

# OFCOM TECHNOLOGY TRACKER 2021. 14th January to 31st March 2021.

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| Base : Those who personally use a mobile phone                                                                                                                                                                                                                                                                                          |     |

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| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |
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| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |
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| Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |
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| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |

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| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                  |     |
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| Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                               |     |
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| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                  |     |
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| Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                    |     |
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| Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                    |     |
| QE50A. How does your household's use of voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you... (SINGLE CODE) .....                                                                                                                                                                                                                  | 424 |
| Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                    |     |
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| Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                    |     |
| QV10. Do you or does anyone in your household have a smart watch or wearable tech such as a fitness tracker – a wearable computer that may be compatible with a smartphone? Popular brands include Apple Watch, Fitbit and Garmin. (MULTI CODE) .....                                                                                                                                                      | 431 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                  |     |
| QV11. Do you or does anyone in your household have a smart speaker which can respond to voice commands like "Alexa" or "Hey Google" or "Siri"? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod. (MULTI CODE) .....                                                                                                                                                      | 434 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                  |     |
| QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE) .....                                                                                                                                                                                                                                                                                          | 437 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                  |     |
| QV2. And do you personally use... (MULTI CODE) .....                                                                                                                                                                                                                                                                                                                                                       | 446 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                  |     |
| QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                             | 455 |
| Base : Those with a smart speaker in the household                                                                                                                                                                                                                                                                                                                                                         |     |
| QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE) .....                                                                                                                                                                                                                            | 461 |
| Base : Those who personally use a smart speaker                                                                                                                                                                                                                                                                                                                                                            |     |
| QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as 'Alexa', 'Hey Siri' or 'Hey or OK Google', or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE) ..... | 470 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                  |     |
| QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE) .....                                                                                                                                                                                                                                                                                  | 473 |
| Base : Those in a household where someone uses voice controls                                                                                                                                                                                                                                                                                                                                              |     |



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| QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE) .....                                                                                                                                                                                                                                                                           | 485 |
| Base : Those in a household where someone uses voice controls                                                                                                                                                                                                                                                                                                                           |     |
| QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE) .....                                                                                                                                                                                                                                   | 491 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                               |     |
| QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE) .....                                                                                                                                                                                                                                   | 500 |
| Base : Those in a household where someone uses a car                                                                                                                                                                                                                                                                                                                                    |     |
| QP24. Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra. Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE) .....                          | 509 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                               |     |
| QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE) ..... | 512 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                               |     |
| QP5. How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE) .....                                                                                                                                                                                                                                                      | 518 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE) .....                                                                                                                                                                                                | 524 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE) .....                                                                                                                                                                                                | 530 |
| Base : Those with any 'active' radio sets in the home                                                                                                                                                                                                                                                                                                                                   |     |
| QP1. During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, on a smart speaker or any other way)? (SINGLE CODE) .....                                                                                                                                                                                 | 536 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE) .....                                                                                                                                                                                                                                                         | 542 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE) .....                                                                                                                                                                                                                                                       | 548 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE) .....                                                                                                                                                                                                                                                                           | 554 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE) .....                                                                                                                                                                                                                                       | 560 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE) .....                                                                                                                                                                                                                                                                | 566 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE) .....                                                                                                                                                                                                                                                                     | 572 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE) .....                                                                                                                                                                                                                                          | 578 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE) .....                                                                                                                                                                                                                           | 584 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H .....                                                                                                                                                                                                                                                                                                            | 590 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                  |     |
| QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE) .....                                                                                                                                                                                                                                                      | 593 |
| Base : Those who ever listen to live radio                                                                                                                                                                                                                                                                                                                                              |     |
| QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE) .....                                                                                                                                                                                                                                                    | 599 |
| Base : Those who ever listen to catch-up radio                                                                                                                                                                                                                                                                                                                                          |     |

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|                                                                                                                                                                   |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE) .....                                                  | 604 |
| Base : Those who ever listen to podcasts                                                                                                                          |     |
| QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE) .....              | 609 |
| Base : Those who ever listen to a paid-for subscription music service                                                                                             |     |
| QP26E. Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE) .....                                       | 614 |
| Base : Those who ever listen to a free music streaming service                                                                                                    |     |
| QP26F. Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE) .....                                            | 618 |
| Base : Those who ever listen to an audiobook                                                                                                                      |     |
| QP26G. Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE) .....                 | 622 |
| Base : Those who ever listen to music videos online or through music TV channels as background listening                                                          |     |
| QP26H. Which devices do you ever use to... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (MULTI CODE) .....  | 626 |
| Base : Those who ever play an interactive audio game using only your voice                                                                                        |     |
| QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE) ..... | 629 |
| Base : Those who listen to radio                                                                                                                                  |     |
| SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE .....                                                                                                        | 635 |
| Base : All respondents                                                                                                                                            |     |
| QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE) .....                         | 638 |
| Base : Those who listen to radio (excluding those completing a paper questionnaire)                                                                               |     |
| QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE) .....                                                        | 644 |
| Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home                                                    |     |
| QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) .....                                                                          | 649 |
| 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                                 |     |
| QH86. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films? (SINGLE CODE) .....                                   | 655 |
| Base : All respondents                                                                                                                                            |     |
| QH66. Which of these are reasons why you don't have a television set in your household (MULTI CODE) .....                                                         | 658 |
| Base : Those with no working TV sets used by anyone in the household to watch TV programmes or films                                                              |     |
| QH53. Which of these best describes the main TV set in your household? (SINGLE CODE) .....                                                                        | 661 |
| Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films (excluding those completing a paper questionnaire)          |     |
| QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE) .....                                  | 664 |
| Base : All respondents                                                                                                                                            |     |
| QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE) .....                            | 670 |
| Base : All respondents                                                                                                                                            |     |
| QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE) .....                  | 679 |
| Base : All respondents                                                                                                                                            |     |
| SUMMARY OF TV SERVICES .....                                                                                                                                      | 685 |
| Base : All respondents                                                                                                                                            |     |
| QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE) .....                                              | 688 |
| Base : All respondents                                                                                                                                            |     |
| QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE) .....                                                                  | 694 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                         |     |

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|                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| QR1A. Does your household have Sky+ or Sky Q? (Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.) (SINGLE CODE) ..... | 700 |
| Base : Those with Sky satellite TV (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                              |     |
| QH88. Your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                       | 703 |
| Base : Those with Sky satellite TV and Netflix (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                  |     |
| QH89. Your household has Netflix and Virgin Media TV. How is Netflix paid for as far as you know? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                              | 706 |
| Base : Those with Virgin Media TV and Netflix (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                   |     |
| QH90. Your household has Amazon Prime Video. How is Amazon Prime paid for as far as you know? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                  | 709 |
| Base : Those with Amazon Prime Video (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                            |     |
| QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE) .....                                                                                                                                                                                                                                                                                      | 712 |
| Base : All respondents (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                                                                          |     |
| QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                               | 718 |
| Base : Those with Netflix                                                                                                                                                                                                                                                                                                                                                                                                          |     |
| QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                    | 733 |
| Base : Those with Amazon Prime Video                                                                                                                                                                                                                                                                                                                                                                                               |     |
| QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                               | 748 |
| Base : Those with Disney+                                                                                                                                                                                                                                                                                                                                                                                                          |     |
| QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                                | 763 |
| Base : Those with NOW TV                                                                                                                                                                                                                                                                                                                                                                                                           |     |
| QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                              | 775 |
| Base : Those with ITV Hub+                                                                                                                                                                                                                                                                                                                                                                                                         |     |
| QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                               | 786 |
| Base : Those with Britbox                                                                                                                                                                                                                                                                                                                                                                                                          |     |
| QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                                 | 798 |
| Base : Those with All4+                                                                                                                                                                                                                                                                                                                                                                                                            |     |
| QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                             | 810 |
| Base : Those with Apple TV+                                                                                                                                                                                                                                                                                                                                                                                                        |     |
| QH62. Are any of your TV sets "Smart TVs"? 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. (SINGLE CODE) .....                                                                                                                                                | 822 |
| Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films                                                                                                                                                                                                                                                                                                                              |     |
| QH95. Which of these do you or does anyone in your household use to watch programmes, sport or films? This could be live TV or on-demand or streaming services. (MULTI CODE) .....                                                                                                                                                                                                                                                 | 825 |
| Base : All respondents                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE) .....                                                                                                                                                                                                                                                                     | 828 |
| Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                          |     |
| QH65A. How frequently, if at all, do you watch each of these channels - RTE 1 (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                                  | 834 |
| Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                           |     |
| QH65b. How frequently, if at all, do you watch each of these channels - RTE 2? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                                 | 837 |
| Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                           |     |
| QH65C. How frequently, if at all, do you watch each of these channels - Virgin Media One? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                      | 840 |
| Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                           |     |
| QH65D. How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                                   | 843 |
| Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)                                                                                                                                                                                                                                                                                                           |     |

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|                                                                                                                                                              |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE) ..... | 846 |
| Base : All respondents                                                                                                                                       |     |
| QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE) .....                                                        | 855 |
| Base : Those with a landline phone at home - including those who pay line rental for fixed broadband                                                         |     |
| QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE) .....                                                          | 861 |
| Base : Those in a household with any mobile phones                                                                                                           |     |
| QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE) .....                                                       | 867 |
| Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire                                                        |     |
| QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE) .....                                                        | 873 |
| Base : Those in a household with a paid TV or on-demand service                                                                                              |     |
| FINANCIAL VULNERABILITY .....                                                                                                                                | 879 |
| Base : Those where it is possible to calculate the Financial Vulnerability Index                                                                             |     |
| BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE .....                                                                                           | 882 |
| Base : All respondents                                                                                                                                       |     |
| SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES .....                                                                   | 888 |
| Base : All respondents                                                                                                                                       |     |
| BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE .....                                                                                           | 891 |
| 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 .....                                                                   | 897 |
| Base : Those using the same supplier for two or more services                                                                                                |     |
| FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES .....                                                           | 900 |
| Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)                                                                 |     |
| FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES .....                                                           | 903 |
| Base : All respondents                                                                                                                                       |     |
| LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32) .....                           | 906 |
| Base : Those with a landline phone at home - including those who pay line rental for fixed broadband                                                         |     |
| LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32) .....                           | 909 |
| Base : All respondents                                                                                                                                       |     |
| MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES .....                                                                  | 912 |
| Base : Those who personally use a mobile phone                                                                                                               |     |
| MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES .....                                                                  | 915 |
| Base : All respondents                                                                                                                                       |     |
| PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES .....                                                                             | 918 |
| Base : Those with a Pay TV service                                                                                                                           |     |
| PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES .....                                                                             | 921 |
| Base : All respondents                                                                                                                                       |     |

## NATION

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |      |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|------|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r    |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661  |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543  |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90   |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%   |
| England                   | 2490  | 1157   | 1277   | 236       | 496   | 775   | 916  | 154              | 198          | 296          | 1074 | 682          | 641  | 409 | 592  | 2490     | -         | -     | -    |
|                           | 83%   | 83%    | 83%    | 81%       | 85%   | 83%   | 83%  | 79%              | 79%          | 82%          | 85%  | 86%          | 83%  | 81% | 81%  | 100%     | -%        | -%    | -%   |
|                           |       | 46%    | 51%    | 9%        | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 43%  | 27%          | 26%  | 16% | 24%  | 100%     | -%        | -%    | -%   |
| Scotland                  | 270   | 127    | 141    | 30        | 47    | 90    | 102  | 15               | 31           | 31           | 106  | 62           | 73   | 53  | 71   | -        | 270       | -     | -    |
|                           | 9%    | 9%     | 9%     | 10%       | 8%    | 10%   | 9%   | 8%               | 13%          | 9%           | 8%   | 8%           | 9%   | 11% | 10%  | -%       | 100%      | -%    | -%   |
|                           |       | 47%    | 52%    | 11%       | 17%   | 33%   | 38%  | 6%               | 12%          | 12%          | 39%  | 23%          | 27%  | 20% | 26%  | -%       | 100%      | -%    | -%   |
| Wales                     | 150   | 71     | 77     | 15        | 27    | 45    | 60   | 16               | 15           | 19           | 59   | 34           | 36   | 28  | 42   | -        | -         | 150   | -    |
|                           | 5%    | 5%     | 5%     | 5%        | 5%    | 5%    | 5%   | 8%               | 6%           | 5%           | 5%   | 4%           | 5%   | 6%  | 6%   | -%       | -%        | 100%  | -%   |
|                           |       | 47%    | 51%    | 10%       | 18%   | 30%   | 40%  | 11%              | 10%          | 13%          | 39%  | 22%          | 24%  | 19% | 28%  | -%       | -%        | 100%  | -%   |
| Northern Ireland          | 90    | 41     | 46     | 10        | 17    | 28    | 32   | 9                | 7            | 16           | 30   | 19           | 21   | 17  | 27   | -        | -         | -     | 90   |
|                           | 3%    | 3%     | 3%     | 4%        | 3%    | 3%    | 3%   | 5%               | 3%           | 5%           | 2%   | 2%           | 3%   | 3%  | 4%   | -%       | -%        | -%    | 100% |
|                           |       | 45%    | 52%    | 11%       | 19%   | 31%   | 35%  | 10%              | 8%           | 18%          | 33%  | 22%          | 24%  | 18% | 30%  | -%       | -%        | -%    | 100% |

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

## NATION

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |      |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | MEDIUM/HIGH       |      |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | LOW               | HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o    |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610 |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836 |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511 |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%  |
| England                   | 2490  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2190     | 300   | 1457           | 931         | 1229              | 1261 |
|                           | 83%   | 100%            | 100%       | 100%       | 100%      | 100%      | 100%        | 100%          | 100%       | 100%       | 85%      | 73%   | 84%            | 82%         | 83%               | 83%  |
|                           |       |                 |            |            |           |           |             |               |            |            | k        |       |                |             |                   |      |
|                           |       | 14%             | 17%        | 10%        | 9%        | 11%       | 8%          | 10%           | 5%         | 15%        | 88%      | 12%   | 58%            | 37%         | 49%               | 51%  |
| Scotland                  | 270   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 223      | 47    | 154            | 106         | 138               | 132  |
|                           | 9%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 9%       | 11%   | 9%             | 9%          | 9%                | 9%   |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | j        |       |                |             |                   |      |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 83%      | 17%   | 57%            | 39%         | 51%               | 49%  |
| Wales                     | 150   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 117      | 33    | 84             | 59          | 76                | 74   |
|                           | 5%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 5%       | 8%    | 5%             | 5%          | 5%                | 5%   |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | j        |       |                |             |                   |      |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 78%      | 22%   | 56%            | 39%         | 51%               | 49%  |
| Northern Ireland          | 90    | -               | -          | -          | -         | -         | -           | -             | -          | -          | 57       | 33    | 50             | 36          | 46                | 44   |
|                           | 3%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 2%       | 8%    | 3%             | 3%          | 3%                | 3%   |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | j        |       |                |             |                   |      |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 63%      | 37%   | 56%            | 40%         | 51%               | 49%  |

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

## NATION

Base : All respondents

|                           | Total | TV SERVICES          |                      |                       |           |      | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d |      |                          |                   |
| Significance Level: 95%   |       |                      |                      |                       |           |      |                          |                   |
| Unweighted total          | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172 | 5004                     |                   |
| Effective Weighted Sample | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500 | 3413                     |                   |
| Total                     | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215 | 2832                     |                   |
|                           |       | 47%                  | 42%                  | 74%                   | 75%       | 41%  | 94%                      |                   |
| England                   | 2490  | 1134                 | 1079                 | 1852                  | 1849      | 1000 | 2349                     |                   |
|                           | 83%   | 81%                  | 85%                  | 83%                   | 82%       | 82%  | 83%                      |                   |
|                           |       |                      | ade                  |                       |           |      |                          |                   |
|                           |       | 46%                  | 43%                  | 74%                   | 74%       | 40%  | 94%                      |                   |
| Scotland                  | 270   | 143                  | 100                  | 198                   | 213       | 117  | 257                      |                   |
|                           | 9%    | 10%                  | 8%                   | 9%                    | 9%        | 10%  | 9%                       |                   |
|                           |       | b                    |                      |                       |           |      |                          |                   |
|                           |       | 53%                  | 37%                  | 73%                   | 79%       | 44%  | 95%                      |                   |
| Wales                     | 150   | 78                   | 54                   | 117                   | 116       | 61   | 142                      |                   |
|                           | 5%    | 6%                   | 4%                   | 5%                    | 5%        | 5%   | 5%                       |                   |
|                           |       | 52%                  | 36%                  | 78%                   | 78%       | 41%  | 95%                      |                   |
| Northern Ireland          | 90    | 41                   | 37                   | 60                    | 65        | 37   | 84                       |                   |
|                           | 3%    | 3%                   | 3%                   | 3%                    | 3%        | 3%   | 3%                       |                   |
|                           |       | 46%                  | 41%                  | 67%                   | 72%       | 41%  | 93%                      |                   |

