	**	1%	**	8%	7%	9%	7%
DON'T KNOW AT ANY SERVICE	3	8	6	14	22	52	5	7	**	**	2	44	10	**	1	**	5	5	3	6

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

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

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Base for %	408	297	267	565	1035	2305	214	406	98	54	192	1896	476	46	30	13	214	262	219	256
	16%	11%	10%	22%	40%	88%	8%	16%	4%	**	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
FIXED BROADBAND STANDALONE - DON'T USE	11	8	5	13	31	97	7	6	1	**	3	90	12	*	*	1	4	8	9	3
	3%	3%	2%	2%	3%	4%	3%	1%	1%	**	2%	5%	2%	1%	1%	5%	2%	3%	4%	1%
												hk							t	
FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	10%	7%	5%	12%	28%	88%	6%	5%	1%	**	3%	82%	11%	*%	*%	1%	4%	7%	8%	2%
SAME PROVIDER FOR ANY OTHER SERVICE	311	220	129	349	639	1737	171	233	53	**	106	1524	299	25	19	5	153	147	168	132
	76%	74%	48%	62%	62%	75%	80%	58%	54%	**	55%	80%	63%	54%	64%	42%	71%	56%	76%	51%
	cd	cd		c								hik	p		p		rt		rt	
	16%	11%	7%	18%	32%	88%	9%	12%	3%	**	5%	77%	15%	1%	1%	*%	8%	7%	9%	7%
DON'T KNOW AT ANY SERVICE	3	8	6	14	22	52	5	7	1	**	2	44	10	2	1	*	5	5	3	6

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

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

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	558	494	533	1027	1556	3053	173	668	156	94	329	2299	617	151	164	95	300	317	292	323
Effective Weighted Sample	402	324	323	646	1011	2096	138	443	108	68	227	1616	492	95	106	74	238	256	234	256
Weighted total	373	290	265	555	905	2078	183	361	91	54	178	1712	468	44	30	12	210	259	220	247
	16%	12%	11%	24%	39%	89%	8%	15%	4%	**	8%	73%	20%	2%	1%	**	9%	11%	9%	11%
Base for %	367	280	250	530	869	2010	176	346	88	48	171	1659	450	42	27	12	203	246	212	237
	16%	12%	11%	23%	38%	89%	8%	15%	4%	**	8%	73%	20%	2%	1%	**	9%	11%	9%	10%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	65	64	115	178	226	326	22	108	31	**	61	211	152	15	8	**	53	99	48	102
	18%	23%	46%	34%	26%	16%	12%	31%	35%	**	36%	13%	34%	37%	28%	**	26%	40%	23%	43%
			abd	ab				l	l		l							qs		qs
	18%	18%	32%	49%	62%	90%	6%	30%	8%	**	17%	58%	42%	4%	2%	**	15%	27%	13%	28%
SAME PROVIDER FOR ANY OTHER SERVICE	302	217	135	352	642	1684	154	239	58	**	110	1448	298	26	20	**	151	147	164	134
	82%	77%	54%	66%	74%	84%	88%	69%	65%	**	64%	87%	66%	63%	72%	**	74%	60%	77%	57%
	cd	cd		c								hik					rt		rt	
	16%	11%	7%	19%	34%	89%	8%	13%	3%	**	6%	76%	16%	1%	1%	**	8%	8%	9%	7%
DON'T KNOW AT ANY SERVICE	6	10	15	25	37	69	7	15	3	**	7	53	19	3	3	**	6	12	8	10

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

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

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Base for %	406	295	258	553	1020	2288	212	398	96	52	187	1888	467	45	28	13	212	255	214	252
	16%	11%	10%	21%	39%	88%	8%	15%	4%	**	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	65	64	115	178	226	326	22	108	31	**	61	211	152	15	8	4	53	99	48	102
	16%	22%	45%	32%	22%	14%	10%	27%	32%	**	33%	11%	32%	34%	27%	31%	25%	39%	23%	41%
			abd	ab				l	l		l							qs		qs
	18%	18%	32%	49%	62%	90%	6%	30%	8%	**	17%	58%	42%	4%	2%	1%	15%	27%	13%	28%
SAME PROVIDER FOR ANY OTHER SERVICE	302	217	135	352	642	1684	154	239	58	**	110	1448	298	26	20	8	151	147	164	134
	74%	73%	52%	64%	63%	74%	73%	60%	60%	**	59%	77%	64%	58%	70%	62%	71%	58%	76%	53%
	cd	cd		c								hik					rt		rt	
	16%	11%	7%	19%	34%	89%	8%	13%	3%	**	6%	76%	16%	1%	1%	*%	8%	8%	9%	7%
DON'T KNOW AT ANY SERVICE	6	10	15	25	37	69	7	15	3	**	7	53	19	3	3	*	6	12	8	10