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

REGION/ NATION

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| North East                | 132   | 56     | 73     | 13        | 28    | 48    | 43   | 13               | 10           | 18           | 54   | 27           | 29   | 30  | 40   | 132      | -         | -     | -   |
|                           | 4%    | 4%     | 5%     | 5%        | 5%    | 5%    | 4%   | 6%               | 4%           | 5%           | 4%   | 3%           | 4%   | 6%  | 5%   | 5%       | -%        | -%    | -%  |
|                           |       | 43%    | 56%    | 10%       | 21%   | 36%   | 32%  | 10%              | 7%           | 13%          | 41%  | 20%          | 22%  | 23% | 30%  | 100%     | -%        | -%    | -%  |
| Yorkshire and Humberside  | 240   | 105    | 131    | 21        | 50    | 76    | 88   | 12               | 23           | 36           | 105  | 56           | 60   | 42  | 68   | 240      | -         | -     | -   |
|                           | 8%    | 7%     | 9%     | 7%        | 8%    | 8%    | 8%   | 6%               | 9%           | 10%          | 8%   | 7%           | 8%   | 8%  | 9%   | 10%      | -%        | -%    | -%  |
|                           |       | 44%    | 55%    | 9%        | 21%   | 32%   | 36%  | 5%               | 10%          | 15%          | 44%  | 23%          | 25%  | 18% | 28%  | 100%     | -%        | -%    | -%  |
| North West                | 362   | 172    | 179    | 37        | 70    | 93    | 155  | 25               | 40           | 47           | 135  | 83           | 93   | 53  | 105  | 362      | -         | -     | -   |
|                           | 12%   | 12%    | 12%    | 13%       | 12%   | 10%   | 14%  | 13%              | 16%          | 13%          | 11%  | 10%          | 12%  | 11% | 14%  | 15%      | -%        | -%    | -%  |
|                           |       | 47%    | 49%    | 10%       | 19%   | 26%   | 43%  | 7%               | 11%          | 13%          | 37%  | 23%          | 26%  | 15% | 29%  | 100%     | -%        | -%    | -%  |
| West Midlands             | 281   | 134    | 145    | 25        | 56    | 104   | 85   | 26               | 19           | 35           | 100  | 60           | 76   | 60  | 66   | 281      | -         | -     | -   |
|                           | 9%    | 10%    | 9%     | 9%        | 10%   | 11%   | 8%   | 13%              | 7%           | 10%          | 8%   | 7%           | 10%  | 12% | 9%   | 11%      | -%        | -%    | -%  |
|                           |       | 47%    | 52%    | 9%        | 20%   | 37%   | 30%  | 9%               | 7%           | 12%          | 36%  | 21%          | 27%  | 21% | 24%  | 100%     | -%        | -%    | -%  |
| East Midlands             | 220   | 97     | 121    | 23        | 42    | 78    | 76   | 8                | 21           | 32           | 93   | 59           | 60   | 34  | 59   | 220      | -         | -     | -   |
|                           | 7%    | 7%     | 8%     | 8%        | 7%    | 8%    | 7%   | 4%               | 9%           | 9%           | 7%   | 7%           | 8%   | 7%  | 8%   | 9%       | -%        | -%    | -%  |
|                           |       | 44%    | 55%    | 11%       | 19%   | 36%   | 35%  | 4%               | 10%          | 14%          | 43%  | 27%          | 27%  | 15% | 27%  | 100%     | -%        | -%    | -%  |
| South West                | 252   | 117    | 129    | 20        | 41    | 67    | 116  | 15               | 22           | 37           | 115  | 83           | 54   | 39  | 61   | 252      | -         | -     | -   |
|                           | 8%    | 8%     | 8%     | 7%        | 7%    | 7%    | 10%  | 8%               | 9%           | 10%          | 9%   | 10%          | 7%   | 8%  | 8%   | 10%      | -%        | -%    | -%  |
|                           |       | 46%    | 51%    | 8%        | 16%   | 27%   | 46%  | 6%               | 9%           | 15%          | 46%  | 33%          | 21%  | 15% | 24%  | 100%     | -%        | -%    | -%  |
| East of England           | 209   | 99     | 107    | 18        | 39    | 68    | 77   | 10               | 12           | 17           | 99   | 65           | 44   | 36  | 51   | 209      | -         | -     | -   |
|                           | 7%    | 7%     | 7%     | 6%        | 7%    | 7%    | 7%   | 5%               | 5%           | 5%           | 8%   | 8%           | 6%   | 7%  | 7%   | 8%       | -%        | -%    | -%  |
|                           |       | 47%    | 51%    | 8%        | 19%   | 33%   | 37%  | 5%               | 6%           | 8%           | 48%  | 31%          | 21%  | 17% | 24%  | 100%     | -%        | -%    | -%  |
| South East                | 435   | 213    | 211    | 44        | 76    | 125   | 181  | 31               | 30           | 51           | 198  | 126          | 110  | 73  | 85   | 435      | -         | -     | -   |
|                           | 14%   | 15%    | 14%    | 15%       | 13%   | 13%   | 16%  | 16%              | 12%          | 14%          | 16%  | 16%          | 14%  | 14% | 12%  | 17%      | -%        | -%    | -%  |
|                           |       | 49%    | 49%    | 10%       | 18%   | 29%   | 42%  | 7%               | 7%           | 12%          | 45%  | 29%          | 25%  | 17% | 20%  | 100%     | -%        | -%    | -%  |

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



## REGION/ NATION

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |      |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|------|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r    |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661  |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543  |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90   |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%   |
| Greater London            | 359   | 166    | 181    | 35        | 94    | 116   | 97   | 14               | 21           | 24           | 174  | 123          | 116  | 42  | 57   | 359      | -         | -     | -    |
|                           | 12%   | 12%    | 12%    | 12%       | 16%   | 12%   | 9%   | 7%               | 8%           | 7%           | 14%  | 15%          | 15%  | 8%  | 8%   | 14%      | -%        | -%    | -%   |
|                           |       |        |        |           | ef    | f     |      |                  |              |              | ghi  | mn           | mn   |     |      | pqr      |           |       |      |
|                           |       | 46%    | 50%    | 10%       | 26%   | 32%   | 27%  | 4%               | 6%           | 7%           | 49%  | 34%          | 32%  | 12% | 16%  | 100%     | -%        | -%    | -%   |
| Scotland                  | 270   | 127    | 141    | 30        | 47    | 90    | 102  | 15               | 31           | 31           | 106  | 62           | 73   | 53  | 71   | -        | 270       | -     | -    |
|                           | 9%    | 9%     | 9%     | 10%       | 8%    | 10%   | 9%   | 8%               | 13%          | 9%           | 8%   | 8%           | 9%   | 11% | 10%  | -%       | 100%      | -%    | -%   |
|                           |       |        |        |           |       |       |      |                  | j            |              |      |              |      |     |      |          | oqr       |       |      |
|                           |       | 47%    | 52%    | 11%       | 17%   | 33%   | 38%  | 6%               | 12%          | 12%          | 39%  | 23%          | 27%  | 20% | 26%  | -%       | 100%      | -%    | -%   |
| Wales                     | 150   | 71     | 77     | 15        | 27    | 45    | 60   | 16               | 15           | 19           | 59   | 34           | 36   | 28  | 42   | -        | -         | 150   | -    |
|                           | 5%    | 5%     | 5%     | 5%        | 5%    | 5%    | 5%   | 8%               | 6%           | 5%           | 5%   | 4%           | 5%   | 6%  | 6%   | -%       | -%        | 100%  | -%   |
|                           |       |        |        |           |       |       |      | j                |              |              |      |              |      |     |      |          |           | opr   |      |
|                           |       | 47%    | 51%    | 10%       | 18%   | 30%   | 40%  | 11%              | 10%          | 13%          | 39%  | 22%          | 24%  | 19% | 28%  | -%       | -%        | 100%  | -%   |
| Northern Ireland          | 90    | 41     | 46     | 10        | 17    | 28    | 32   | 9                | 7            | 16           | 30   | 19           | 21   | 17  | 27   | -        | -         | -     | 90   |
|                           | 3%    | 3%     | 3%     | 4%        | 3%    | 3%    | 3%   | 5%               | 3%           | 5%           | 2%   | 2%           | 3%   | 3%  | 4%   | -%       | -%        | -%    | 100% |
|                           |       |        |        |           |       |       |      | j                |              |              |      |              |      |     |      |          |           | opq   |      |
|                           |       | 45%    | 52%    | 11%       | 19%   | 31%   | 35%  | 10%              | 8%           | 18%          | 33%  | 22%          | 24%  | 18% | 30%  | -%       | -%        | -%    | 100% |

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

REGION/ NATION

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| North East                | 132   | -               | -          | -          | -         | -         | -           | -             | 132        | -          | 119      | 13    | 81             | 47          | 52                | 80           |
|                           | 4%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | 100%       | -%         | 5%       | 3%    | 5%             | 4%          | 3%                | 5%           |
|                           |       |                 |            |            |           |           |             |               | abcdefgi   |            |          |       |                |             |                   | n            |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | 100%       | -%         | 90%      | 10%   | 61%            | 36%         | 39%               | 61%          |
| Yorkshire and Humberside  | 240   | -               | -          | -          | -         | -         | -           | 240           | -          | -          | 215      | 25    | 139            | 93          | 105               | 136          |
|                           | 8%    | -%              | -%         | -%         | -%        | -%        | -%          | 100%          | -%         | -%         | 8%       | 6%    | 8%             | 8%          | 7%                | 9%           |
|                           |       |                 |            |            |           |           |             | abcdefghi     |            |            |          |       |                |             |                   | n            |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | 100%          | -%         | -%         | 90%      | 10%   | 58%            | 39%         | 44%               | 56%          |
| North West                | 362   | -               | -          | -          | -         | -         | -           | -             | -          | 362        | 325      | 37    | 201            | 143         | 170               | 192          |
|                           | 12%   | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | 100%       | 13%      | 9%    | 12%            | 13%         | 11%               | 13%          |
|                           |       |                 |            |            |           |           |             |               |            | abcdefgh   | k        |       |                |             |                   |              |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | 100%       | 90%      | 10%   | 56%            | 40%         | 47%               | 53%          |
| West Midlands             | 281   | -               | -          | -          | -         | 281       | -           | -             | -          | -          | 255      | 26    | 158            | 112         | 139               | 143          |
|                           | 9%    | -%              | -%         | -%         | -%        | 100%      | -%          | -%            | -%         | -%         | 10%      | 6%    | 9%             | 10%         | 9%                | 9%           |
|                           |       |                 |            |            |           | abcdfghi  |             |               |            |            | k        |       |                |             |                   |              |
|                           |       | -%              | -%         | -%         | -%        | 100%      | -%          | -%            | -%         | -%         | 91%      | 9%    | 56%            | 40%         | 49%               | 51%          |
| East Midlands             | 220   | -               | -          | -          | 220       | -         | -           | -             | -          | -          | 181      | 39    | 134            | 83          | 124               | 96           |
|                           | 7%    | -%              | -%         | -%         | 100%      | -%        | -%          | -%            | -%         | -%         | 7%       | 10%   | 8%             | 7%          | 8%                | 6%           |
|                           |       |                 |            |            | abcefgghi |           |             |               |            |            | j        |       |                |             | o                 |              |
|                           |       | -%              | -%         | -%         | 100%      | -%        | -%          | -%            | -%         | -%         | 82%      | 18%   | 61%            | 38%         | 56%               | 44%          |
| South West                | 252   | -               | -          | 252        | -         | -         | -           | -             | -          | -          | 194      | 57    | 144            | 97          | 163               | 88           |
|                           | 8%    | -%              | -%         | 100%       | -%        | -%        | -%          | -%            | -%         | -%         | 8%       | 14%   | 8%             | 9%          | 11%               | 6%           |
|                           |       |                 |            | abdefghi   |           |           |             |               |            |            | j        |       |                |             | o                 |              |
|                           |       | -%              | -%         | 100%       | -%        | -%        | -%          | -%            | -%         | -%         | 77%      | 23%   | 57%            | 39%         | 65%               | 35%          |
| East of England           | 209   | -               | -          | -          | -         | -         | 209         | -             | -          | -          | 168      | 41    | 119            | 80          | 118               | 91           |
|                           | 7%    | -%              | -%         | -%         | -%        | -%        | 100%        | -%            | -%         | -%         | 6%       | 10%   | 7%             | 7%          | 8%                | 6%           |
|                           |       |                 |            |            |           |           | abcdeghi    |               |            |            | j        |       |                |             | o                 |              |
|                           |       | -%              | -%         | -%         | -%        | -%        | 100%        | -%            | -%         | -%         | 80%      | 20%   | 57%            | 38%         | 56%               | 44%          |

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

REGION/ NATION

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| South East                | 435   | -               | 435        | -          | -         | -         | -           | -             | -          | -          | 373      | 62    | 245            | 170         | 262               | 173          |
|                           | 14%   | -%              | 100%       | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 14%      | 15%   | 14%            | 15%         | 18%               | 11%          |
|                           |       |                 | acdefghi   |            |           |           |             |               |            |            |          |       |                |             | o                 |              |
|                           |       | -%              | 100%       | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 86%      | 14%   | 56%            | 39%         | 60%               | 40%          |
| Greater London            | 359   | 359             | -          | -          | -         | -         | -           | -             | -          | -          | 359      | -     | 235            | 106         | 97                | 262          |
|                           | 12%   | 100%            | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 14%      | -%    | 13%            | 9%          | 7%                | 17%          |
|                           |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                           |       | 100%            | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 100%     | -%    | 66%            | 29%         | 27%               | 73%          |
| Scotland                  | 270   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 223      | 47    | 154            | 106         | 138               | 132          |
|                           | 9%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 9%       | 11%   | 9%             | 9%          | 9%                | 9%           |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 83%      | 17%   | 57%            | 39%         | 51%               | 49%          |
| Wales                     | 150   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 117      | 33    | 84             | 59          | 76                | 74           |
|                           | 5%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 5%       | 8%    | 5%             | 5%          | 5%                | 5%           |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 78%      | 22%   | 56%            | 39%         | 51%               | 49%          |
| Northern Ireland          | 90    | -               | -          | -          | -         | -         | -           | -             | -          | -          | 57       | 33    | 50             | 36          | 46                | 44           |
|                           | 3%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 2%       | 8%    | 3%             | 3%          | 3%                | 3%           |
|                           |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 63%      | 37%   | 56%            | 40%         | 51%               | 49%          |

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

**REGION/ NATION**

Base : All respondents

|                           | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                    |                        |
| Unweighted total          | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                     | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                           |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| North East                | 132   | 68                   | 57                   | 104                   | 100       | 55                 | 125                    |
|                           | 4%    | 5%                   | 5%                   | 5%                    | 4%        | 5%                 | 4%                     |
|                           |       | 52%                  | 44%                  | 79%                   | 76%       | 42%                | 95%                    |
| Yorkshire and Humberside  | 240   | 101                  | 117                  | 169                   | 174       | 92                 | 221                    |
|                           | 8%    | 7%                   | 9%                   | 8%                    | 8%        | 8%                 | 8%                     |
|                           |       |                      | a                    |                       |           |                    |                        |
|                           |       | 42%                  | 49%                  | 70%                   | 73%       | 38%                | 92%                    |
| North West                | 362   | 172                  | 167                  | 257                   | 260       | 132                | 342                    |
|                           | 12%   | 12%                  | 13%                  | 12%                   | 12%       | 11%                | 12%                    |
|                           |       | 48%                  | 46%                  | 71%                   | 72%       | 36%                | 95%                    |
| West Midlands             | 281   | 135                  | 106                  | 192                   | 205       | 112                | 258                    |
|                           | 9%    | 10%                  | 8%                   | 9%                    | 9%        | 9%                 | 9%                     |
|                           |       | 48%                  | 38%                  | 68%                   | 73%       | 40%                | 92%                    |
| East Midlands             | 220   | 102                  | 95                   | 180                   | 161       | 93                 | 216                    |
|                           | 7%    | 7%                   | 7%                   | 8%                    | 7%        | 8%                 | 8%                     |
|                           |       | 46%                  | 43%                  | 82%                   | 73%       | 42%                | 98%                    |
| South West                | 252   | 109                  | 126                  | 190                   | 183       | 95                 | 240                    |
|                           | 8%    | 8%                   | 10%                  | 9%                    | 8%        | 8%                 | 8%                     |
|                           |       |                      | ae                   |                       |           |                    |                        |
|                           |       | 43%                  | 50%                  | 76%                   | 73%       | 38%                | 95%                    |
| East of England           | 209   | 101                  | 83                   | 163                   | 164       | 79                 | 198                    |
|                           | 7%    | 7%                   | 7%                   | 7%                    | 7%        | 7%                 | 7%                     |
|                           |       | 49%                  | 40%                  | 78%                   | 78%       | 38%                | 95%                    |
| South East                | 435   | 207                  | 184                  | 334                   | 309       | 172                | 406                    |
|                           | 14%   | 15%                  | 14%                  | 15%                   | 14%       | 14%                | 14%                    |
|                           |       | 48%                  | 42%                  | 77%                   | 71%       | 39%                | 93%                    |
| Greater London            | 359   | 138                  | 143                  | 263                   | 292       | 171                | 342                    |
|                           | 12%   | 10%                  | 11%                  | 12%                   | 13%       | 14%                | 12%                    |
|                           |       |                      | a                    | a                     | a         | abc                | a                      |
|                           |       | 38%                  | 40%                  | 73%                   | 81%       | 48%                | 95%                    |