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

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

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	462	373	835	1540	3187	216	595	121	69	261	2525	499	127	133	76	253	246	250	248
Effective Weighted Sample	428	301	224	525	1018	2210	166	399	87	50	186	1776	397	79	90	60	202	197	199	198
Weighted total	394	272	191	463	923	2212	213	336	75	42	151	1879	389	38	26	10	184	205	189	199
	16%	11%	8%	18%	37%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	8%	8%
Base for %	386	262	175	438	881	2137	205	321	72	35	146	1821	371	34	23	9	177	194	182	189
	16%	11%	7%	18%	36%	88%	8%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	7%	8%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	329	220	151	371	764	1828	187	280	62	**	131	1566	317	25	21	**	153	164	153	164
	85%	84%	86%	85%	87%	86%	91% f	87%	86%	**	89%	86%	85% n	73%	89% n	**	87%	84%	84%	87%
	16%	11%	7%	18%	36%	87%	9%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	7%	8%
SAME PROVIDER FOR ANY OTHER SERVICE	58	43	24	67	118	309	18	41	10	**	16	255	54	9	2	**	23	31	29	25
	15%	16%	14%	15%	13%	14%	9%	13%	14%	**	11%	14%	15%	27% mo	11%	**	13%	16%	16%	13%
	17%	13%	7%	20%	35%	91% g	5%	12%	3%	**	5%	75%	16%	3%	1%	**	7%	9%	9%	7%
DON'T KNOW AT ANY SERVICE	7	10	15	25	41	75	8	15	3	**	5	57	18	3	3	**	7	11	7	10

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

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

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Base for %	404	296	258	553	1015	2281	210	398	96	51	189	1883	468	45	28	12	211	257	215	252
	16%	11%	10%	21%	39%	88%	8%	15%	4%	**	7%	73%	18%	2%	1%	**	8%	10%	8%	10%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	329	220	151	371	764	1828	187	280	62	**	131	1566	317	25	21	**	153	164	153	164
	81%	74%	59%	67%	75%	80%	89%	70%	65%	**	69%	83%	68%	56%	75%	**	72%	64%	71%	65%
	bcd	cd		c			f					hik	n		n		r			
	16%	11%	7%	18%	36%	87%	9%	13%	3%	**	6%	75%	15%	1%	1%	**	7%	8%	7%	8%
SAME PROVIDER FOR ANY OTHER SERVICE	58	43	24	67	118	309	18	41	10	**	16	255	54	9	2	**	23	31	29	25
	14%	14%	9%	12%	12%	14%	9%	10%	10%	**	8%	14%	12%	21%	9%	**	11%	12%	14%	10%
	c	c										hk		mo						
	17%	13%	7%	20%	35%	91%	5%	12%	3%	**	5%	75%	16%	3%	1%	**	7%	9%	9%	7%
DON'T KNOW AT ANY SERVICE	7	10	15	25	41	75	8	15	3	**	5	57	18	3	3	**	7	11	7	10

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

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

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : Those with a Pay TV service

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	340	258	174	432	782	1895	121	316	65	30	150	1538	254	64	70	44	133	121	139	114
Effective Weighted Sample	248	175	107	281	527	1321	100	211	47	21	100	1089	209	40	48	36	108	102	114	96
Weighted total	230	164	86	250	491	1370	136	185	45	16	85	1186	208	21	15	6	103	105	108	100
	15%	11%	6%	16%	32%	88%	9%	12%	**	**	5%	76%	13%	**	**	**	7%	7%	7%	6%
Base for %	228	156	83	239	474	1339	133	178	44	15	82	1164	199	20	14	6	100	99	105	94
	15%	10%	5%	16%	31%	88%	9%	12%	**	**	5%	77%	13%	**	**	**	7%	7%	7%	6%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	57	45	20	65	123	323	27	50	**	**	21	268	52	**	**	**	30	22	22	30
	25%	29%	24%	27%	26%	24%	20%	28%	**	**	26%	23%	26%	**	**	**	30%	22%	21%	31%
	16%	13%	6%	18%	34%	91%	7%	14%	**	**	6%	75%	15%	**	**	**	8%	6%	6%	8%
SAME PROVIDER FOR ANY OTHER SERVICE	171	111	63	174	351	1016	106	127	**	**	60	896	147	**	**	**	70	77	82	64
	75%	71%	76%	73%	74%	76%	80%	72%	**	**	74%	77%	74%	**	**	**	70%	78%	79%	69%
	15%	10%	5%	15%	30%	88%	9%	11%	**	**	5%	77%	13%	**	**	**	6%	7%	7%	6%
DON'T KNOW AT ANY SERVICE	2	8	4	12	17	31	3	7	**	**	3	22	9	**	**	**	3	6	3	6

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

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

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Base for %	409	297	269	566	1040	2326	216	406	97	56	191	1918	477	47	30	13	215	262	220	257
	16%	11%	10%	21%	39%	88%	8%	15%	4%	**	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	57	45	20	65	123	323	27	50	12	**	21	268	52	6	6	1	30	22	22	30
	14%	15%	7%	12%	12%	14%	12%	12%	13%	**	11%	14%	11%	13%	21%	6%	14%	8%	10%	12%
	c	c		c											mp					
	16%	13%	6%	18%	34%	91%	7%	14%	3%	**	6%	75%	15%	2%	2%	*%	8%	6%	6%	8%
SAME PROVIDER FOR ANY OTHER SERVICE	171	111	63	174	351	1016	106	127	31	**	60	896	147	14	8	6	70	77	82	64
	42%	37%	23%	31%	34%	44%	49%	31%	32%	**	32%	47%	31%	29%	25%	43%	32%	29%	38%	25%
	cd	cd		c								hik				mno			t	
	15%	10%	5%	15%	30%	88%	9%	11%	3%	**	5%	77%	13%	1%	1%	*%	6%	7%	7%	6%
DON'T KNOW AT ANY SERVICE	2	8	4	12	17	31	3	7	2	**	3	22	9	1	1	*	3	6	3	6