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

## REGION/ NATION

Base : All respondents

|                           | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                    |                        |
| Unweighted total          | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                     | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                           |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Scotland                  | 270   | 143                  | 100                  | 198                   | 213       | 117                | 257                    |
|                           | 9%    | 10%                  | 8%                   | 9%                    | 9%        | 10%                | 9%                     |
|                           |       | b                    |                      |                       |           |                    |                        |
|                           |       | 53%                  | 37%                  | 73%                   | 79%       | 44%                | 95%                    |
| Wales                     | 150   | 78                   | 54                   | 117                   | 116       | 61                 | 142                    |
|                           | 5%    | 6%                   | 4%                   | 5%                    | 5%        | 5%                 | 5%                     |
|                           |       | 52%                  | 36%                  | 78%                   | 78%       | 41%                | 95%                    |
| Northern Ireland          | 90    | 41                   | 37                   | 60                    | 65        | 37                 | 84                     |
|                           | 3%    | 3%                   | 3%                   | 3%                    | 3%        | 3%                 | 3%                     |
|                           |       | 46%                  | 41%                  | 67%                   | 72%       | 41%                | 93%                    |

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

## URBANITY

Base : All respondents

|                                                               |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                       | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                              | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                     | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                         | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                               |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Large City                                                    | 457   | 207    | 234    | 52        | 116   | 152   | 118  | 22               | 29           | 35           | 206  | 133          | 147  | 61  | 91   | 421      | 36        | -     | -   |
|                                                               | 15%   | 15%    | 15%    | 18%       | 20%   | 16%   | 11%  | 11%              | 11%          | 10%          | 16%  | 17%          | 19%  | 12% | 12%  | 17%      | 13%       | -%    | -%  |
|                                                               |       |        |        | f         | ef    | f     |      |                  |              |              | hi   | mn           | mn   |     |      | qr       | qr        |       |     |
|                                                               |       | 45%    | 51%    | 11%       | 25%   | 33%   | 26%  | 5%               | 6%           | 8%           | 45%  | 29%          | 32%  | 13% | 20%  | 92%      | 8%        | -%    | -%  |
| Smaller City or Large Town                                    | 684   | 331    | 338    | 103       | 164   | 211   | 193  | 60               | 58           | 87           | 266  | 138          | 205  | 104 | 195  | 578      | 50        | 34    | 22  |
|                                                               | 23%   | 24%    | 22%    | 35%       | 28%   | 22%   | 17%  | 31%              | 23%          | 24%          | 21%  | 17%          | 27%  | 20% | 27%  | 23%      | 19%       | 23%   | 24% |
|                                                               |       |        |        | def       | ef    | f     |      | hij              |              |              |      |              | km   | km  |      |          |           |       | p   |
|                                                               |       | 48%    | 49%    | 15%       | 24%   | 31%   | 28%  | 9%               | 9%           | 13%          | 39%  | 20%          | 30%  | 15% | 29%  | 84%      | 7%        | 5%    | 3%  |
| Medium Town                                                   | 943   | 427    | 494    | 87        | 182   | 291   | 362  | 52               | 95           | 133          | 372  | 216          | 215  | 186 | 247  | 815      | 73        | 30    | 24  |
|                                                               | 31%   | 31%    | 32%    | 30%       | 31%   | 31%   | 33%  | 27%              | 38%          | 37%          | 29%  | 27%          | 28%  | 37% | 34%  | 33%      | 27%       | 20%   | 27% |
|                                                               |       |        |        |           |       |       |      |                  | gj           | gj           |      |              |      | kl  | kl   | pqr      | q         |       | q   |
|                                                               |       | 45%    | 52%    | 9%        | 19%   | 31%   | 38%  | 6%               | 10%          | 14%          | 39%  | 23%          | 23%  | 20% | 26%  | 86%      | 8%        | 3%    | 3%  |
| Small Town within 10 miles from a settlement with 15K+ pop    | 461   | 215    | 241    | 23        | 66    | 148   | 210  | 33               | 33           | 53           | 211  | 136          | 112  | 80  | 108  | 359      | 49        | 46    | 7   |
|                                                               | 15%   | 15%    | 16%    | 8%        | 11%   | 16%   | 19%  | 17%              | 13%          | 15%          | 17%  | 17%          | 15%  | 16% | 15%  | 14%      | 18%       | 31%   | 8%  |
|                                                               |       |        |        |           |       | cd    | cde  |                  |              |              |      |              |      |     |      | r        | r         | opr   |     |
|                                                               |       | 47%    | 52%    | 5%        | 14%   | 32%   | 46%  | 7%               | 7%           | 11%          | 46%  | 29%          | 24%  | 17% | 23%  | 78%      | 11%       | 10%   | 2%  |
| Small Town more than 10 miles from a settlement with 15K+ pop | 42    | 21     | 20     | 3         | 9     | 11    | 18   | 7                | 5            | 5            | 13   | 12           | 8    | 9   | 13   | 17       | 15        | 7     | 3   |
|                                                               | 1%    | 2%     | 1%     | 1%        | 2%    | 1%    | 2%   | 4%               | 2%           | 1%           | 1%   | 1%           | 1%   | 2%  | 2%   | 1%       | 6%        | 4%    | 4%  |
|                                                               |       |        |        |           |       |       |      | ij               |              |              |      |              |      |     |      |          | o         | o     | o   |
|                                                               |       | 50%    | 46%    | 6%        | 22%   | 25%   | 42%  | 16%              | 12%          | 11%          | 32%  | 28%          | 18%  | 20% | 30%  | 41%      | 36%       | 16%   | 8%  |
| Rural Area within 10 miles from a settlement with 15K+ pop    | 342   | 159    | 179    | 18        | 42    | 104   | 172  | 15               | 26           | 39           | 166  | 138          | 74   | 50  | 65   | 267      | 28        | 27    | 21  |
|                                                               | 11%   | 11%    | 12%    | 6%        | 7%    | 11%   | 15%  | 8%               | 10%          | 11%          | 13%  | 17%          | 10%  | 10% | 9%   | 11%      | 10%       | 18%   | 23% |
|                                                               |       |        |        |           |       | cd    | cde  |                  |              |              | g    | lmn          |      |     |      |          |           | op    | op  |
|                                                               |       | 46%    | 52%    | 5%        | 12%   | 31%   | 50%  | 4%               | 8%           | 11%          | 48%  | 40%          | 22%  | 14% | 19%  | 78%      | 8%        | 8%    | 6%  |
| Rural Area more than 10 miles from a settlement with 15K+ pop | 70    | 35     | 35     | 5         | 7     | 20    | 37   | 4                | 5            | 11           | 34   | 25           | 11   | 19  | 13   | 33       | 19        | 6     | 12  |
|                                                               | 2%    | 2%     | 2%     | 2%        | 1%    | 2%    | 3%   | 2%               | 2%           | 3%           | 3%   | 3%           | 1%   | 4%  | 2%   | 1%       | 7%        | 4%    | 14% |
|                                                               |       |        |        |           |       |       | d    |                  |              |              |      | l            |      | ln  |      |          | oq        | o     | opq |
|                                                               |       | 50%    | 50%    | 8%        | 9%    | 29%   | 53%  | 6%               | 7%           | 16%          | 49%  | 36%          | 16%  | 27% | 18%  | 47%      | 27%       | 8%    | 18% |

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

## URBANITY

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| <b>SUMMARY</b>            |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| URBAN                     | 2588  | 1202   | 1327   | 268       | 538   | 813   | 901  | 175              | 220          | 313          | 1068 | 635          | 686  | 439 | 654  | 2190     | 223       | 117   | 57  |
|                           | 86%   | 86%    | 86%    | 92%       | 92%   | 87%   | 81%  | 90%              | 88%          | 86%          | 84%  | 80%          | 89%  | 86% | 89%  | 88%      | 83%       | 78%   | 63% |
|                           |       |        |        | ef        | ef    | f     |      | j                |              |              |      |              | k    | k   | k    | pqr      | r         | r     |     |
|                           |       | 46%    | 51%    | 10%       | 21%   | 31%   | 35%  | 7%               | 8%           | 12%          | 41%  | 25%          | 27%  | 17% | 25%  | 85%      | 9%        | 5%    | 2%  |
| RURAL                     | 412   | 193    | 214    | 24        | 48    | 125   | 209  | 19               | 31           | 50           | 200  | 163          | 85   | 69  | 77   | 300      | 47        | 33    | 33  |
|                           | 14%   | 14%    | 14%    | 8%        | 8%    | 13%   | 19%  | 10%              | 12%          | 14%          | 16%  | 20%          | 11%  | 14% | 11%  | 12%      | 17%       | 22%   | 37% |
|                           |       |        |        |           |       | cd    | cde  |                  |              |              | g    | lmn          |      |     |      |          | o         | o     | opq |
|                           |       | 47%    | 52%    | 6%        | 12%   | 30%   | 51%  | 5%               | 8%           | 12%          | 48%  | 39%          | 21%  | 17% | 19%  | 73%      | 11%       | 8%    | 8%  |

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

## URBANITY

Base : All respondents

|                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                              | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                     | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                         | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                               |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Large City                                                    | 457   | 359             | -          | -          | -         | 62        | -           | -             | -          | -          | 457      | -     | 290            | 144         | 115               | 342          |
|                                                               | 15%   | 100%            | -%         | -%         | -%        | 22%       | -%          | -%            | -%         | -%         | 18%      | -%    | 17%            | 13%         | 8%                | 23%          |
|                                                               |       | bcdefghi        |            |            |           | bcdfghi   |             |               |            |            | k        |       | m              |             |                   | n            |
|                                                               |       | 79%             | -%         | -%         | -%        | 14%       | -%          | -%            | -%         | -%         | 100%     | -%    | 63%            | 32%         | 25%               | 75%          |
| Smaller City or Large Town                                    | 684   | -               | 112        | 65         | 59        | 79        | 57          | 91            | 29         | 86         | 684      | -     | 396            | 262         | 212               | 472          |
|                                                               | 23%   | -%              | 26%        | 26%        | 27%       | 28%       | 28%         | 38%           | 22%        | 24%        | 26%      | -%    | 23%            | 23%         | 14%               | 31%          |
|                                                               |       |                 | a          | a          | a         | a         | a           | abcdeffhi     | a          | a          | k        |       |                |             |                   | n            |
|                                                               |       | -%              | 16%        | 10%        | 9%        | 12%       | 8%          | 13%           | 4%         | 13%        | 100%     | -%    | 58%            | 38%         | 31%               | 69%          |
| Medium Town                                                   | 943   | -               | 190        | 71         | 73        | 81        | 77          | 59            | 62         | 204        | 943      | -     | 544            | 355         | 471               | 471          |
|                                                               | 31%   | -%              | 44%        | 28%        | 33%       | 29%       | 37%         | 24%           | 47%        | 56%        | 36%      | -%    | 31%            | 31%         | 32%               | 31%          |
|                                                               |       |                 | acdeg      | a          | ag        | a         | aceg        | a             | acdefg     | abcdeffgh  | k        |       |                |             |                   |              |
|                                                               |       | -%              | 20%        | 7%         | 8%        | 9%        | 8%          | 6%            | 7%         | 22%        | 100%     | -%    | 58%            | 38%         | 50%               | 50%          |
| Small Town within 10 miles from a settlement with 15K+ pop    | 461   | -               | 72         | 51         | 49        | 33        | 32          | 63            | 27         | 33         | 461      | -     | 266            | 177         | 311               | 150          |
|                                                               | 15%   | -%              | 17%        | 20%        | 22%       | 12%       | 15%         | 26%           | 20%        | 9%         | 18%      | -%    | 15%            | 16%         | 21%               | 10%          |
|                                                               |       |                 | ai         | aei        | aefi      | a         | ai          | abefi         | aei        | a          | k        |       |                |             | o                 |              |
|                                                               |       | -%              | 16%        | 11%        | 11%       | 7%        | 7%          | 14%           | 6%         | 7%         | 100%     | -%    | 58%            | 38%         | 67%               | 33%          |
| Small Town more than 10 miles from a settlement with 15K+ pop | 42    | -               | -          | 7          | -         | -         | 2           | 4             | 1          | 3          | 42       | -     | 23             | 18          | 25                | 18           |
|                                                               | 1%    | -%              | -%         | 3%         | -%        | -%        | 1%          | 2%            | 1%         | 1%         | 2%       | -%    | 1%             | 2%          | 2%                | 1%           |
|                                                               |       |                 |            | abdeh      |           |           | b           | abde          |            |            | k        |       |                |             |                   |              |
|                                                               |       | -%              | -%         | 17%        | -%        | -%        | 6%          | 9%            | 2%         | 7%         | 100%     | -%    | 53%            | 41%         | 58%               | 42%          |
| Rural Area within 10 miles from a settlement with 15K+ pop    | 342   | -               | 62         | 44         | 39        | 25        | 37          | 23            | 9          | 29         | -        | 342   | 190            | 143         | 301               | 41           |
|                                                               | 11%   | -%              | 14%        | 17%        | 18%       | 9%        | 18%         | 9%            | 7%         | 8%         | -%       | 83%   | 11%            | 13%         | 20%               | 3%           |
|                                                               |       |                 | aeghi      | aeghi      | aeghi     | a         | aeghi       | a             | a          | a          |          | j     |                |             | o                 |              |
|                                                               |       | -%              | 18%        | 13%        | 11%       | 7%        | 11%         | 7%            | 3%         | 8%         | -%       | 100%  | 56%            | 42%         | 88%               | 12%          |

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



## URBANITY

Base : All respondents

|                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                              | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample                                     | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                                                         | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                                                               |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| Rural Area more than 10 miles from a settlement with 15K+ pop | 70    | -               | -          | 14         | -         | 2         | 4           | 2             | 4          | 8          | -        | 70    | 36             | 33          | 54                | 16          |
|                                                               | 2%    | -%              | -%         | 5%         | -%        | 1%        | 2%          | 1%            | 3%         | 2%         | -%       | 17%   | 2%             | 3%          | 4%                | 1%          |
|                                                               |       |                 |            | abdefgi    |           |           | abd         | b             | abde       | abd        |          | j     |                |             | o                 |             |
|                                                               |       | -%              | -%         | 19%        | -%        | 2%        | 6%          | 3%            | 5%         | 11%        | -%       | 100%  | 52%            | 47%         | 77%               | 23%         |
| SUMMARY                                                       |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |
| URBAN                                                         | 2588  | 359             | 373        | 194        | 181       | 255       | 168         | 215           | 119        | 325        | 2588     | -     | 1518           | 956         | 1134              | 1453        |
|                                                               | 86%   | 100%            | 86%        | 77%        | 82%       | 91%       | 80%         | 90%           | 90%        | 90%        | 100%     | -%    | 87%            | 84%         | 76%               | 96%         |
|                                                               |       | bcdefghi        | c          |            |           | bcdf      |             | cdf           | cdf        | cdf        | k        |       | m              |             | n                 |             |
|                                                               |       | 14%             | 14%        | 8%         | 7%        | 10%       | 6%          | 8%            | 5%         | 13%        | 100%     | -%    | 59%            | 37%         | 44%               | 56%         |
| RURAL                                                         | 412   | -               | 62         | 57         | 39        | 26        | 41          | 25            | 13         | 37         | -        | 412   | 226            | 176         | 355               | 58          |
|                                                               | 14%   | -%              | 14%        | 23%        | 18%       | 9%        | 20%         | 10%           | 10%        | 10%        | -%       | 100%  | 13%            | 16%         | 24%               | 4%          |
|                                                               |       |                 | ae         | abeghi     | aeghi     | a         | aeghi       | a             | a          | a          |          | j     |                | l           | o                 |             |
|                                                               |       | -%              | 15%        | 14%        | 10%       | 6%        | 10%         | 6%            | 3%         | 9%         | -%       | 100%  | 55%            | 43%         | 86%               | 14%         |