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

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	592	504	534	1038	1721	3421	219	748	166	97	353	2591	626	159	166	87	304	322	290	334
Effective Weighted Sample	436	328	326	652	1140	2350	170	497	117	70	245	1820	496	100	107	69	239	259	231	264
Weighted total	400	291	261	552	1009	2312	217	404	97	56	189	1910	465	46	30	10	209	256	217	247
	16%	11%	10%	21%	39%	90%	8%	16%	4%	**	7%	74%	18%	2%	1%	**	8%	10%	8%	10%
English	234	183	174	357	586	1380	11	229	58	**	100	1044	351	*	5	**	158	193	167	183
	59%	63%	67%	65%	58%	60%	5%	57%	60%	**	53%	55%	75%	1%	17%	**	76%	75%	77%	74%
			a	a		g							no		n					
	17%	13%	12%	25%	42%	98%	1%	16%	4%	**	7%	74%	25%	*%	*%	**	11%	14%	12%	13%
Scottish	34	20	21	41	84	195	1	39	12	**	19	135	3	37	*	**	3	*	*	3
	8%	7%	8%	7%	8%	8%	1%	10%	12%	**	10%	7%	1%	79%	1%	**	2%	*%	*%	1%
						g		l	l					mo						
	17%	10%	11%	21%	43%	99%	1%	20%	6%	**	10%	69%	2%	19%	*%	**	2%	*%	*%	2%
Welsh	13	13	11	24	47	94	*	26	5	**	14	60	4	*	20	**	1	4	2	3
	3%	5%	4%	4%	5%	4%	*%	6%	5%	**	7%	3%	1%	1%	65%	**	*%	1%	1%	1%
						g		l			l				mn					
	14%	14%	12%	26%	49%	100%	*%	27%	5%	**	15%	64%	5%	*%	21%	**	1%	4%	2%	3%
Northern Irish	2	2	2	4	8	16	*	3	2	**	2	12	2	-	-	**	1	1	1	1
	*%	1%	1%	1%	1%	1%	*%	1%	2%	**	1%	1%	*%	-%	-%	**	*%	*%	*%	*%
	10%	9%	13%	22%	45%	94%	1%	16%	11%	**	13%	71%	10%	-%	-%	**	4%	6%	4%	6%
British	101	63	45	107	223	475	153	88	17	**	45	483	90	6	5	**	40	51	41	50
	25%	22%	17%	19%	22%	21%	70%	22%	17%	**	24%	25%	19%	14%	16%	**	19%	20%	19%	20%
	cd						f													
	16%	10%	7%	17%	34%	73%	23%	14%	3%	**	7%	74%	14%	1%	1%	**	6%	8%	6%	8%
Irish	5	7	3	10	15	34	1	6	-	**	2	27	7	2	*	**	4	3	3	3
	1%	3%	1%	2%	2%	1%	1%	1%	-%	**	1%	1%	1%	4%	1%	**	2%	1%	1%	1%
	14%	21%	9%	29%	43%	94%	3%	16%	-%	**	5%	75%	19%	5%	1%	**	10%	9%	9%	10%
Other	11	3	5	8	47	118	51	13	4	**	7	149	7	1	*	**	3	4	4	4
	3%	1%	2%	2%	5%	5%	24%	3%	4%	**	3%	8%	2%	2%	*%	**	1%	2%	2%	2%
							f					hk								
	6%	2%	3%	5%	26%	66%	29%	8%	2%	**	4%	84%	4%	1%	*%	**	2%	2%	2%	2%

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

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

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	595	509	535	1044	1731	3479	221	757	167	97	359	2613	629	163	168	84	306	323	294	333
Effective Weighted Sample	439	332	325	656	1149	2398	171	502	118	70	249	1839	498	102	109	66	241	259	234	262
Weighted total	403	294	263	557	1019	2356	219	408	98	56	193	1928	468	48	31	10	211	258	220	247
	16%	11%	10%	22%	40%	92%	8%	16%	4%	**	7%	75%	18%	2%	1%	**	8%	10%	9%	10%
WHITE																				
British	224	132	121	253	448	1241	-	189	49	**	90	940	227	8	11	**	98	128	110	116
	56%	45%	46%	45%	44%	53%	-%	46%	50%	**	47%	49%	48%	17%	36%	**	47%	50%	50%	47%
	bcd					g							no		n					
	18%	11%	10%	20%	36%	100%	-%	15%	4%	**	7%	76%	18%	1%	1%	**	8%	10%	9%	9%
English	104	109	100	210	337	686	-	126	31	**	54	506	205	1	3	**	97	108	95	110
	26%	37%	38%	38%	33%	29%	-%	31%	31%	**	28%	26%	44%	3%	10%	**	46%	42%	43%	44%
		a	a	a		g		l					no		n					
	15%	16%	15%	31%	49%	100%	-%	18%	4%	**	8%	74%	30%	*%	*%	**	14%	16%	14%	16%
Scottish	29	19	19	38	78	181	-	36	9	**	18	122	2	36	*	**	2	*	*	2
	7%	7%	7%	7%	8%	8%	-%	9%	9%	**	9%	6%	*%	74%	1%	**	1%	*%	*%	1%
						g								mo						
	16%	11%	10%	21%	43%	100%	-%	20%	5%	**	10%	67%	1%	20%	*%	**	1%	*%	*%	1%
Welsh	13	11	9	20	39	78	-	24	4	**	14	45	4	*	16	**	1	4	2	3
	3%	4%	3%	4%	4%	3%	-%	6%	4%	**	7%	2%	1%	1%	51%	**	*%	1%	1%	1%
						g		l			l				mn					
	17%	15%	12%	26%	50%	100%	-%	31%	5%	**	17%	58%	6%	*%	20%	**	1%	5%	2%	4%
Irish	5	8	4	12	19	43	-	7	1	**	3	33	8	2	*	**	4	4	4	4
	1%	3%	2%	2%	2%	2%	-%	2%	1%	**	2%	2%	2%	4%	1%	**	2%	2%	2%	2%
	12%	19%	10%	29%	43%	100%	-%	16%	2%	**	8%	78%	19%	4%	1%	**	9%	10%	9%	10%
Any other white background	7	5	2	6	32	128	-	9	3	**	4	106	5	1	-	**	1	4	3	3
	2%	2%	1%	1%	3%	5%	-%	2%	3%	**	2%	5%	1%	2%	-%	**	1%	2%	1%	1%
						g						hk								
	5%	4%	1%	5%	25%	100%	-%	7%	2%	**	3%	82%	4%	1%	-%	**	1%	3%	2%	2%

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

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

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	595	509	535	1044	1731	3479	221	757	167	97	359	2613	629	163	168	84	306	323	294	333
Effective Weighted Sample	439	332	325	656	1149	2398	171	502	118	70	249	1839	498	102	109	66	241	259	234	262
Weighted total	403	294	263	557	1019	2356	219	408	98	56	193	1928	468	48	31	10	211	258	220	247
	16%	11%	10%	22%	40%	92%	8%	16%	4%	**	7%	75%	18%	2%	1%	**	8%	10%	9%	10%
MIXED																				
White and Black Caribbean	1	1	-	1	4	-	13	2	-	**	2	10	1	-	-	**	1	-	1	-
	*%	*%	-%	*%	*%	-%	6% f	*%	-%	**	1%	1%	*%	-%	-%	**	*%	-%	*%	-%
	8%	9%	-%	9%	33%	-%	115%	16%	-%	**	16%	89%	9%	-%	-%	**	9%	-%	9%	-%
White and Black African	-	-	-	-	1	-	7	-	-	**	-	5	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	*%	-%	3% f	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	13%	-%	131%	-%	-%	**	-%	100%	-%	-%	-%	**	-%	-%	-%	-%
White and Asian	-	-	*	*	1	-	5	1	-	**	1	3	-	-	*	**	-	-	-	-
	-%	-%	*%	*%	*%	-%	2% f	*%	-%	**	*%	*%	-%	-%	*%	**	-%	-%	-%	-%
	-%	-%	1%	1%	21%	-%	116%	20%	-%	**	18%	78%	-%	-%	1%	**	-%	-%	-%	-%
Any other mixed/ multiple ethnic background	*	-	-	-	1	-	1	*	-	**	-	*	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	*%	-%	1% f	*%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	26%	-%	-%	-%	89%	-%	137%	29%	-%	**	-%	11%	-%	-%	-%	**	-%	-%	-%	-%
ASIAN AND BRITISH ASIAN																				
Indian	2	4	*	5	19	-	61	2	-	**	2	43	5	-	-	**	2	3	1	4
	1%	2%	*%	1%	2%	-%	28% f	1%	-%	**	1%	2% h	1%	-%	-%	**	1%	1%	*%	2%
	5%	9%	1%	10%	37%	-%	123%	5%	-%	**	5%	86%	10%	-%	-%	**	4%	6%	2%	8%

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

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

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	595	509	535	1044	1731	3479	221	757	167	97	359	2613	629	163	168	84	306	323	294	333
Effective Weighted Sample	439	332	325	656	1149	2398	171	502	118	70	249	1839	498	102	109	66	241	259	234	262
Weighted total	403	294	263	557	1019	2356	219	408	98	56	193	1928	468	48	31	10	211	258	220	247
	16%	11%	10%	22%	40%	92%	8%	16%	4%	**	7%	75%	18%	2%	1%	**	8%	10%	9%	10%
Pakistani	1	1	*	1	12	-	26	3	*	**	1	12	1	-	-	**	*	1	-	1
	*%	*%	*%	*%	1%	-%	12% f	1%	*%	**	*%	1%	*%	-%	-%	**	*%	*%	-%	*%
	3%	4%	1%	5%	57%	-%	122%	13%	2%	**	3%	58%	5%	-%	-%	**	1%	4%	-%	5%
Bangladeshi	1	-	-	-	1	-	18	1	-	**	1	13	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	*%	-%	8% f	*%	-%	**	*%	1%	-%	-%	-%	**	-%	-%	-%	-%
	4%	-%	-%	-%	4%	-%	116%	4%	-%	**	4%	86%	-%	-%	-%	**	-%	-%	-%	-%
Any other Asian background	1	-	2	2	8	-	18	1	-	**	1	12	2	-	-	**	-	2	1	1
	*%	-%	1%	*%	1%	-%	8% f	*%	-%	**	1%	1%	*%	-%	-%	**	-%	1%	1%	*%
	10%	-%	15%	15%	53%	-%	128%	8%	-%	**	8%	85%	15%	-%	-%	**	-%	15%	10%	5%
BLACK AND BLACK BRITISH																				
Caribbean	4	-	-	-	-	-	7	-	-	**	-	4	-	-	-	**	-	-	-	-
	1%	-%	-%	-%	-%	-%	3% f	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	47%	-%	-%	-%	-%	-%	87%	-%	-%	**	-%	48%	-%	-%	-%	**	-%	-%	-%	-%
African	4	2	4	6	12	-	44	7	1	**	2	33	6	-	*	**	3	3	2	4
	1%	1%	2%	1%	1%	-%	20% f	2%	1%	**	1%	2%	1%	-%	*%	**	1%	1%	1%	2%
	9%	4%	9%	14%	27%	-%	100%	17%	2%	**	5%	76%	13%	-%	*%	**	7%	7%	5%	9%
Any other black background	-	-	-	-	-	-	2	-	-	**	-	1	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	-%	-%	1% f	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	-%	-%	114%	-%	-%	**	-%	100%	-%	-%	-%	**	-%	-%	-%	-%