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

URBANITY

Base : All respondents

|                                                               | Total      | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|---------------------------------------------------------------|------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                                                               |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                       |            |                      |                      |                       |             |                    |                        |
| Unweighted total                                              | 5233       | 2461                 | 2214                 | 3966                  | 3991        | 2172               | 5004                   |
| Effective Weighted Sample                                     | 3539       | 1661                 | 1497                 | 2748                  | 2752        | 1500               | 3413                   |
| Total                                                         | 3000       | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75% | 1215<br>41%        | 2832<br>94%            |
| Large City                                                    | 457<br>15% | 191<br>14%           | 162<br>13%           | 326<br>15%            | 375<br>17%  | 207<br>17%         | 431<br>15%             |
|                                                               |            | 42%                  | 36%                  | 71%                   | 82%         | 45%                | 94%                    |
| Smaller City or Large Town                                    | 684<br>23% | 285<br>20%           | 276<br>22%           | 481<br>22%            | 507<br>23%  | 292<br>24%         | 643<br>23%             |
|                                                               |            | 42%                  | 40%                  | 70%                   | 74%         | 43%                | 94%                    |
| Medium Town                                                   | 943<br>31% | 483<br>35%           | 384<br>30%           | 695<br>31%            | 695<br>31%  | 382<br>31%         | 879<br>31%             |
|                                                               |            | bcd<br>51%           | 41%                  | 74%                   | 74%         | 41%                | 93%                    |
| Small Town within 10 miles from a settlement with 15K+ pop    | 461<br>15% | 225<br>16%           | 216<br>17%           | 365<br>16%            | 336<br>15%  | 179<br>15%         | 442<br>16%             |
|                                                               |            | 49%                  | 47%                  | 79%                   | 73%         | 39%                | 96%                    |
| Small Town more than 10 miles from a settlement with 15K+ pop | 42<br>1%   | 14<br>1%             | 20<br>2%             | 31<br>1%              | 32<br>1%    | 17<br>1%           | 40<br>1%               |
|                                                               |            | 33%                  | 46%                  | 73%                   | 76%         | 40%                | 95%                    |
| Rural Area within 10 miles from a settlement with 15K+ pop    | 342<br>11% | 166<br>12%           | 174<br>14%           | 275<br>12%            | 248<br>11%  | 116<br>10%         | 330<br>12%             |
|                                                               |            | e<br>49%             | def<br>51%           | e<br>80%              | 73%         | 34%                | e<br>96%               |
| Rural Area more than 10 miles from a settlement with 15K+ pop | 70<br>2%   | 31<br>2%             | 38<br>3%             | 54<br>2%              | 49<br>2%    | 22<br>2%           | 67<br>2%               |
|                                                               |            | 45%                  | e<br>54%             | 78%                   | 70%         | 31%                | 96%                    |
| Columns Tested: a,b,c,d,e,f                                   |            |                      |                      |                       |             |                    |                        |

**URBANITY**

Base : All respondents

|                           | Total       | TV SERVICES          |                      |                       |             |                               |                        |
|---------------------------|-------------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                           |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |             |                      |                      |                       |             |                               |                        |
| Unweighted total          | 5233        | 2461                 | 2214                 | 3966                  | 3991        | 2172                          | 5004                   |
| Effective Weighted Sample | 3539        | 1661                 | 1497                 | 2748                  | 2752        | 1500                          | 3413                   |
| Total                     | 3000        | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75% | 1215<br>41%                   | 2832<br>94%            |
| <b>SUMMARY</b>            |             |                      |                      |                       |             |                               |                        |
| URBAN                     | 2588<br>86% | 1198<br>86%          | 1058<br>83%          | 1898<br>85%           | 1946<br>87% | 1077<br>89%                   | 2434<br>86%            |
|                           |             | 46%                  | 41%                  | 73%                   | 75%         | 42%                           | 94%                    |
| RURAL                     | 412<br>14%  | 198<br>14%           | 211<br>17%           | 330<br>15%            | 298<br>13%  | 138<br>11%                    | 398<br>14%             |
|                           |             | e<br>48%             | def<br>51%           | e<br>80%              | 72%         | 34%                           | e<br>96%               |

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

## CABLE AREA

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| TELEWEST                  | 539   | 230    | 296    | 60        | 117   | 168   | 178  | 31               | 40           | 58           | 205  | 134          | 135  | 86  | 153  | 466      | 74        | -     | -   |
|                           | 18%   | 17%    | 19%    | 21%       | 20%   | 18%   | 16%  | 16%              | 16%          | 16%          | 16%  | 17%          | 17%  | 17% | 21%  | 19%      | 27%       | -%    | -%  |
|                           |       | a      | a      | f         | f     |       |      |                  |              |              |      |              |      |     | k    | qr       | oqr       |       |     |
|                           |       | 43%    | 55%    | 11%       | 22%   | 31%   | 33%  | 6%               | 7%           | 11%          | 38%  | 25%          | 25%  | 16% | 28%  | 86%      | 14%       | -%    | -%  |
| NTL                       | 920   | 433    | 467    | 122       | 181   | 271   | 326  | 57               | 85           | 124          | 373  | 208          | 252  | 147 | 243  | 804      | 48        | 41    | 27  |
|                           | 31%   | 31%    | 30%    | 42%       | 31%   | 29%   | 29%  | 30%              | 34%          | 34%          | 29%  | 26%          | 33%  | 29% | 33%  | 32%      | 18%       | 27%   | 30% |
|                           |       |        |        | def       |       |       |      |                  |              |              |      |              | k    |     | k    | pq       |           | p     | p   |
|                           |       | 47%    | 51%    | 13%       | 20%   | 29%   | 35%  | 6%               | 9%           | 13%          | 41%  | 23%          | 27%  | 16% | 26%  | 87%      | 5%        | 4%    | 3%  |
| NEITHER                   | 1540  | 732    | 779    | 109       | 288   | 499   | 606  | 105              | 127          | 180          | 690  | 455          | 385  | 274 | 335  | 1220     | 148       | 109   | 63  |
|                           | 51%   | 52%    | 51%    | 38%       | 49%   | 53%   | 55%  | 54%              | 50%          | 50%          | 54%  | 57%          | 50%  | 54% | 46%  | 49%      | 55%       | 73%   | 70% |
|                           |       |        |        | c         | c     | c     | cd   |                  |              |              |      | ln           |      | n   |      |          | o         | op    | op  |
|                           |       | 48%    | 51%    | 7%        | 19%   | 32%   | 39%  | 7%               | 8%           | 12%          | 45%  | 30%          | 25%  | 18% | 22%  | 79%      | 10%       | 7%    | 4%  |

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

## CABLE AREA

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| TELEWEST                  | 539   | 136             | 28         | 50         | -         | 111       | 6           | 66            | 24         | 44         | 535      | 4     | 320            | 199         | 194               | 346         |
|                           | 18%   | 38%             | 7%         | 20%        | -%        | 39%       | 3%          | 28%           | 18%        | 12%        | 21%      | 1%    | 18%            | 18%         | 13%               | 23%         |
|                           |       | bcdgghi         | df         | bdfi       |           | bcdgghi   | d           | bcdghi        | bdfi       | bdf        | k        |       |                |             |                   | n           |
|                           |       | 25%             | 5%         | 9%         | -%        | 21%       | 1%          | 12%           | 4%         | 8%         | 99%      | 1%    | 59%            | 37%         | 36%               | 64%         |
| NTL                       | 920   | 125             | 200        | 22         | 117       | 53        | 86          | 42            | 37         | 121        | 907      | 13    | 524            | 352         | 397               | 523         |
|                           | 31%   | 35%             | 46%        | 9%         | 53%       | 19%       | 41%         | 18%           | 28%        | 33%        | 35%      | 3%    | 30%            | 31%         | 27%               | 35%         |
|                           |       | ceg             | aceghi     |            | aceghi    | c         | ceghi       | c             | ceg        | ceg        | k        |       |                |             |                   | n           |
|                           |       | 14%             | 22%        | 2%         | 13%       | 6%        | 9%          | 5%            | 4%         | 13%        | 99%      | 1%    | 57%            | 38%         | 43%               | 57%         |
| NEITHER                   | 1540  | 97              | 206        | 180        | 103       | 118       | 117         | 132           | 71         | 197        | 1145     | 395   | 901            | 581         | 898               | 642         |
|                           | 51%   | 27%             | 47%        | 72%        | 47%       | 42%       | 56%         | 55%           | 54%        | 54%        | 44%      | 96%   | 52%            | 51%         | 60%               | 43%         |
|                           |       |                 | a          | abdefghi   | a         | a         | abde        | abde          | ae         | ae         |          | j     |                |             | o                 |             |
|                           |       | 6%              | 13%        | 12%        | 7%        | 8%        | 8%          | 9%            | 5%         | 13%        | 74%      | 26%   | 58%            | 38%         | 58%               | 42%         |

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

## CABLE AREA

Base : All respondents

|                           | Total       | TV SERVICES          |                      |                       |             |                               |                        |
|---------------------------|-------------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                           |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |             |                      |                      |                       |             |                               |                        |
| Unweighted total          | 5233        | 2461                 | 2214                 | 3966                  | 3991        | 2172                          | 5004                   |
| Effective Weighted Sample | 3539        | 1661                 | 1497                 | 2748                  | 2752        | 1500                          | 3413                   |
| Total                     | 3000        | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75% | 1215<br>41%                   | 2832<br>94%            |
| TELEWEST                  | 539<br>18%  | 249<br>18%           | 225<br>18%           | 383<br>17%            | 410<br>18%  | 212<br>17%                    | 506<br>18%             |
|                           |             | 46%                  | 42%                  | 71%                   | 76%         | 39%                           | 94%                    |
| NTL                       | 920<br>31%  | 469<br>34%           | 338<br>27%           | 684<br>31%            | 668<br>30%  | 397<br>33%                    | 865<br>31%             |
|                           |             | bcd                  |                      | b                     | b           | b                             | b                      |
|                           |             | 51%                  | 37%                  | 74%                   | 73%         | 43%                           | 94%                    |
| NEITHER                   | 1540<br>51% | 678<br>49%           | 706<br>56%           | 1161<br>52%           | 1165<br>52% | 606<br>50%                    | 1461<br>52%            |
|                           |             |                      | acdef                | a                     | a           |                               | a                      |
|                           |             | 44%                  | 46%                  | 75%                   | 76%         | 39%                           | 95%                    |

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

## DEPRIVATION LEVEL

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Low                       | 1489  | 724    | 743    | 99        | 205   | 450   | 700  | 59               | 84           | 157          | 753  | 536          | 383  | 232 | 262  | 1229     | 138       | 76    | 46  |
|                           | 50%   | 52%    | 48%    | 34%       | 35%   | 48%   | 63%  | 31%              | 34%          | 43%          | 59%  | 67%          | 50%  | 46% | 36%  | 49%      | 51%       | 51%   | 51% |
|                           |       | b      |        |           |       | cd    | cde  |                  |              | gh           | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                           |       | 49%    | 50%    | 7%        | 14%   | 30%   | 47%  | 4%               | 6%           | 11%          | 51%  | 36%          | 26%  | 16% | 18%  | 83%      | 9%        | 5%    | 3%  |
| Medium                    | 1334  | 593    | 705    | 162       | 329   | 429   | 379  | 112              | 148          | 188          | 467  | 243          | 342  | 245 | 402  | 1103     | 117       | 72    | 42  |
|                           | 44%   | 43%    | 46%    | 56%       | 56%   | 46%   | 34%  | 58%              | 59%          | 52%          | 37%  | 30%          | 44%  | 48% | 55%  | 44%      | 43%       | 48%   | 47% |
|                           |       |        |        | ef        | ef    | f     |      | j                | j            | j            |      |              | k    | k   | klm  |          |           |       |     |
|                           |       | 44%    | 53%    | 12%       | 25%   | 32%   | 28%  | 8%               | 11%          | 14%          | 35%  | 18%          | 26%  | 18% | 30%  | 83%      | 9%        | 5%    | 3%  |
| High                      | 177   | 78     | 94     | 30        | 53    | 59    | 31   | 22               | 19           | 18           | 48   | 18           | 46   | 31  | 67   | 158      | 15        | 2     | 2   |
|                           | 6%    | 6%     | 6%     | 10%       | 9%    | 6%    | 3%   | 12%              | 7%           | 5%           | 4%   | 2%           | 6%   | 6%  | 9%   | 6%       | 5%        | 1%    | 2%  |
|                           |       |        |        | ef        | ef    | f     |      | ij               | j            |              |      |              | k    | k   | klm  | qr       | qr        |       |     |
|                           |       | 44%    | 53%    | 17%       | 30%   | 33%   | 17%  | 13%              | 10%          | 10%          | 27%  | 10%          | 26%  | 17% | 38%  | 89%      | 8%        | 1%    | 1%  |

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

DEPRIVATION LEVEL

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| Low                       | 1489  | 97              | 262        | 163        | 124       | 139       | 118         | 105           | 52         | 170        | 1134     | 355   | 867            | 574         | 1489              | -           |
|                           | 50%   | 27%             | 60%        | 65%        | 56%       | 49%       | 56%         | 44%           | 39%        | 47%        | 44%      | 86%   | 50%            | 51%         | 100%              | -%          |
|                           |       |                 | aeghi      | adeefghi   | aghi      | ah        | aghi        | a             | a          | a          |          | j     |                |             | o                 |             |
|                           |       | 7%              | 18%        | 11%        | 8%        | 9%        | 8%          | 7%            | 3%         | 11%        | 76%      | 24%   | 58%            | 39%         | 100%              | -%          |
| Medium                    | 1334  | 189             | 151        | 77         | 90        | 124       | 87          | 125           | 77         | 182        | 1277     | 57    | 781            | 489         | -                 | 1334        |
|                           | 44%   | 53%             | 35%        | 31%        | 41%       | 44%       | 41%         | 52%           | 58%        | 50%        | 49%      | 14%   | 45%            | 43%         | -%                | 88%         |
|                           |       | bcdef           |            |            | c         | bc        | c           | bcdef         | bcdef      | bcdf       | k        |       |                |             |                   | n           |
|                           |       | 14%             | 11%        | 6%         | 7%        | 9%        | 6%          | 9%            | 6%         | 14%        | 96%      | 4%    | 59%            | 37%         | -%                | 100%        |
| High                      | 177   | 73              | 22         | 11         | 6         | 18        | 5           | 10            | 3          | 10         | 176      | 1     | 96             | 68          | -                 | 177         |
|                           | 6%    | 20%             | 5%         | 4%         | 3%        | 7%        | 2%          | 4%            | 2%         | 3%         | 7%       | 1%    | 6%             | 6%          | -%                | 12%         |
|                           |       | bcdefghi        | f          |            |           | dfhi      |             |               |            |            | k        |       |                |             |                   | n           |
|                           |       | 41%             | 13%        | 6%         | 3%        | 10%       | 3%          | 6%            | 2%         | 6%         | 100%     | 1%    | 54%            | 38%         | -%                | 100%        |

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



DEPRIVATION LEVEL

Base : All respondents

|                           | Total | TV SERVICES  |              |               |      |                   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                           |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%   |       |              |              |               |      |                   |               |
| Unweighted total          | 5233  | 2461         | 2214         | 3966          | 3991 | 2172              | 5004          |
| Effective Weighted Sample | 3539  | 1661         | 1497         | 2748          | 2752 | 1500              | 3413          |
| Total                     | 3000  | 1396         | 1269         | 2228          | 2243 | 1215              | 2832          |
|                           |       | 47%          | 42%          | 74%           | 75%  | 41%               | 94%           |
| Low                       | 1489  | 758          | 698          | 1201          | 1117 | 556               | 1433          |
|                           | 50%   | 54%          | 55%          | 54%           | 50%  | 46%               | 51%           |
|                           |       | def          | def          | def           | e    |                   | e             |
|                           |       | 51%          | 47%          | 81%           | 75%  | 37%               | 96%           |
| Medium                    | 1334  | 573          | 512          | 922           | 1004 | 563               | 1239          |
|                           | 44%   | 41%          | 40%          | 41%           | 45%  | 46%               | 44%           |
|                           |       |              |              |               | abc  | abc               | b             |
|                           |       | 43%          | 38%          | 69%           | 75%  | 42%               | 93%           |
| High                      | 177   | 65           | 59           | 104           | 122  | 96                | 160           |
|                           | 6%    | 5%           | 5%           | 5%            | 5%   | 8%                | 6%            |
|                           |       |              |              |               |      | abcdf             |               |
|                           |       | 37%          | 33%          | 59%           | 69%  | 54%               | 90%           |