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

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

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	595	509	535	1044	1731	3479	221	757	167	97	359	2613	629	163	168	84	306	323	294	333
Effective Weighted Sample	439	332	325	656	1149	2398	171	502	118	70	249	1839	498	102	109	66	241	259	234	262
Weighted total	403	294	263	557	1019	2356	219	408	98	56	193	1928	468	48	31	10	211	258	220	247
	16%	11%	10%	22%	40%	92%	8%	16%	4%	**	7%	75%	18%	2%	1%	**	8%	10%	9%	10%
MIDDLE EAST AND ARABIC ORIGIN																				
Middle Eastern, including Arabic origin	-	-	-	-	-	-	2	-	-	**	-	5	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	-%	-%	1%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
							f													
	-%	-%	-%	-%	-%	-%	42%	-%	-%	**	-%	88%	-%	-%	-%	**	-%	-%	-%	-%
Iranian	-	-	-	-	-	-	1	-	-	**	-	2	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	-%	-%	*%	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
							f													
	-%	-%	-%	-%	-%	-%	33%	-%	-%	**	-%	100%	-%	-%	-%	**	-%	-%	-%	-%
CHINESE OR OTHER ETHNIC GROUP																				
Chinese	2	*	-	*	1	-	5	-	-	**	-	11	*	-	-	**	*	-	-	*
	*%	*%	-%	*%	*%	-%	2%	-%	-%	**	-%	1%	*%	-%	-%	**	*%	-%	-%	*%
							f													
	13%	3%	-%	3%	12%	-%	39%	-%	-%	**	-%	91%	3%	-%	-%	**	3%	-%	-%	3%
Any other background	5	1	*	1	8	-	10	1	1	**	1	21	1	*	-	**	1	-	1	-
	1%	*%	*%	*%	1%	-%	4%	*%	1%	**	1%	1%	*%	*%	-%	**	*%	-%	*%	-%
	cd						f													
	23%	3%	*%	3%	32%	-%	41%	6%	5%	**	5%	91%	3%	*%	-%	**	3%	-%	3%	-%
Refused	-	-	-	-	*	-	-	-	-	**	-	-	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	*%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	33%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%	**	-%	-%	-%	-%
TOTAL WHITE	382	285	256	540	953	2356	-	390	96	**	183	1751	452	48	31	**	203	249	213	238
	95%	97%	97%	97%	94%	100%	-%	95%	98%	**	95%	91%	97%	100%	100%	**	97%	97%	97%	96%
				a		g		l	l		l									
	16%	12%	11%	23%	40%	100%	-%	17%	4%	**	8%	74%	19%	2%	1%	**	9%	11%	9%	10%

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

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

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	595	509	535	1044	1731	3479	221	757	167	97	359	2613	629	163	168	84	306	323	294	333
Effective Weighted Sample	439	332	325	656	1149	2398	171	502	118	70	249	1839	498	102	109	66	241	259	234	262
Weighted total	403	294	263	557	1019	2356	219	408	98	56	193	1928	468	48	31	10	211	258	220	247
	16%	11%	10%	22%	40%	92%	8%	16%	4%	**	7%	75%	18%	2%	1%	**	8%	10%	9%	10%
TOTAL MIXED/ MULTIPLE	1	1	*	1	6	-	26	3	-	**	2	19	1	-	*	**	1	-	1	-
	*%	*%	*%	*%	1%	-%	12% f	1%	-%	**	1%	1%	*%	-%	*%	**	*%	-%	*%	-%
	5%	5%	*%	5%	29%	-%	120%	13%	-%	**	11%	86%	5%	-%	*%	**	5%	-%	5%	-%
TOTAL ASIAN/ BRITISH ASIAN	5	5	3	8	39	-	122	7	*	**	5	80	8	-	-	**	2	6	2	5
	1%	2%	1%	1%	4%	-%	56% f	2%	*%	**	2%	4% hi	2%	-%	-%	**	1%	2%	1%	2%
	5%	5%	3%	8%	39%	-%	122%	7%	*%	**	5%	80%	8%	-%	-%	**	2%	6%	2%	5%
TOTAL BLACK/ BLACK BRITISH	8	2	4	6	12	-	52	7	1	**	2	39	6	-	*	**	3	3	2	4
	2%	1%	2%	1%	1%	-%	24% f	2%	1%	**	1%	2%	1%	-%	*%	**	1%	1%	1%	2%
	15%	4%	7%	11%	22%	-%	98%	14%	1%	**	4%	73%	11%	-%	*%	**	5%	6%	4%	7%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	-	-	-	-	-	-	3	-	-	**	-	7	-	-	-	**	-	-	-	-
	-%	-%	-%	-%	-%	-%	1% f	-%	-%	**	-%	*%	-%	-%	-%	**	-%	-%	-%	-%
	-%	-%	-%	-%	-%	-%	40%	-%	-%	**	-%	90%	-%	-%	-%	**	-%	-%	-%	-%
TOTAL CHINESE OR OTHER ETHNIC GROUP	7	1	*	1	9	-	14	1	1	**	1	33	1	*	-	**	1	-	1	*
	2%	*%	*%	*%	1%	-%	7% f	*%	1%	**	1%	2% h	*%	*%	-%	**	1%	-%	*%	*%
	20%	3%	*%	3%	25%	-%	40%	4%	3%	**	3%	91%	3%	*%	-%	**	3%	-%	2%	1%

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

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

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	542	473	487	960	1595	3214	201	764	168	100	362	2631	574	150	157	79	282	292	266	306
Effective Weighted Sample	394	305	294	598	1049	2195	153	509	119	73	252	1851	455	92	101	61	221	235	212	241
Weighted total	363	273	235	508	932	2170	194	413	99	58	194	1940	428	42	28	9	195	233	199	228
	15%	11%	10%	21%	39%	91%	8%	17%	4%	2%	8%	81%	18%	2%	1%	**	8%	10%	8%	10%
Difficulty in speaking	2	3	*	3	6	12	2	14	7	4	7	-	2	1	*	**	1	1	1	2
	1%	1%	*%	1%	1%	1%	1%	3%	7%	8%	4%	-%	1%	1%	*%	**	1%	*%	*%	1%
								l	l	l	l									
	17%	21%	1%	22%	44%	88%	12%	104%	49%	33%	54%	-%	16%	4%	*%	**	7%	9%	4%	11%
Poor hearing, partial hearing	12	20	46	65	70	94	2	99	99	16	34	-	53	8	3	**	25	28	21	32
	3%	7%	19%	13%	8%	4%	1%	24%	100%	28%	18%	-%	12%	19%	12%	**	13%	12%	11%	14%
		a	abd	ab		g		kl	hjkl	kl	l									
	12%	20%	47%	68%	73%	97%	2%	102%	102%	17%	35%	-%	55%	8%	4%	**	26%	29%	22%	33%
Deaf	1	1	5	6	7	7	-	8	2	1	2	-	6	-	*	**	3	2	*	5
	*%	*%	2%	1%	1%	*%	-%	2%	2%	2%	1%	-%	1%	-%	1%	**	2%	1%	*%	2%
			a					l	l	l	l									s
	12%	16%	59%	76%	88%	89%	-%	99%	29%	16%	28%	-%	71%	-%	5%	**	40%	31%	4%	67%
Poor vision, partial sight	7	11	25	36	46	53	1	58	16	58	32	-	28	6	2	**	14	14	7	20
	2%	4%	11%	7%	5%	2%	1%	14%	17%	100%	16%	-%	7%	13%	8%	**	7%	6%	4%	9%
			ab	a				l	l	hikl	l			m						s
	12%	20%	45%	64%	81%	95%	3%	103%	29%	103%	56%	-%	50%	10%	4%	**	25%	24%	13%	36%
Blind	-	*	*	1	1	1	-	1	*	*	1	-	-	*	*	**	-	-	-	-
	-%	*%	*%	*%	*%	*%	-%	*%	*%	1%	*%	-%	-%	*%	1%	**	-%	-%	-%	-%
										l	l				m					
	-%	23%	47%	70%	89%	100%	-%	81%	9%	39%	81%	-%	-%	16%	45%	**	-%	-%	-%	-%
Cannot walk at all/ use a wheelchair or mobility scooter etc.	8	8	3	11	24	28	2	30	4	6	30	-	8	1	2	**	4	4	1	6
	2%	3%	1%	2%	3%	1%	1%	7%	4%	11%	16%	-%	2%	3%	7%	**	2%	2%	1%	3%
								l	l	l	hil				m					
	27%	25%	11%	36%	78%	91%	8%	100%	12%	20%	100%	-%	25%	4%	7%	**	12%	14%	5%	21%

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

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

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	542	473	487	960	1595	3214	201	764	168	100	362	2631	574	150	157	79	282	292	266	306
Effective Weighted Sample	394	305	294	598	1049	2195	153	509	119	73	252	1851	455	92	101	61	221	235	212	241
Weighted total	363	273	235	508	932	2170	194	413	99	58	194	1940	428	42	28	9	195	233	199	228
	15%	11%	10%	21%	39%	91%	8%	17%	4%	2%	8%	81%	18%	2%	1%	**	8%	10%	8%	10%
Cannot walk very far or manage stairs or can only do so with difficulty	31	35	67	103	142	164	9	179	32	27	179	-	82	10	9	**	28	54	28	54
	8%	13%	29%	20%	15%	8%	4%	43%	32%	46%	92%	-%	19%	24%	31%	**	14%	23%	14%	23%
			abd	ab				il	l	l	hijl				m			qs		qs
	18%	21%	39%	60%	82%	95%	5%	104%	19%	15%	104%	-%	48%	6%	5%	**	16%	31%	16%	31%
Limited ability to reach/ limited dexterity	9	9	21	29	41	48	1	52	10	9	35	-	25	2	2	**	9	16	6	19
	2%	3%	9%	6%	4%	2%	1%	13%	10%	15%	18%	-%	6%	4%	7%	**	5%	7%	3%	8%
			ab	a				l	l	l	hil									s
	18%	17%	42%	59%	83%	97%	3%	104%	20%	18%	70%	-%	50%	4%	4%	**	18%	32%	12%	38%
A learning disability	4	1	*	1	24	34	3	31	5	2	5	-	1	*	*	**	*	*	*	1
	1%	*%	*%	*%	3%	2%	1%	7%	5%	3%	2%	-%	*%	*%	1%	**	*%	*%	*%	*%
	d							kl	l	l	l									
	12%	2%	1%	3%	65%	90%	8%	82%	14%	5%	13%	-%	2%	*%	1%	**	1%	1%	1%	2%
Other illnesses/ conditions which limit your daily activities/ the work you can do	36	22	19	42	97	157	5	161	17	13	53	-	32	4	5	**	12	20	14	18
	10%	8%	8%	8%	10%	7%	3%	39%	17%	22%	27%	-%	8%	10%	16%	**	6%	9%	7%	8%
						g		ijkl	l	l	il				m					
	22%	14%	12%	26%	60%	97%	3%	99%	10%	8%	33%	-%	20%	3%	3%	**	8%	12%	8%	11%
None of these	290	195	112	307	621	1751	174	-	-	-	-	1940	264	24	13	**	125	139	139	124
	80%	71%	48%	60%	67%	81%	90%	-%	-%	-%	-%	100%	62%	57%	46%	**	64%	59%	70%	54%
	bcd	cd		c			f					hijk	o				t		rt	
	15%	10%	6%	16%	32%	90%	9%	-%	-%	-%	-%	100%	14%	1%	1%	**	6%	7%	7%	6%