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

## SE. Which one of these options best describes your gender?

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Male                      | 1395  | 1395   | -      | 113       | 256   | 448   | 553  | 85               | 108          | 176          | 628  | 418          | 326  | 294 | 276  | 1157     | 127       | 71    | 41  |
|                           | 47%   | 100%   | -%     | 39%       | 44%   | 48%   | 50%  | 44%              | 43%          | 48%          | 49%  | 52%          | 42%  | 58% | 38%  | 46%      | 47%       | 47%   | 45% |
|                           |       | b      |        |           |       | c     | cd   |                  |              |              |      | ln           | n    | ln  |      |          |           |       |     |
|                           |       | 100%   | -%     | 8%        | 18%   | 32%   | 40%  | 6%               | 8%           | 13%          | 45%  | 30%          | 23%  | 21% | 20%  | 83%      | 9%        | 5%    | 3%  |
| Female                    | 1542  | -      | 1542   | 170       | 317   | 481   | 551  | 106              | 140          | 186          | 637  | 374          | 435  | 212 | 446  | 1277     | 141       | 77    | 46  |
|                           | 51%   | -%     | 100%   | 58%       | 54%   | 51%   | 50%  | 55%              | 56%          | 51%          | 50%  | 47%          | 56%  | 42% | 61%  | 51%      | 52%       | 51%   | 52% |
|                           |       |        | a      | ef        |       |       |      |                  |              |              |      |              | km   |     | klm  |          |           |       |     |
|                           |       | -%     | 100%   | 11%       | 21%   | 31%   | 36%  | 7%               | 9%           | 12%          | 41%  | 24%          | 28%  | 14% | 29%  | 83%      | 9%        | 5%    | 3%  |
| Prefer to use my own term | 14    | -      | -      | 5         | 5     | 2     | -    | 1                | 2            | *            | 2    | 2            | 4    | 1   | 3    | 12       | *         | *     | 1   |
|                           | *%    | -%     | -%     | 2%        | 1%    | *%    | -%   | *%               | 1%           | *%           | *%   | *%           | *%   | *%  | *%   | *%       | *%        | *%    | 1%  |
|                           |       |        |        | ef        | ef    |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | -%     | -%     | 37%       | 39%   | 17%   | -%   | 5%               | 13%          | 3%           | 16%  | 13%          | 27%  | 9%  | 25%  | 89%      | 1%        | 4%    | 6%  |
| Prefer not to say         | 49    | -      | -      | 3         | 8     | 7     | 5    | 2                | 1            | 1            | 1    | 3            | 7    | *   | 6    | 43       | 2         | 2     | 2   |
|                           | 2%    | -%     | -%     | 1%        | 1%    | 1%    | *%   | 1%               | *%           | *%           | *%   | *%           | 1%   | *%  | 1%   | 2%       | 1%        | 1%    | 2%  |
|                           |       |        |        | f         |       |       |      | j                |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | -%     | -%     | 7%        | 16%   | 14%   | 11%  | 3%               | 2%           | 2%           | 3%   | 7%           | 14%  | 1%  | 12%  | 88%      | 5%        | 3%    | 4%  |

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

## SE. Which one of these options best describes your gender?

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| Male                      | 1395  | 166             | 213        | 117        | 97        | 134       | 99          | 105           | 56         | 172        | 1202     | 193   | 854            | 486         | 724               | 672         |
|                           | 47%   | 46%             | 49%        | 46%        | 44%       | 47%       | 47%         | 44%           | 43%        | 47%        | 46%      | 47%   | 49%            | 43%         | 49%               | 44%         |
|                           |       | 12%             | 15%        | 8%         | 7%        | 10%       | 7%          | 7%            | 4%         | 12%        | 86%      | 14%   | 61%            | 35%         | 52%               | 48%         |
| Female                    | 1542  | 181             | 211        | 129        | 121       | 145       | 107         | 131           | 73         | 179        | 1327     | 214   | 875            | 629         | 743               | 799         |
|                           | 51%   | 50%             | 49%        | 51%        | 55%       | 52%       | 51%         | 55%           | 56%        | 49%        | 51%      | 52%   | 50%            | 56%         | 50%               | 53%         |
|                           |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 9%            | 5%         | 12%        | 86%      | 14%   | 57%            | 41%         | 48%               | 52%         |
| Prefer to use my own term | 14    | 4               | 3          | 1          | 1         | -         | -           | 1             | 1          | 2          | 12       | 1     | 3              | 8           | 4                 | 10          |
|                           | *%    | 1%              | 1%         | *%         | *%        | -%        | -%          | 1%            | *%         | *%         | *%       | *%    | *%             | 1%          | *%                | 1%          |
|                           |       | 28%             | 23%        | 7%         | 4%        | -%        | -%          | 10%           | 4%         | 13%        | 92%      | 8%    | 25%            | 56%         | 30%               | 70%         |
| Prefer not to say         | 49    | 9               | 8          | 5          | 2         | 3         | 3           | 3             | 1          | 10         | 46       | 4     | 11             | 8           | 19                | 31          |
|                           | 2%    | 2%              | 2%         | 2%         | 1%        | 1%        | 1%          | 1%            | 1%         | 3%         | 2%       | 1%    | 1%             | 1%          | 1%                | 2%          |
|                           |       | 18%             | 16%        | 10%        | 3%        | 5%        | 6%          | 7%            | 3%         | 20%        | 93%      | 7%    | 23%            | 17%         | 38%               | 62%         |

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

## SE. Which one of these options best describes your gender?

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| Male                      | 1395  | 645             | 622             | 1026             | 1026 | 609           | 1325              |
|                           | 47%   | 46%             | 49%             | 46%              | 46%  | 50%           | 47%               |
|                           |       |                 | d               |                  |      | acdf          |                   |
|                           |       | 46%             | 45%             | 74%              | 74%  | 44%           | 95%               |
| Female                    | 1542  | 741             | 631             | 1176             | 1194 | 586           | 1470              |
|                           | 51%   | 53%             | 50%             | 53%              | 53%  | 48%           | 52%               |
|                           |       | e               |                 | e                | be   |               | e                 |
|                           |       | 48%             | 41%             | 76%              | 77%  | 38%           | 95%               |
| Prefer to use my own term | 14    | 1               | 4               | 8                | 10   | 7             | 12                |
|                           | *%    | *%              | *%              | *%               | *%   | 1%            | *%                |
|                           |       |                 |                 |                  |      | a             |                   |
|                           |       | 10%             | 27%             | 57%              | 72%  | 51%           | 86%               |
| Prefer not to say         | 49    | 9               | 12              | 18               | 14   | 13            | 25                |
|                           | 2%    | 1%              | 1%              | 1%               | 1%   | 1%            | 1%                |
|                           |       | 18%             | 25%             | 37%              | 28%  | 26%           | 51%               |

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

SF. AGE OF RESPONDENT

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| 16 - 17 years             | 23    | 8      | 14     | 23        | -     | -     | -    | 1                | 1            | 3            | 2    | 2            | 13   | 3   | 4    | 19       | 3         | *     | 1   |
|                           | 1%    | 1%     | 1%     | 8%        | -%    | -%    | -%   | 1%               | 1%           | 1%           | 1%   | 1%           | 2%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                           |       |        |        | def       |       |       |      |                  |              |              |      |              | kn   |     |      |          |           |       |     |
|                           |       | 36%    | 60%    | 100%      | -%    | -%    | -%   | 5%               | 2%           | 11%          | 8%   | 11%          | 57%  | 12% | 17%  | 82%      | 12%       | 2%    | 4%  |
| 18 - 24 years             | 268   | 105    | 156    | 268       | -     | -     | -    | 28               | 21           | 24           | 72   | 26           | 119  | 32  | 71   | 217      | 27        | 14    | 9   |
|                           | 9%    | 8%     | 10%    | 92%       | -%    | -%    | -%   | 15%              | 8%           | 7%           | 6%   | 3%           | 15%  | 6%  | 10%  | 9%       | 10%       | 10%   | 10% |
|                           |       |        | a      | def       |       |       |      | hij              |              |              |      |              | kmn  | k   | km   |          |           |       |     |
|                           |       | 39%    | 58%    | 100%      | -%    | -%    | -%   | 11%              | 8%           | 9%           | 27%  | 10%          | 44%  | 12% | 27%  | 81%      | 10%       | 5%    | 3%  |
| 25 - 34 years             | 586   | 256    | 317    | -         | 586   | -     | -    | 33               | 29           | 69           | 306  | 117          | 223  | 113 | 101  | 496      | 47        | 27    | 17  |
|                           | 20%   | 18%    | 21%    | -%        | 100%  | -%    | -%   | 17%              | 11%          | 19%          | 24%  | 15%          | 29%  | 22% | 14%  | 20%      | 17%       | 18%   | 19% |
|                           |       |        |        | cef       |       |       |      |                  |              | h            | ghi  |              | kmn  | kn  |      |          |           |       |     |
|                           |       | 44%    | 54%    | -%        | 100%  | -%    | -%   | 6%               | 5%           | 12%          | 52%  | 20%          | 38%  | 19% | 17%  | 85%      | 8%        | 5%    | 3%  |
| 35 - 44 years             | 471   | 228    | 239    | -         | -     | 471   | -    | 20               | 37           | 53           | 254  | 150          | 118  | 91  | 93   | 389      | 43        | 24    | 15  |
|                           | 16%   | 16%    | 16%    | -%        | -%    | 50%   | -%   | 10%              | 15%          | 14%          | 20%  | 19%          | 15%  | 18% | 13%  | 16%      | 16%       | 16%   | 16% |
|                           |       |        |        |           |       | cdf   |      |                  |              |              | ghi  | ln           |      | n   |      |          |           |       |     |
|                           |       | 48%    | 51%    | -%        | -%    | 100%  | -%   | 4%               | 8%           | 11%          | 54%  | 32%          | 25%  | 19% | 20%  | 83%      | 9%        | 5%    | 3%  |
| 45 - 54 years             | 467   | 220    | 242    | -         | -     | 467   | -    | 21               | 24           | 54           | 250  | 151          | 101  | 106 | 93   | 386      | 47        | 21    | 14  |
|                           | 16%   | 16%    | 16%    | -%        | -%    | 50%   | -%   | 11%              | 10%          | 15%          | 20%  | 19%          | 13%  | 21% | 13%  | 16%      | 17%       | 14%   | 15% |
|                           |       |        |        |           |       | cdf   |      |                  |              | h            | ghi  | ln           |      | ln  |      |          |           |       |     |
|                           |       | 47%    | 52%    | -%        | -%    | 100%  | -%   | 5%               | 5%           | 12%          | 53%  | 32%          | 22%  | 23% | 20%  | 83%      | 10%       | 4%    | 3%  |
| 55 - 64 years             | 526   | 258    | 263    | -         | -     | -     | 526  | 37               | 50           | 64           | 217  | 179          | 97   | 99  | 125  | 429      | 56        | 25    | 16  |
|                           | 18%   | 19%    | 17%    | -%        | -%    | -%    | 47%  | 19%              | 20%          | 18%          | 17%  | 22%          | 13%  | 20% | 17%  | 17%      | 21%       | 16%   | 18% |
|                           |       |        |        |           |       |       | cde  |                  |              |              |      | ln           |      | l   | l    |          |           |       |     |
|                           |       | 49%    | 50%    | -%        | -%    | -%    | 100% | 7%               | 10%          | 12%          | 41%  | 34%          | 18%  | 19% | 24%  | 82%      | 11%       | 5%    | 3%  |
| 65 - 74 years             | 386   | 201    | 185    | -         | -     | -     | 386  | 26               | 45           | 65           | 122  | 125          | 60   | 43  | 143  | 319      | 36        | 21    | 10  |
|                           | 13%   | 14%    | 12%    | -%        | -%    | -%    | 35%  | 14%              | 18%          | 18%          | 10%  | 16%          | 8%   | 8%  | 20%  | 13%      | 13%       | 14%   | 11% |
|                           |       | b      |        |           |       |       | cde  |                  | j            | j            |      | lm           |      | klm |      |          |           |       |     |
|                           |       | 52%    | 48%    | -%        | -%    | -%    | 100% | 7%               | 12%          | 17%          | 32%  | 32%          | 15%  | 11% | 37%  | 83%      | 9%        | 6%    | 3%  |
| 75 years or older         | 198   | 94     | 104    | -         | -     | -     | 198  | 22               | 41           | 28           | 44   | 42           | 28   | 19  | 92   | 169      | 10        | 14    | 6   |
|                           | 7%    | 7%     | 7%     | -%        | -%    | -%    | 18%  | 11%              | 17%          | 8%           | 3%   | 5%           | 4%   | 4%  | 13%  | 7%       | 4%        | 9%    | 6%  |
|                           |       |        |        |           |       |       | cde  | j                | ij           | j            |      |              |      | klm |      | p        |           | p     |     |
|                           |       | 47%    | 53%    | -%        | -%    | -%    | 100% | 11%              | 21%          | 14%          | 22%  | 21%          | 14%  | 9%  | 47%  | 85%      | 5%        | 7%    | 3%  |

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

## SF. AGE OF RESPONDENT

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Prefer not to say         | 74    | 25     | 22     | -         | -     | -     | -    | 5                | 3            | 4            | 2    | 4            | 13   | 2   | 9    | 67       | 1         | 4     | 3   |
|                           | 2%    | 2%     | 1%     | -%        | -%    | -%    | -%   | 2%               | 1%           | 1%           | *%   | 1%           | 2%   | *%  | 1%   | 3%       | *%        | 2%    | 3%  |
|                           |       |        |        |           |       |       |      | j                | j            | j            |      |              | km   |     |      | p        |           | p     | p   |
|                           |       | 34%    | 30%    | -%        | -%    | -%    | -%   | 6%               | 4%           | 5%           | 3%   | 6%           | 17%  | 3%  | 12%  | 90%      | 2%        | 5%    | 4%  |
| AGE SUMMARY               |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| 16-24                     | 291   | 113    | 170    | 291       | -     | -     | -    | 30               | 21           | 27           | 74   | 29           | 132  | 35  | 75   | 236      | 30        | 15    | 10  |
|                           | 10%   | 8%     | 11%    | 100%      | -%    | -%    | -%   | 15%              | 8%           | 7%           | 6%   | 4%           | 17%  | 7%  | 10%  | 9%       | 11%       | 10%   | 11% |
|                           |       |        | a      | def       |       |       |      | hij              |              |              |      |              | kmn  | k   | km   |          |           |       |     |
|                           |       | 39%    | 58%    | 100%      | -%    | -%    | -%   | 10%              | 7%           | 9%           | 25%  | 10%          | 45%  | 12% | 26%  | 81%      | 10%       | 5%    | 4%  |
| 25-34                     | 586   | 256    | 317    | -         | 586   | -     | -    | 33               | 29           | 69           | 306  | 117          | 223  | 113 | 101  | 496      | 47        | 27    | 17  |
|                           | 20%   | 18%    | 21%    | -%        | 100%  | -%    | -%   | 17%              | 11%          | 19%          | 24%  | 15%          | 29%  | 22% | 14%  | 20%      | 17%       | 18%   | 19% |
|                           |       |        |        |           | cef   |       |      |                  |              | h            | ghi  |              | kmn  | kn  |      |          |           |       |     |
|                           |       | 44%    | 54%    | -%        | 100%  | -%    | -%   | 6%               | 5%           | 12%          | 52%  | 20%          | 38%  | 19% | 17%  | 85%      | 8%        | 5%    | 3%  |
| 35-54                     | 938   | 448    | 481    | -         | -     | 938   | -    | 41               | 61           | 106          | 503  | 301          | 219  | 197 | 186  | 775      | 90        | 45    | 28  |
|                           | 31%   | 32%    | 31%    | -%        | -%    | 100%  | -%   | 21%              | 25%          | 29%          | 40%  | 38%          | 28%  | 39% | 25%  | 31%      | 33%       | 30%   | 31% |
|                           |       |        |        |           |       | cdf   |      |                  |              | g            | ghi  | ln           |      | ln  |      |          |           |       |     |
|                           |       | 48%    | 51%    | -%        | -%    | 100%  | -%   | 4%               | 7%           | 11%          | 54%  | 32%          | 23%  | 21% | 20%  | 83%      | 10%       | 5%    | 3%  |
| 55-64                     | 526   | 258    | 263    | -         | -     | -     | 526  | 37               | 50           | 64           | 217  | 179          | 97   | 99  | 125  | 429      | 56        | 25    | 16  |
|                           | 18%   | 19%    | 17%    | -%        | -%    | -%    | 47%  | 19%              | 20%          | 18%          | 17%  | 22%          | 13%  | 20% | 17%  | 17%      | 21%       | 16%   | 18% |
|                           |       |        |        |           |       |       | cde  |                  |              |              |      | ln           |      | l   | l    |          |           |       |     |
|                           |       | 49%    | 50%    | -%        | -%    | -%    | 100% | 7%               | 10%          | 12%          | 41%  | 34%          | 18%  | 19% | 24%  | 82%      | 11%       | 5%    | 3%  |
| 65+                       | 584   | 295    | 288    | -         | -     | -     | 584  | 48               | 86           | 93           | 165  | 167          | 88   | 61  | 235  | 487      | 46        | 35    | 16  |
|                           | 19%   | 21%    | 19%    | -%        | -%    | -%    | 53%  | 25%              | 34%          | 26%          | 13%  | 21%          | 11%  | 12% | 32%  | 20%      | 17%       | 23%   | 17% |
|                           |       |        |        |           |       |       | cde  | j                | gij          | j            |      | lm           |      | klm |      |          |           | pr    |     |
|                           |       | 50%    | 49%    | -%        | -%    | -%    | 100% | 8%               | 15%          | 16%          | 28%  | 29%          | 15%  | 10% | 40%  | 83%      | 8%        | 6%    | 3%  |