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

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

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	r	s	t
Unweighted total	542	473	487	960	1595	3214	201	764	168	100	362	2631	574	150	157	79	282	292	266	306
Effective Weighted Sample	394	305	294	598	1049	2195	153	509	119	73	252	1851	455	92	101	61	221	235	212	241
Weighted total	363	273	235	508	932	2170	194	413	99	58	194	1940	428	42	28	9	195	233	199	228
	15%	11%	10%	21%	39%	91%	8%	17%	4%	2%	8%	81%	18%	2%	1%	**	8%	10%	8%	10%
Prefer not to say	6	4	3	7	13	27	-	-	-	-	-	-	7	-	*	**	2	5	3	3
	2%	1%	1%	1%	1%	1%	-%	-%	-%	-%	-%	-%	2%	-%	1%	**	1%	2%	1%	1%
	21%	12%	12%	24%	47%	97%	-%	-%	-%	-%	-%	-%	23%	-%	1%	**	5%	18%	9%	12%

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

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

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

Base : Those working full or part time

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	337	59	18	77	396	1755	121	125	26	8	25	1613	50	6	11	10	28	22	31	19
Effective Weighted Sample	247	41	12	53	279	1238	93	88	20	6	19	1139	43	4	7	8	24	19	27	17
Weighted total	242	38	10	48	284	1366	125	97	23	8	22	1288	43	2	3	1	25	18	25	18
	16%	**	**	**	18%	88%	8%	6%	**	**	**	83%	**	**	**	**	**	**	**	**
Yes	82	**	**	**	46	434	22	40	**	**	**	392	**	**	**	**	**	**	**	**
	34%	**	**	**	16%	32%	18%	42%	**	**	**	30%	**	**	**	**	**	**	**	**
						g		l												
	17%	**	**	**	10%	92%	5%	9%	**	**	**	83%	**	**	**	**	**	**	**	**
No	160	**	**	**	238	931	103	57	**	**	**	896	**	**	**	**	**	**	**	**
	66%	**	**	**	84%	68%	82%	58%	**	**	**	70%	**	**	**	**	**	**	**	**
							f					h								
	15%	**	**	**	22%	86%	9%	5%	**	**	**	83%	**	**	**	**	**	**	**	**

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

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	~j	k	l	m	~n	~o	~p	q	r	s	t
Unweighted total	189	289	233	522	813	1091	83	311	59	36	150	757	308	72	83	59	173	135	155	152
Effective Weighted Sample	135	201	146	346	551	765	65	204	42	27	100	549	269	44	59	50	153	120	134	134
Weighted total	113	201	146	348	522	661	81	160	33	20	81	500	298	23	18	9	149	149	144	153
	15%	26%	19%	45%	68%	86%	**	21%	**	**	11%	65%	39%	**	**	**	19%	19%	19%	20%
Yes, somebody in the household is working	50	38	21	59	109	271	**	51	**	**	26	228	52	**	**	**	24	28	25	28
	44%	19%	14%	17%	21%	41%	**	32%	**	**	32%	46%	18%	**	**	**	16%	19%	17%	18%
	bcd											hk								
	15%	11%	6%	18%	33%	81%	**	15%	**	**	8%	69%	16%	**	**	**	7%	8%	7%	8%
No members of the household are working	63	162	123	285	406	387	**	107	**	**	54	271	241	**	**	**	121	120	119	122
	56%	80%	84%	82%	78%	58%	**	67%	**	**	67%	54%	81%	**	**	**	81%	81%	82%	80%
		a	a	a				l			l									
	15%	38%	29%	67%	95%	90%	**	25%	**	**	13%	63%	56%	**	**	**	28%	28%	28%	29%
Don't know/ refused to say	*	2	2	4	7	4	**	2	**	**	1	1	4	**	**	**	3	1	1	3
	*%	1%	1%	1%	1%	1%	**	1%	**	**	1%	*%	1%	**	**	**	2%	*%	1%	2%
	6%	25%	29%	54%	101%	50%	**	28%	**	**	11%	14%	54%	**	**	**	45%	9%	16%	38%