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

## SF. AGE OF RESPONDENT

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| 16 - 17 years             | 23    | 5               | 3          | 1          | 1         | 2         | 2           | -             | *          | 3          | 22       | 2     | 2              | 20          | 11                | 12           |
|                           | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 1%          | -%            | *%         | 1%         | 1%       | *%    | *%             | 2%          | 1%                | 1%           |
|                           |       | g               |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                           |       | 23%             | 14%        | 6%         | 5%        | 10%       | 9%          | -%            | 1%         | 14%        | 94%      | 6%    | 8%             | 87%         | 47%               | 53%          |
| 18 - 24 years             | 268   | 30              | 40         | 18         | 22        | 23        | 16          | 21            | 13         | 34         | 246      | 22    | 109            | 151         | 88                | 180          |
|                           | 9%    | 8%              | 9%         | 7%         | 10%       | 8%        | 7%          | 9%            | 10%        | 9%         | 10%      | 5%    | 6%             | 13%         | 6%                | 12%          |
|                           |       |                 |            |            |           |           |             |               |            |            | k        |       |                | l           |                   | n            |
|                           |       |                 | 11%        | 15%        | 7%        | 8%        | 6%          | 8%            | 5%         | 13%        | 92%      | 8%    | 41%            | 56%         | 33%               | 67%          |
| 25 - 34 years             | 586   | 94              | 76         | 41         | 42        | 56        | 39          | 50            | 28         | 70         | 538      | 48    | 462            | 93          | 205               | 382          |
|                           | 20%   | 26%             | 18%        | 16%        | 19%       | 20%       | 19%         | 21%           | 21%        | 19%        | 21%      | 12%   | 27%            | 8%          | 14%               | 25%          |
|                           |       | bcd             |            |            |           |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                           |       |                 | 16%        | 13%        | 7%        | 7%        | 10%         | 7%            | 8%         | 5%         | 92%      | 8%    | 79%            | 16%         | 35%               | 65%          |
| 35 - 44 years             | 471   | 59              | 61         | 29         | 39        | 53        | 36          | 46            | 23         | 43         | 422      | 49    | 385            | 73          | 197               | 273          |
|                           | 16%   | 16%             | 14%        | 11%        | 18%       | 19%       | 17%         | 19%           | 17%        | 12%        | 16%      | 12%   | 22%            | 6%          | 13%               | 18%          |
|                           |       |                 |            |            | ci        | ci        | c           | ci            | c          |            | k        |       | m              |             |                   | n            |
|                           |       |                 | 13%        | 13%        | 6%        | 8%        | 11%         | 8%            | 10%        | 5%         | 90%      | 10%   | 82%            | 15%         | 42%               | 58%          |
| 45 - 54 years             | 467   | 57              | 64         | 38         | 40        | 51        | 32          | 29            | 25         | 50         | 392      | 76    | 377            | 78          | 253               | 214          |
|                           | 16%   | 16%             | 15%        | 15%        | 18%       | 18%       | 15%         | 12%           | 19%        | 14%        | 15%      | 18%   | 22%            | 7%          | 17%               | 14%          |
|                           |       |                 |            |            | g         | g         |             |               | g          |            |          |       | m              |             | o                 |              |
|                           |       |                 | 12%        | 14%        | 8%        | 8%        | 11%         | 7%            | 5%         | 11%        | 84%      | 16%   | 81%            | 17%         | 54%               | 46%          |
| 55 - 64 years             | 526   | 56              | 76         | 49         | 35        | 48        | 31          | 35            | 18         | 83         | 436      | 90    | 331            | 178         | 320               | 205          |
|                           | 18%   | 16%             | 17%        | 19%        | 16%       | 17%       | 15%         | 14%           | 14%        | 23%        | 17%      | 22%   | 19%            | 16%         | 22%               | 14%          |
|                           |       |                 |            |            |           |           |             |               |            | ad         |          | j     | m              |             | o                 |              |
|                           |       |                 | 11%        | 14%        | 9%        | 7%        | 9%          | 6%            | 7%         | 3%         | 16%      | 83%   | 17%            | 63%         | 34%               | 61%          |
| 65 - 74 years             | 386   | 26              | 65         | 43         | 27        | 22        | 34          | 39            | 16         | 47         | 303      | 84    | 59             | 321         | 258               | 129          |
|                           | 13%   | 7%              | 15%        | 17%        | 12%       | 8%        | 16%         | 16%           | 12%        | 13%        | 12%      | 20%   | 3%             | 28%         | 17%               | 9%           |
|                           |       |                 | ae         | ae         | a         |           | ae          | ae            | a          | ae         |          | j     |                | l           | o                 |              |
|                           |       |                 | 7%         | 17%        | 11%       | 7%        | 6%          | 9%            | 4%         | 12%        | 78%      | 22%   | 15%            | 83%         | 67%               | 33%          |
| 75 years or older         | 198   | 16              | 41         | 24         | 15        | 15        | 11          | 14            | 9          | 25         | 163      | 35    | 3              | 191         | 122               | 76           |
|                           | 7%    | 4%              | 9%         | 10%        | 7%        | 5%        | 5%          | 6%            | 7%         | 7%         | 6%       | 8%    | *%             | 17%         | 8%                | 5%           |
|                           |       |                 | ae         | ae         |           |           |             |               |            |            |          |       |                | l           | o                 |              |
|                           |       |                 | 8%         | 21%        | 12%       | 7%        | 7%          | 6%            | 4%         | 13%        | 82%      | 18%   | 2%             | 97%         | 62%               | 38%          |

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

## SF. AGE OF RESPONDENT

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Prefer not to say         | 74    | 17              | 9          | 8          | -         | 12        | 8           | 6             | *          | 7          | 68       | 7     | 15             | 26          | 35                | 39           |
|                           | 2%    | 5%              | 2%         | 3%         | -%        | 4%        | 4%          | 2%            | *%         | 2%         | 3%       | 2%    | 1%             | 2%          | 2%                | 3%           |
|                           |       | bdh             | d          | dh         |           | dh        | dh          | dh            |            | d          |          |       |                | l           |                   |              |
|                           |       | 23%             | 12%        | 11%        | -%        | 16%       | 11%         | 8%            | 1%         | 10%        | 91%      | 9%    | 21%            | 35%         | 47%               | 53%          |
| AGE SUMMARY               |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| 16-24                     | 291   | 35              | 44         | 20         | 23        | 25        | 18          | 21            | 13         | 37         | 268      | 24    | 111            | 171         | 99                | 192          |
|                           | 10%   | 10%             | 10%        | 8%         | 11%       | 9%        | 8%          | 9%            | 10%        | 10%        | 10%      | 6%    | 6%             | 15%         | 7%                | 13%          |
|                           |       | 12%             | 15%        | 7%         | 8%        | 9%        | 6%          | 7%            | 5%         | 13%        | 92%      | 8%    | 38%            | 59%         | 34%               | 66%          |
| 25-34                     | 586   | 94              | 76         | 41         | 42        | 56        | 39          | 50            | 28         | 70         | 538      | 48    | 462            | 93          | 205               | 382          |
|                           | 20%   | 26%             | 18%        | 16%        | 19%       | 20%       | 19%         | 21%           | 21%        | 19%        | 21%      | 12%   | 27%            | 8%          | 14%               | 25%          |
|                           |       | bcdfi           |            |            |           |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                           |       | 16%             | 13%        | 7%         | 7%        | 10%       | 7%          | 8%            | 5%         | 12%        | 92%      | 8%    | 79%            | 16%         | 35%               | 65%          |
| 35-54                     | 938   | 116             | 125        | 67         | 78        | 104       | 68          | 76            | 48         | 93         | 813      | 125   | 762            | 150         | 450               | 488          |
|                           | 31%   | 32%             | 29%        | 27%        | 36%       | 37%       | 33%         | 32%           | 36%        | 26%        | 31%      | 30%   | 44%            | 13%         | 30%               | 32%          |
|                           |       |                 |            |            | bci       | bci       |             |               | bci        |            |          |       | m              |             |                   |              |
|                           |       | 12%             | 13%        | 7%         | 8%        | 11%       | 7%          | 8%            | 5%         | 10%        | 87%      | 13%   | 81%            | 16%         | 48%               | 52%          |
| 55-64                     | 526   | 56              | 76         | 49         | 35        | 48        | 31          | 35            | 18         | 83         | 436      | 90    | 331            | 178         | 320               | 205          |
|                           | 18%   | 16%             | 17%        | 19%        | 16%       | 17%       | 15%         | 14%           | 14%        | 23%        | 17%      | 22%   | 19%            | 16%         | 22%               | 14%          |
|                           |       |                 |            |            |           |           |             |               |            | adefgh     |          | j     | m              |             | o                 |              |
|                           |       | 11%             | 14%        | 9%         | 7%        | 9%        | 6%          | 7%            | 3%         | 16%        | 83%      | 17%   | 63%            | 34%         | 61%               | 39%          |
| 65+                       | 584   | 41              | 105        | 67         | 41        | 37        | 46          | 53            | 25         | 72         | 465      | 119   | 62             | 512         | 380               | 204          |
|                           | 19%   | 12%             | 24%        | 27%        | 19%       | 13%       | 22%         | 22%           | 19%        | 20%        | 18%      | 29%   | 4%             | 45%         | 25%               | 14%          |
|                           |       |                 | ae         | adehi      | a         |           | ae          | ae            | a          | ae         |          | j     |                | l           | o                 |              |
|                           |       | 7%              | 18%        | 11%        | 7%        | 6%        | 8%          | 9%            | 4%         | 12%        | 80%      | 20%   | 11%            | 88%         | 65%               | 35%          |

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



## SF. AGE OF RESPONDENT

Base : All respondents

|                           | Total | TV SERVICES  |              |               |      |                   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                           |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%   |       |              |              |               |      |                   |               |
| Unweighted total          | 5233  | 2461         | 2214         | 3966          | 3991 | 2172              | 5004          |
| Effective Weighted Sample | 3539  | 1661         | 1497         | 2748          | 2752 | 1500              | 3413          |
| Total                     | 3000  | 1396         | 1269         | 2228          | 2243 | 1215              | 2832          |
|                           |       | 47%          | 42%          | 74%           | 75%  | 41%               | 94%           |
| 16 - 17 years             | 23    | 14           | 5            | 17            | 20   | 14                | 22            |
|                           | 1%    | 1%           | *%           | 1%            | 1%   | 1%                | 1%            |
|                           |       | b            |              |               | b    | b                 |               |
|                           |       | 62%          | 20%          | 72%           | 88%  | 61%               | 93%           |
| 18 - 24 years             | 268   | 95           | 84           | 187           | 238  | 159               | 252           |
|                           | 9%    | 7%           | 7%           | 8%            | 11%  | 13%               | 9%            |
|                           |       |              |              | b             | abcf | abcdf             | ab            |
|                           |       | 36%          | 31%          | 70%           | 89%  | 59%               | 94%           |
| 25 - 34 years             | 586   | 228          | 183          | 422           | 518  | 297               | 551           |
|                           | 20%   | 16%          | 14%          | 19%           | 23%  | 24%               | 19%           |
|                           |       |              |              | ab            | abcf | abcf              | ab            |
|                           |       | 39%          | 31%          | 72%           | 88%  | 51%               | 94%           |
| 35 - 44 years             | 471   | 223          | 161          | 350           | 389  | 224               | 449           |
|                           | 16%   | 16%          | 13%          | 16%           | 17%  | 18%               | 16%           |
|                           |       | b            |              | b             | b    | bcb               | b             |
|                           |       | 47%          | 34%          | 74%           | 83%  | 48%               | 95%           |
| 45 - 54 years             | 467   | 262          | 202          | 388           | 389  | 190               | 455           |
|                           | 16%   | 19%          | 16%          | 17%           | 17%  | 16%               | 16%           |
|                           |       | bef          |              |               |      |                   |               |
|                           |       | 56%          | 43%          | 83%           | 83%  | 41%               | 97%           |
| 55 - 64 years             | 526   | 304          | 255          | 433           | 387  | 173               | 509           |
|                           | 18%   | 22%          | 20%          | 19%           | 17%  | 14%               | 18%           |
|                           |       | def          | de           | de            | e    |                   | e             |
|                           |       | 58%          | 48%          | 82%           | 74%  | 33%               | 97%           |
| 65 - 74 years             | 386   | 187          | 237          | 299           | 222  | 110               | 371           |
|                           | 13%   | 13%          | 19%          | 13%           | 10%  | 9%                | 13%           |
|                           |       | de           | acdef        | de            |      |                   | de            |
|                           |       | 48%          | 61%          | 77%           | 58%  | 28%               | 96%           |
| 75 years or older         | 198   | 64           | 117          | 100           | 55   | 33                | 173           |
|                           | 7%    | 5%           | 9%           | 4%            | 2%   | 3%                | 6%            |
|                           |       | de           | acdef        | de            |      |                   | acde          |
|                           |       | 33%          | 59%          | 50%           | 28%  | 16%               | 87%           |

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

**SF. AGE OF RESPONDENT**

Base : All respondents

|                           | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                    |                        |
| Unweighted total          | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                     | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                           |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Prefer not to say         | 74    | 18                   | 24                   | 33                    | 25        | 15                 | 49                     |
|                           | 2%    | 1%                   | 2%                   | 1%                    | 1%        | 1%                 | 2%                     |
|                           |       |                      | d                    |                       |           |                    | d                      |
|                           |       | 24%                  | 33%                  | 44%                   | 33%       | 21%                | 66%                    |
| <b>AGE SUMMARY</b>        |       |                      |                      |                       |           |                    |                        |
| 16-24                     | 291   | 110                  | 89                   | 204                   | 259       | 173                | 274                    |
|                           | 10%   | 8%                   | 7%                   | 9%                    | 12%       | 14%                | 10%                    |
|                           |       |                      |                      | b                     | abcf      | abcdf              | ab                     |
|                           |       | 38%                  | 31%                  | 70%                   | 89%       | 59%                | 94%                    |
| 25-34                     | 586   | 228                  | 183                  | 422                   | 518       | 297                | 551                    |
|                           | 20%   | 16%                  | 14%                  | 19%                   | 23%       | 24%                | 19%                    |
|                           |       |                      |                      | ab                    | abcf      | abcf               | ab                     |
|                           |       | 39%                  | 31%                  | 72%                   | 88%       | 51%                | 94%                    |
| 35-54                     | 938   | 485                  | 364                  | 738                   | 778       | 414                | 904                    |
|                           | 31%   | 35%                  | 29%                  | 33%                   | 35%       | 34%                | 32%                    |
|                           |       | bf                   |                      | b                     | bf        | b                  | b                      |
|                           |       | 52%                  | 39%                  | 79%                   | 83%       | 44%                | 96%                    |
| 55-64                     | 526   | 304                  | 255                  | 433                   | 387       | 173                | 509                    |
|                           | 18%   | 22%                  | 20%                  | 19%                   | 17%       | 14%                | 18%                    |
|                           |       | def                  | de                   | de                    | e         |                    | e                      |
|                           |       | 58%                  | 48%                  | 82%                   | 74%       | 33%                | 97%                    |
| 65+                       | 584   | 251                  | 354                  | 398                   | 277       | 143                | 544                    |
|                           | 19%   | 18%                  | 28%                  | 18%                   | 12%       | 12%                | 19%                    |
|                           |       | de                   | acdef                | de                    |           |                    | de                     |
|                           |       | 43%                  | 61%                  | 68%                   | 47%       | 24%                | 93%                    |