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
Up to £199 per week/ £10,399 per year	25	22	28	51	132	155	10	58	13	9	28	91	43	6	1	1	14	29	5	37
	6%	7%	10%	9%	12%	7%	4%	14%	13%	15%	14%	5%	9%	12%	3%	8%	6%	11%	2%	14%
			a					l	l	l	l		o	o			s	s		qs
	14%	13%	16%	29%	76%	89%	6%	33%	8%	5%	16%	52%	25%	3%	*%	1%	8%	17%	3%	21%
From £200 to £299 per week/ £10,400 to £15,599 per year	30	34	39	73	146	186	15	65	9	8	39	124	62	6	3	1	28	34	18	44
	7%	11%	14%	13%	14%	8%	7%	16%	9%	14%	20%	6%	13%	12%	11%	10%	13%	13%	8%	17%
			a	a				l		l	il									s
	14%	16%	18%	34%	69%	88%	7%	31%	4%	4%	18%	58%	29%	3%	2%	1%	13%	16%	9%	21%
From £300 to £499 per week/ £15,600 to £25,599 per year	45	41	29	70	134	270	24	61	18	7	18	221	64	4	3	*	31	32	35	29
	11%	13%	11%	12%	13%	11%	11%	15%	18%	12%	9%	11%	13%	8%	8%	3%	14%	12%	16%	11%
								kl	kl				p							
	15%	14%	10%	23%	45%	90%	8%	20%	6%	2%	6%	74%	21%	1%	1%	*%	10%	11%	12%	10%
From £500 to £699 per week/ £26,000 to £36,399 per year	50	17	7	24	47	212	20	17	3	1	7	204	20	3	1	*	13	7	17	3
	12%	6%	3%	4%	4%	9%	9%	4%	3%	2%	4%	11%	4%	7%	2%	*%	6%	3%	7%	1%
	bcd	c										hijk		p			t		rt	
	20%	7%	3%	10%	19%	86%	8%	7%	1%	*%	3%	83%	8%	1%	*%	*%	5%	3%	7%	1%
From £700 to £999 per week/ £36,400 to £51,999 per year	33	7	5	12	29	202	24	13	3	3	8	206	12	*	*	-	6	6	10	2
	8%	2%	2%	2%	3%	9%	11%	3%	3%	5%	4%	11%	2%	1%	1%	-%	3%	2%	4%	1%
	bcd											hik							t	
	14%	3%	2%	5%	12%	86%	10%	5%	1%	1%	3%	88%	5%	*%	*%	-%	3%	3%	4%	1%

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	621	534	556	1090	1825	3479	221	764	168	100	362	2631	652	164	170	104	318	334	298	352
Effective Weighted Sample	451	346	337	682	1197	2398	171	509	119	73	252	1851	517	103	110	81	251	268	238	278
Weighted total	411	305	273	578	1057	2356	219	413	99	58	194	1940	486	48	31	13	218	268	223	262
	15%	11%	10%	22%	40%	88%	8%	15%	4%	2%	7%	73%	18%	2%	1%	*%	8%	10%	8%	10%
£1,000 per week and above/	32	6	4	10	18	202	19	15	5	-	4	194	9	*	-	-	6	3	9	-
£52,000 and above per year	8%	2%	1%	2%	2%	9%	9%	4%	5%	-%	2%	10%	2%	1%	-%	-%	3%	1%	4%	-%
	bcd											hjk					t		rt	
	14%	3%	2%	4%	8%	88%	8%	6%	2%	-%	2%	84%	4%	*%	-%	-%	3%	1%	4%	-%
Don't know/ Refused	197	178	160	338	552	1130	107	186	49	30	90	901	276	29	23	10	121	155	128	147
	48%	58%	59%	59%	52%	48%	49%	45%	49%	52%	46%	46%	57%	60%	75%	79%	55%	58%	57%	56%
		a	a	a											mn	mn				
	15%	14%	13%	26%	43%	88%	8%	15%	4%	2%	7%	70%	22%	2%	2%	1%	9%	12%	10%	12%

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

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	AGE				AGE/SEG	EMG		DISABILITY					65+ AGE GROUP				65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d	e	f	~g	h	~i	~j	~k	l	m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	250	102	93	195	526	1348	97	239	43	24	99	1130	130	32	20	13	60	70	51	79
Effective Weighted Sample	183	66	58	123	366	965	81	158	30	18	71	830	100	23	11	10	47	54	41	60
Weighted total	177	54	45	99	332	1032	105	141	26	13	60	932	87	8	3	1	38	49	38	49
	15%	5%	**	8%	28%	87%	**	12%	**	**	**	78%	7%	**	**	**	**	**	**	**
Most Financially Vulnerable	33	23	**	51	180	287	**	73	**	**	**	227	43	**	**	**	**	**	**	**
	19%	42%	**	52%	54%	28%	**	52%	**	**	**	24%	49%	**	**	**	**	**	**	**
		a		a				l												
	10%	7%	**	15%	53%	85%	**	22%	**	**	**	67%	13%	**	**	**	**	**	**	**
Potentially Financially Vulnerable	81	17	**	24	113	434	**	44	**	**	**	409	22	**	**	**	**	**	**	**
	46%	31%	**	24%	34%	42%	**	31%	**	**	**	44%	25%	**	**	**	**	**	**	**
	bd											h								
	16%	3%	**	5%	22%	86%	**	9%	**	**	**	81%	4%	**	**	**	**	**	**	**
Least Financially Vulnerable	62	15	**	24	40	311	**	24	**	**	**	296	22	**	**	**	**	**	**	**
	35%	27%	**	24%	12%	30%	**	17%	**	**	**	32%	25%	**	**	**	**	**	**	**
	d											h								
	18%	4%	**	7%	12%	90%	**	7%	**	**	**	86%	6%	**	**	**	**	**	**	**

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