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

## QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |      |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|------|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2   | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634  | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442  | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507  | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17%  | 24%  | 83%      | 9%        | 5%    | 3%  |
| A                         | 100   | 62     | 37     | 5         | 8     | 38    | 50   | 1                | -            | 2            | 70   | 100          | -    | -    | -    | 84       | 9         | 4     | 3   |
|                           | 3%    | 4%     | 2%     | 2%        | 1%    | 4%    | 4%   | 1%               | 0%           | 1%           | 6%   | 13%          | 0%   | 0%   | 0%   | 3%       | 3%        | 3%    | 3%  |
|                           |       | b      |        |           |       | cd    | cd   |                  |              |              | ghi  | lmn          |      |      |      |          |           |       |     |
|                           |       | 62%    | 37%    | 5%        | 8%    | 37%   | 49%  | 1%               | 0%           | 2%           | 70%  | 100%         | 0%   | 0%   | 0%   | 84%      | 9%        | 4%    | 3%  |
| B                         | 697   | 357    | 337    | 24        | 109   | 263   | 296  | 9                | 22           | 56           | 465  | 697          | -    | -    | -    | 598      | 53        | 29    | 16  |
|                           | 23%   | 26%    | 22%    | 8%        | 19%   | 28%   | 27%  | 5%               | 9%           | 15%          | 37%  | 87%          | 0%   | 0%   | 0%   | 24%      | 20%       | 20%   | 18% |
|                           |       | b      |        |           | c     | cd    | cd   |                  |              | gh           | ghi  | lmn          |      |      |      | qr       |           |       |     |
|                           |       | 51%    | 48%    | 3%        | 16%   | 38%   | 43%  | 1%               | 3%           | 8%           | 67%  | 100%         | 0%   | 0%   | 0%   | 86%      | 8%        | 4%    | 2%  |
| C1                        | 771   | 326    | 435    | 132       | 223   | 219   | 185  | 35               | 38           | 99           | 400  | -            | 771  | -    | -    | 641      | 73        | 36    | 21  |
|                           | 26%   | 23%    | 28%    | 45%       | 38%   | 23%   | 17%  | 18%              | 15%          | 27%          | 32%  | 0%           | 100% | 0%   | 0%   | 26%      | 27%       | 24%   | 24% |
|                           |       |        | a      | def       | ef    | f     |      |                  |              | gh           | gh   |              | kmn  |      |      |          |           |       |     |
|                           |       | 42%    | 56%    | 17%       | 29%   | 28%   | 24%  | 5%               | 5%           | 13%          | 52%  | 0%           | 100% | 0%   | 0%   | 83%      | 9%        | 5%    | 3%  |
| C2                        | 507   | 294    | 212    | 35        | 113   | 197   | 160  | 26               | 52           | 73           | 215  | -            | -    | 507  | -    | 409      | 53        | 28    | 17  |
|                           | 17%   | 21%    | 14%    | 12%       | 19%   | 21%   | 14%  | 13%              | 21%          | 20%          | 17%  | 0%           | 0%   | 100% | 0%   | 16%      | 20%       | 19%   | 18% |
|                           |       | b      |        |           | cf    | cf    |      |                  | g            | g            |      |              |      | kln  |      |          |           |       |     |
|                           |       | 58%    | 42%    | 7%        | 22%   | 39%   | 32%  | 5%               | 10%          | 14%          | 42%  | 0%           | 0%   | 100% | 0%   | 81%      | 11%       | 6%    | 3%  |
| D                         | 276   | 114    | 159    | 34        | 48    | 97    | 95   | 26               | 48           | 66           | 69   | -            | -    | -    | 276  | 220      | 27        | 17    | 11  |
|                           | 9%    | 8%     | 10%    | 12%       | 8%    | 10%   | 9%   | 14%              | 19%          | 18%          | 5%   | 0%           | 0%   | 0%   | 38%  | 9%       | 10%       | 11%   | 12% |
|                           |       | a      |        |           |       |       |      | j                | j            | j            |      |              |      |      | klm  |          |           |       | o   |
|                           |       | 41%    | 58%    | 12%       | 17%   | 35%   | 34%  | 10%              | 17%          | 24%          | 25%  | 0%           | 0%   | 0%   | 100% | 80%      | 10%       | 6%    | 4%  |
| E                         | 456   | 162    | 287    | 41        | 53    | 89    | 265  | 86               | 76           | 55           | 45   | -            | -    | -    | 456  | 372      | 43        | 25    | 16  |
|                           | 15%   | 12%    | 19%    | 14%       | 9%    | 10%   | 24%  | 45%              | 30%          | 15%          | 4%   | 0%           | 0%   | 0%   | 62%  | 15%      | 16%       | 17%   | 17% |
|                           |       |        | a      | de        |       | cde   |      | hij              | ij           | j            |      |              |      |      | klm  |          |           |       |     |
|                           |       | 36%    | 63%    | 9%        | 12%   | 20%   | 58%  | 19%              | 17%          | 12%          | 10%  | 0%           | 0%   | 0%   | 100% | 82%      | 10%       | 5%    | 3%  |
| Prefer not to say         | 193   | 82     | 75     | 21        | 32    | 35    | 59   | 10               | 15           | 11           | 5    | -            | -    | -    | -    | 166      | 11        | 10    | 6   |
|                           | 6%    | 6%     | 5%     | 7%        | 5%    | 4%    | 5%   | 5%               | 6%           | 3%           | 1%   | 0%           | 0%   | 0%   | 0%   | 7%       | 4%        | 7%    | 7%  |
|                           |       |        | e      |           |       |       |      | j                | j            | j            |      |              |      |      |      |          |           |       |     |
|                           |       | 42%    | 39%    | 11%       | 17%   | 18%   | 31%  | 5%               | 8%           | 6%           | 3%   | 0%           | 0%   | 0%   | 0%   | 86%      | 6%        | 5%    | 3%  |
| SOCIAL GROUP              |       |        |        |           |       |       |      |                  |              |              |      |              |      |      |      |          |           |       |     |
| AB                        | 797   | 418    | 374    | 29        | 117   | 301   | 346  | 10               | 22           | 59           | 535  | 797          | -    | -    | -    | 682      | 62        | 34    | 19  |
|                           | 27%   | 30%    | 24%    | 10%       | 20%   | 32%   | 31%  | 5%               | 9%           | 16%          | 42%  | 100%         | 0%   | 0%   | 0%   | 27%      | 23%       | 22%   | 22% |
|                           |       | b      |        |           | c     | cd    | cd   |                  |              | gh           | ghi  | lmn          |      |      |      | qr       |           |       |     |
|                           |       | 52%    | 47%    | 4%        | 15%   | 38%   | 43%  | 1%               | 3%           | 7%           | 67%  | 100%         | 0%   | 0%   | 0%   | 86%      | 8%        | 4%    | 2%  |

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

## QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |      |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|------|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2   | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634  | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442  | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507  | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17%  | 24%  | 83%      | 9%        | 5%    | 3%  |
| C1C2                      | 1278  | 620    | 647    | 167       | 336   | 416   | 345  | 61               | 90           | 172          | 615  | -            | 771  | 507  | -    | 1050     | 126       | 65    | 38  |
|                           | 43%   | 44%    | 42%    | 57%       | 57%   | 44%   | 31%  | 31%              | 36%          | 47%          | 48%  | -%           | 100% | 100% | -%   | 42%      | 47%       | 43%   | 42% |
|                           |       |        |        | ef        | ef    | f     |      |                  |              | gh           | gh   |              | kn   | kn   |      |          |           |       |     |
|                           |       | 48%    | 51%    | 13%       | 26%   | 33%   | 27%  | 5%               | 7%           | 13%          | 48%  | -%           | 60%  | 40%  | -%   | 82%      | 10%       | 5%    | 3%  |
| DE                        | 731   | 276    | 446    | 75        | 101   | 186   | 359  | 113              | 124          | 121          | 114  | -            | -    | -    | 731  | 592      | 71        | 42    | 27  |
|                           | 24%   | 20%    | 29%    | 26%       | 17%   | 20%   | 32%  | 58%              | 49%          | 33%          | 9%   | -%           | -%   | -%   | 100% | 24%      | 26%       | 28%   | 30% |
|                           |       |        | a      | de        |       |       | cde  | hij              | ij           | j            |      |              |      | klm  |      |          |           |       | o   |
|                           |       | 38%    | 61%    | 10%       | 14%   | 25%   | 49%  | 15%              | 17%          | 17%          | 16%  | -%           | -%   | -%   | 100% | 81%      | 10%       | 6%    | 4%  |

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

QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| A                         | 100   | 13              | 24         | 9          | 5         | 9         | 8           | 4             | 3          | 8          | 77       | 23    | 65             | 32          | 69                | 31           |
|                           | 3%    | 4%              | 6%         | 4%         | 2%        | 3%        | 4%          | 2%            | 2%         | 2%         | 3%       | 6%    | 4%             | 3%          | 5%                | 2%           |
|                           |       |                 | dghi       |            |           |           |             |               |            |            |          | j     |                |             | o                 |              |
|                           |       | 13%             | 24%        | 9%         | 5%        | 9%        | 8%          | 4%            | 3%         | 8%         | 77%      | 23%   | 65%            | 32%         | 69%               | 31%          |
| B                         | 697   | 110             | 102        | 74         | 54        | 51        | 57          | 52            | 23         | 76         | 558      | 139   | 492            | 198         | 467               | 230          |
|                           | 23%   | 31%             | 23%        | 30%        | 24%       | 18%       | 27%         | 22%           | 18%        | 21%        | 22%      | 34%   | 28%            | 18%         | 31%               | 15%          |
|                           |       | beghi           |            | eghi       | eh        |           | eh          |               |            |            |          | j     | m              |             | o                 |              |
|                           |       | 16%             | 15%        | 11%        | 8%        | 7%        | 8%          | 7%            | 3%         | 11%        | 80%      | 20%   | 71%            | 28%         | 67%               | 33%          |
| C1                        | 771   | 116             | 110        | 54         | 60        | 76        | 44          | 60            | 29         | 93         | 686      | 85    | 547            | 214         | 383               | 388          |
|                           | 26%   | 32%             | 25%        | 21%        | 27%       | 27%       | 21%         | 25%           | 22%        | 26%        | 27%      | 21%   | 31%            | 19%         | 26%               | 26%          |
|                           |       | bcfgh           |            |            |           |           |             |               |            |            | k        |       | m              |             |                   |              |
|                           |       | 15%             | 14%        | 7%         | 8%        | 10%       | 6%          | 8%            | 4%         | 12%        | 89%      | 11%   | 71%            | 28%         | 50%               | 50%          |
| C2                        | 507   | 42              | 73         | 39         | 34        | 60        | 36          | 42            | 30         | 53         | 439      | 69    | 375            | 121         | 232               | 276          |
|                           | 17%   | 12%             | 17%        | 15%        | 15%       | 21%       | 17%         | 18%           | 23%        | 15%        | 17%      | 17%   | 21%            | 11%         | 16%               | 18%          |
|                           |       |                 |            |            |           | ai        | a           | a             | abcdi      |            |          |       | m              |             | n                 |              |
|                           |       | 8%              | 14%        | 8%         | 7%        | 12%       | 7%          | 8%            | 6%         | 11%        | 86%      | 14%   | 74%            | 24%         | 46%               | 54%          |
| D                         | 276   | 18              | 32         | 24         | 29        | 18        | 19          | 25            | 16         | 41         | 250      | 25    | 213            | 59          | 91                | 185          |
|                           | 9%    | 5%              | 7%         | 9%         | 13%       | 6%        | 9%          | 10%           | 12%        | 11%        | 10%      | 6%    | 12%            | 5%          | 6%                | 12%          |
|                           |       |                 |            | a          | abe       |           | a           | a             | abe        | ae         | k        |       | m              |             | n                 |              |
|                           |       | 6%              | 11%        | 9%         | 10%       | 6%        | 7%          | 9%            | 6%         | 15%        | 91%      | 9%    | 77%            | 21%         | 33%               | 67%          |
| E                         | 456   | 40              | 54         | 37         | 30        | 49        | 31          | 44            | 24         | 64         | 403      | 52    | 15             | 427         | 171               | 284          |
|                           | 15%   | 11%             | 12%        | 15%        | 14%       | 17%       | 15%         | 18%           | 18%        | 18%        | 16%      | 13%   | 1%             | 38%         | 11%               | 19%          |
|                           |       |                 |            |            |           | a         |             | ab            | ab         | ab         |          |       |                | l           |                   | n            |
|                           |       | 9%              | 12%        | 8%         | 7%        | 11%       | 7%          | 10%           | 5%         | 14%        | 89%      | 11%   | 3%             | 94%         | 38%               | 62%          |
| Prefer not to say         | 193   | 21              | 40         | 15         | 9         | 20        | 13          | 14            | 7          | 27         | 174      | 19    | 36             | 81          | 76                | 117          |
|                           | 6%    | 6%              | 9%         | 6%         | 4%        | 7%        | 6%          | 6%            | 5%         | 8%         | 7%       | 5%    | 2%             | 7%          | 5%                | 8%           |
|                           |       |                 | d          |            |           |           |             |               |            |            |          |       |                | l           |                   | n            |
|                           |       | 11%             | 21%        | 8%         | 4%        | 10%       | 7%          | 7%            | 4%         | 14%        | 90%      | 10%   | 19%            | 42%         | 39%               | 61%          |
| SOCIAL GROUP              |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| AB                        | 797   | 123             | 126        | 83         | 59        | 60        | 65          | 56            | 27         | 83         | 635      | 163   | 557            | 230         | 536               | 261          |
|                           | 27%   | 34%             | 29%        | 33%        | 27%       | 21%       | 31%         | 23%           | 20%        | 23%        | 25%      | 39%   | 32%            | 20%         | 36%               | 17%          |
|                           |       | degghi          | eh         | eghi       |           |           | eghi        |               |            |            |          | j     | m              |             | o                 |              |
|                           |       | 15%             | 16%        | 10%        | 7%        | 7%        | 8%          | 7%            | 3%         | 10%        | 80%      | 20%   | 70%            | 29%         | 67%               | 33%          |

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

QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o            |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588  | 412            | 1744    | 1131              | 1489 | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 58%     | 38%               | 50%  | 50%          |
| C1C2                      | 1278  | 158             | 183        | 92         | 94        | 135       | 81          | 102           | 59         | 146        | 1125  | 153            | 922     | 334               | 614  | 664          |
|                           | 43%   | 44%             | 42%        | 37%        | 43%       | 48%       | 39%         | 43%           | 44%        | 40%        | 43%   | 37%            | 53%     | 30%               | 41%  | 44%          |
|                           |       |                 |            |            |           | cf        |             |               | c          |            | k     |                | m       |                   |      |              |
|                           |       |                 |            |            |           | 11%       | 6%          | 8%            | 5%         | 11%        | 88%   | 12%            | 72%     | 26%               | 48%  | 52%          |
| DE                        | 731   | 57              | 85         | 61         | 59        | 66        | 51          | 68            | 40         | 105        | 654   | 77             | 229     | 486               | 262  | 469          |
|                           | 24%   | 16%             | 20%        | 24%        | 27%       | 24%       | 24%         | 28%           | 30%        | 29%        | 25%   | 19%            | 13%     | 43%               | 18%  | 31%          |
|                           |       |                 |            | a          | ab        | a         | a           | ab            | ab         | ab         | k     |                | l       |                   | n    |              |
|                           |       | 8%              | 12%        | 8%         | 8%        | 9%        | 7%          | 9%            | 5%         | 14%        | 89%   | 11%            | 31%     | 66%               | 36%  | 64%          |

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

## QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

|                           | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                               |                        |
| Unweighted total          | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                     | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                           |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| A                         | 100   | 55                   | 38                   | 88                    | 81        | 39                            | 97                     |
|                           | 3%    | 4%                   | 3%                   | 4%                    | 4%        | 3%                            | 3%                     |
|                           |       | 55%                  | 38%                  | 87%                   | 81%       | 39%                           | 97%                    |
| B                         | 697   | 353                  | 344                  | 610                   | 579       | 285                           | 683                    |
|                           | 23%   | 25%                  | 27%                  | 27%                   | 26%       | 23%                           | 24%                    |
|                           |       |                      | ef                   | ef                    |           |                               |                        |
|                           |       | 51%                  | 49%                  | 88%                   | 83%       | 41%                           | 98%                    |
| C1                        | 771   | 335                  | 307                  | 602                   | 644       | 370                           | 750                    |
|                           | 26%   | 24%                  | 24%                  | 27%                   | 29%       | 30%                           | 26%                    |
|                           |       |                      |                      | ab                    | ab        | abcf                          |                        |
|                           |       | 43%                  | 40%                  | 78%                   | 83%       | 48%                           | 97%                    |
| C2                        | 507   | 262                  | 216                  | 378                   | 395       | 208                           | 489                    |
|                           | 17%   | 19%                  | 17%                  | 17%                   | 18%       | 17%                           | 17%                    |
|                           |       | 52%                  | 43%                  | 74%                   | 78%       | 41%                           | 96%                    |
| D                         | 276   | 144                  | 107                  | 205                   | 214       | 122                           | 263                    |
|                           | 9%    | 10%                  | 8%                   | 9%                    | 10%       | 10%                           | 9%                     |
|                           |       | 52%                  | 39%                  | 75%                   | 78%       | 44%                           | 96%                    |
| E                         | 456   | 186                  | 198                  | 257                   | 243       | 140                           | 409                    |
|                           | 15%   | 13%                  | 16%                  | 12%                   | 11%       | 12%                           | 14%                    |
|                           |       | d                    | cde                  |                       |           |                               | cde                    |
|                           |       | 41%                  | 43%                  | 56%                   | 53%       | 31%                           | 90%                    |
| Prefer not to say         | 193   | 61                   | 59                   | 87                    | 88        | 50                            | 140                    |
|                           | 6%    | 4%                   | 5%                   | 4%                    | 4%        | 4%                            | 5%                     |
|                           |       |                      |                      |                       |           |                               | c                      |
|                           |       | 32%                  | 31%                  | 45%                   | 45%       | 26%                           | 73%                    |
| <b>SOCIAL GROUP</b>       |       |                      |                      |                       |           |                               |                        |
| AB                        | 797   | 409                  | 382                  | 698                   | 660       | 325                           | 780                    |
|                           | 27%   | 29%                  | 30%                  | 31%                   | 29%       | 27%                           | 28%                    |
|                           |       |                      | e                    | ef                    |           |                               |                        |
|                           |       | 51%                  | 48%                  | 88%                   | 83%       | 41%                           | 98%                    |

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

## QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

|                           | Total       | TV SERVICES          |                      |                       |             |                               |                        |
|---------------------------|-------------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                           |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |             |                      |                      |                       |             |                               |                        |
| Unweighted total          | 5233        | 2461                 | 2214                 | 3966                  | 3991        | 2172                          | 5004                   |
| Effective Weighted Sample | 3539        | 1661                 | 1497                 | 2748                  | 2752        | 1500                          | 3413                   |
| Total                     | 3000        | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75% | 1215<br>41%                   | 2832<br>94%            |
| C1C2                      | 1278<br>43% | 596<br>43%           | 523<br>41%           | 980<br>44%            | 1038<br>46% | 578<br>48%                    | 1239<br>44%            |
|                           |             | 47%                  | 41%                  | 77%                   | abf<br>81%  | abcf<br>45%                   | 97%                    |
| DE                        | 731<br>24%  | 330<br>24%           | 305<br>24%           | 462<br>21%            | 457<br>20%  | 262<br>22%                    | 673<br>24%             |
|                           |             | cd<br>45%            | cd<br>42%            | 63%                   | 62%         | 36%                           | cd<br>92%              |

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



## SI. What is the total number of people in the household - including yourself and any children?

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| 1                         | 411   | 192    | 213    | 10        | 54    | 103   | 230  | 67               | 80           | 65           | 104  | 87           | 99   | 50  | 142  | 331      | 48        | 19    | 13  |
|                           | 14%   | 14%    | 14%    | 3%        | 9%    | 11%   | 21%  | 35%              | 32%          | 18%          | 8%   | 11%          | 13%  | 10% | 19%  | 13%      | 18%       | 13%   | 15% |
|                           |       |        |        |           | c     | c     | cde  | ij               | ij           | j            |      |              |      | klm |      |          | o         |       |     |
|                           |       | 47%    | 52%    | 2%        | 13%   | 25%   | 56%  | 16%              | 19%          | 16%          | 25%  | 21%          | 24%  | 12% | 35%  | 81%      | 12%       | 5%    | 3%  |
| 2                         | 1299  | 625    | 655    | 91        | 252   | 255   | 677  | 61               | 94           | 175          | 568  | 370          | 351  | 196 | 315  | 1071     | 125       | 65    | 38  |
|                           | 43%   | 45%    | 43%    | 31%       | 43%   | 27%   | 61%  | 31%              | 38%          | 48%          | 45%  | 46%          | 46%  | 39% | 43%  | 43%      | 46%       | 43%   | 42% |
|                           |       |        |        |           | ce    |       | cde  |                  |              | gh           | gh   | m            | m    |     |      |          |           |       |     |
|                           |       | 48%    | 50%    | 7%        | 19%   | 20%   | 52%  | 5%               | 7%           | 13%          | 44%  | 28%          | 27%  | 15% | 24%  | 82%      | 10%       | 5%    | 3%  |
| 3                         | 542   | 247    | 275    | 73        | 132   | 201   | 123  | 27               | 36           | 57           | 234  | 136          | 134  | 99  | 129  | 459      | 44        | 25    | 14  |
|                           | 18%   | 18%    | 18%    | 25%       | 23%   | 21%   | 11%  | 14%              | 14%          | 16%          | 18%  | 17%          | 17%  | 19% | 18%  | 18%      | 16%       | 17%   | 15% |
|                           |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 46%    | 51%    | 13%       | 24%   | 37%   | 23%  | 5%               | 7%           | 10%          | 43%  | 25%          | 25%  | 18% | 24%  | 85%      | 8%        | 5%    | 3%  |
| 4                         | 472   | 212    | 251    | 53        | 96    | 255   | 60   | 17               | 22           | 42           | 263  | 143          | 110  | 111 | 89   | 393      | 35        | 28    | 16  |
|                           | 16%   | 15%    | 16%    | 18%       | 16%   | 27%   | 5%   | 9%               | 9%           | 12%          | 21%  | 18%          | 14%  | 22% | 12%  | 16%      | 13%       | 19%   | 18% |
|                           |       |        |        | f         | f     | cdf   |      |                  |              |              | ghi  | ln           |      | ln  |      |          |           | p     |     |
|                           |       | 45%    | 53%    | 11%       | 20%   | 54%   | 13%  | 4%               | 5%           | 9%           | 56%  | 30%          | 23%  | 24% | 19%  | 83%      | 7%        | 6%    | 3%  |
| 5+                        | 257   | 113    | 138    | 65        | 53    | 124   | 12   | 21               | 16           | 22           | 99   | 61           | 74   | 49  | 53   | 218      | 18        | 13    | 8   |
|                           | 9%    | 8%     | 9%     | 22%       | 9%    | 13%   | 1%   | 11%              | 6%           | 6%           | 8%   | 8%           | 10%  | 10% | 7%   | 9%       | 6%        | 9%    | 9%  |
|                           |       |        |        | def       | f     | df    |      | i                |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 44%    | 54%    | 25%       | 21%   | 48%   | 5%   | 8%               | 6%           | 9%           | 38%  | 24%          | 29%  | 19% | 21%  | 85%      | 7%        | 5%    | 3%  |
| Prefer not to say         | 19    | 6      | 9      | -         | -     | -     | 7    | 1                | 3            | 2            | *    | -            | 3    | 2   | 4    | 18       | 1         | *     | *   |
|                           | 1%    | *%     | 1%     | -%        | -%    | -%    | 1%   | 1%               | 1%           | 1%           | *%   | -%           | *%   | *%  | *%   | 1%       | *%        | *%    | *%  |
|                           |       |        |        |           |       |       | de   | j                | j            | j            |      |              |      | k   | k    |          |           |       |     |
|                           |       | 29%    | 47%    | -%        | -%    | -%    | 36%  | 6%               | 15%          | 11%          | 1%   | -%           | 13%  | 11% | 19%  | 91%      | 7%        | *%    | 2%  |

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

## SI. What is the total number of people in the household - including yourself and any children?

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| 1                         | 411   | 44              | 62         | 40         | 23        | 35        | 22          | 35            | 23         | 48         | 364      | 47    | 186            | 208         | 166               | 245          |
|                           | 14%   | 12%             | 14%        | 16%        | 11%       | 12%       | 10%         | 15%           | 17%        | 13%        | 14%      | 11%   | 11%            | 18%         | 11%               | 16%          |
|                           |       |                 |            | f          |           |           |             |               | df         |            |          |       |                | l           |                   | n            |
|                           |       | 11%             | 15%        | 10%        | 6%        | 8%        | 5%          | 9%            | 6%         | 12%        | 89%      | 11%   | 45%            | 51%         | 40%               | 60%          |
| 2                         | 1299  | 128             | 203        | 111        | 103       | 96        | 83          | 121           | 52         | 174        | 1087     | 212   | 695            | 559         | 718               | 581          |
|                           | 43%   | 36%             | 47%        | 44%        | 47%       | 34%       | 40%         | 51%           | 39%        | 48%        | 42%      | 51%   | 40%            | 49%         | 48%               | 38%          |
|                           |       |                 | ae         | ae         | ae        |           |             | ae fh         |            | ae fh      |          | j     |                | l           | o                 |              |
|                           |       | 10%             | 16%        | 9%         | 8%        | 7%        | 6%          | 9%            | 4%         | 13%        | 84%      | 16%   | 53%            | 43%         | 55%               | 45%          |
| 3                         | 542   | 77              | 64         | 59         | 36        | 67        | 41          | 28            | 19         | 69         | 478      | 64    | 362            | 154         | 245               | 297          |
|                           | 18%   | 21%             | 15%        | 23%        | 16%       | 24%       | 20%         | 12%           | 14%        | 19%        | 18%      | 15%   | 21%            | 14%         | 16%               | 20%          |
|                           |       | bgh             |            | bdgh       |           | bdgh      | g           |               |            | g          |          |       | m              |             |                   | n            |
|                           |       | 14%             | 12%        | 11%        | 7%        | 12%       | 8%          | 5%            | 3%         | 13%        | 88%      | 12%   | 67%            | 28%         | 45%               | 55%          |
| 4                         | 472   | 65              | 75         | 22         | 38        | 43        | 47          | 30            | 23         | 51         | 414      | 58    | 343            | 112         | 257               | 215          |
|                           | 16%   | 18%             | 17%        | 9%         | 17%       | 15%       | 23%         | 12%           | 17%        | 14%        | 16%      | 14%   | 20%            | 10%         | 17%               | 14%          |
|                           |       | cg              | c          |            | c         | c         | cegi        |               | c          | c          |          |       | m              |             | o                 |              |
|                           |       | 14%             | 16%        | 5%         | 8%        | 9%        | 10%         | 6%            | 5%         | 11%        | 88%      | 12%   | 73%            | 24%         | 55%               | 45%          |
| 5+                        | 257   | 41              | 29         | 19         | 18        | 39        | 14          | 25            | 16         | 18         | 229      | 28    | 156            | 88          | 94                | 163          |
|                           | 9%    | 11%             | 7%         | 7%         | 8%        | 14%       | 7%          | 10%           | 12%        | 5%         | 9%       | 7%    | 9%             | 8%          | 6%                | 11%          |
|                           |       | bfi             |            |            |           | bcd fi    |             | i             | bfi        |            |          |       |                |             |                   | n            |
|                           |       | 16%             | 11%        | 7%         | 7%        | 15%       | 6%          | 10%           | 6%         | 7%         | 89%      | 11%   | 61%            | 34%         | 37%               | 63%          |
| Prefer not to say         | 19    | 5               | 2          | 1          | 1         | 2         | 2           | 1             | -          | 2          | 15       | 4     | 2              | 10          | 10                | 10           |
|                           | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 1%          | 1%            | -%         | 1%         | 1%       | 1%    | -%             | 1%          | 1%                | 1%           |
|                           |       | h               |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                           |       | 25%             | 12%        | 7%         | 7%        | 13%       | 10%         | 7%            | -%         | 10%        | 79%      | 21%   | 10%            | 50%         | 51%               | 49%          |

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

## SI. What is the total number of people in the household - including yourself and any children?

Base : All respondents

|                           | Total | TV SERVICES  |              |               |      |                   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                           |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%   |       |              |              |               |      |                   |               |
| Unweighted total          | 5233  | 2461         | 2214         | 3966          | 3991 | 2172              | 5004          |
| Effective Weighted Sample | 3539  | 1661         | 1497         | 2748          | 2752 | 1500              | 3413          |
| Total                     | 3000  | 1396         | 1269         | 2228          | 2243 | 1215              | 2832          |
|                           |       | 47%          | 42%          | 74%           | 75%  | 41%               | 94%           |
| 1                         | 411   | 141          | 201          | 261           | 224  | 135               | 373           |
|                           | 14%   | 10%          | 16%          | 12%           | 10%  | 11%               | 13%           |
|                           |       |              | acdef        | d             |      |                   | ade           |
|                           |       | 34%          | 49%          | 64%           | 54%  | 33%               | 91%           |
| 2                         | 1299  | 608          | 603          | 983           | 945  | 458               | 1235          |
|                           | 43%   | 44%          | 47%          | 44%           | 42%  | 38%               | 44%           |
|                           |       | e            | acdef        | e             | e    |                   | e             |
|                           |       | 47%          | 46%          | 76%           | 73%  | 35%               | 95%           |
| 3                         | 542   | 268          | 205          | 413           | 445  | 271               | 511           |
|                           | 18%   | 19%          | 16%          | 19%           | 20%  | 22%               | 18%           |
|                           |       | b            |              |               | b    | abcf              |               |
|                           |       | 49%          | 38%          | 76%           | 82%  | 50%               | 94%           |
| 4                         | 472   | 244          | 170          | 374           | 416  | 221               | 458           |
|                           | 16%   | 17%          | 13%          | 17%           | 19%  | 18%               | 16%           |
|                           |       | b            |              | b             | bf   | b                 | b             |
|                           |       | 52%          | 36%          | 79%           | 88%  | 47%               | 97%           |
| 5+                        | 257   | 133          | 79           | 189           | 213  | 127               | 240           |
|                           | 9%    | 10%          | 6%           | 8%            | 9%   | 10%               | 8%            |
|                           |       | b            |              | b             | b    | bcf               | b             |
|                           |       | 52%          | 31%          | 74%           | 83%  | 49%               | 93%           |
| Prefer not to say         | 19    | 2            | 12           | 7             | 1    | 2                 | 14            |
|                           | 1%    | *%           | 1%           | *%            | *%   | *%                | 1%            |
|                           |       |              | acde         | d             |      |                   | d             |
|                           |       | 12%          | 61%          | 34%           | 7%   | 13%               | 74%           |

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

## SK. HOUSEHOLD SIZE

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Small (1-2 people)        | 1710  | 817    | 869    | 101       | 306   | 358   | 908  | 128              | 174          | 240          | 672  | 457          | 450  | 246 | 457  | 1402     | 173       | 84    | 51  |
|                           | 57%   | 59%    | 56%    | 35%       | 52%   | 38%   | 82%  | 66%              | 69%          | 66%          | 53%  | 57%          | 58%  | 49% | 62%  | 56%      | 64%       | 56%   | 57% |
|                           |       |        |        |           | ce    |       | cde  | j                | j            | j            |      | m            | m    |     | km   |          | oqr       |       |     |
|                           |       | 48%    | 51%    | 6%        | 18%   | 21%   | 53%  | 7%               | 10%          | 14%          | 39%  | 27%          | 26%  | 14% | 27%  | 82%      | 10%       | 5%    | 3%  |
| Medium (3-4 people)       | 1014  | 459    | 525    | 126       | 228   | 457   | 183  | 44               | 58           | 99           | 498  | 279          | 245  | 210 | 217  | 853      | 79        | 53    | 30  |
|                           | 34%   | 33%    | 34%    | 43%       | 39%   | 49%   | 17%  | 22%              | 23%          | 27%          | 39%  | 35%          | 32%  | 41% | 30%  | 34%      | 29%       | 35%   | 33% |
|                           |       |        |        | f         | f     | df    |      |                  |              |              | ghi  | n            |      | kln |      |          |           |       |     |
|                           |       | 45%    | 52%    | 12%       | 22%   | 45%   | 18%  | 4%               | 6%           | 10%          | 49%  | 28%          | 24%  | 21% | 21%  | 84%      | 8%        | 5%    | 3%  |
| Large (5+ people)         | 257   | 113    | 138    | 65        | 53    | 124   | 12   | 21               | 16           | 22           | 99   | 61           | 74   | 49  | 53   | 218      | 18        | 13    | 8   |
|                           | 9%    | 8%     | 9%     | 22%       | 9%    | 13%   | 1%   | 11%              | 6%           | 6%           | 8%   | 8%           | 10%  | 10% | 7%   | 9%       | 6%        | 9%    | 9%  |
|                           |       |        |        | def       | f     | df    |      | i                |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 44%    | 54%    | 25%       | 21%   | 48%   | 5%   | 8%               | 6%           | 9%           | 38%  | 24%          | 29%  | 19% | 21%  | 85%      | 7%        | 5%    | 3%  |
| Prefer not to say         | 19    | 6      | 9      | -         | -     | -     | 7    | 1                | 3            | 2            | *    | -            | 3    | 2   | 4    | 18       | 1         | *     | *   |
|                           | 1%    | *%     | 1%     | -%        | -%    | -%    | 1%   | 1%               | 1%           | 1%           | *%   | -%           | *%   | *%  | *%   | 1%       | *%        | *%    | *%  |
|                           |       |        |        |           |       |       | de   | j                | j            | j            |      |              |      | k   | k    |          |           |       |     |
|                           |       | 29%    | 47%    | -%        | -%    | -%    | 36%  | 6%               | 15%          | 11%          | 1%   | -%           | 13%  | 11% | 19%  | 91%      | 7%        | *%    | 2%  |

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

## SK. HOUSEHOLD SIZE

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| Small (1-2 people)        | 1710  | 172             | 264        | 151        | 127       | 130       | 104         | 157           | 75         | 222        | 1451     | 259   | 881            | 767         | 883               | 827         |
|                           | 57%   | 48%             | 61%        | 60%        | 58%       | 46%       | 50%         | 65%           | 57%        | 61%        | 56%      | 63%   | 51%            | 68%         | 59%               | 55%         |
|                           |       |                 | aef        | aef        | ae        |           |             | ade f h       | ae         | aef        |          | j     |                | l           | o                 |             |
|                           |       | 10%             | 15%        | 9%         | 7%        | 8%        | 6%          | 9%            | 4%         | 13%        | 85%      | 15%   | 52%            | 45%         | 52%               | 48%         |
| Medium (3-4 people)       | 1014  | 141             | 139        | 81         | 74        | 110       | 88          | 57            | 41         | 120        | 892      | 122   | 705            | 266         | 502               | 512         |
|                           | 34%   | 39%             | 32%        | 32%        | 34%       | 39%       | 42%         | 24%           | 31%        | 33%        | 34%      | 30%   | 40%            | 24%         | 34%               | 34%         |
|                           |       | bgh             | g          | g          | g         | g         | bcdg h i    |               | g          | g          | k        |       | m              |             |                   |             |
|                           |       | 14%             | 14%        | 8%         | 7%        | 11%       | 9%          | 6%            | 4%         | 12%        | 88%      | 12%   | 70%            | 26%         | 50%               | 50%         |
| Large (5+ people)         | 257   | 41              | 29         | 19         | 18        | 39        | 14          | 25            | 16         | 18         | 229      | 28    | 156            | 88          | 94                | 163         |
|                           | 9%    | 11%             | 7%         | 7%         | 8%        | 14%       | 7%          | 10%           | 12%        | 5%         | 9%       | 7%    | 9%             | 8%          | 6%                | 11%         |
|                           |       | bfi             |            |            |           | bcd f i   |             | i             | bfi        |            |          |       |                |             | n                 |             |
|                           |       | 16%             | 11%        | 7%         | 7%        | 15%       | 6%          | 10%           | 6%         | 7%         | 89%      | 11%   | 61%            | 34%         | 37%               | 63%         |
| Prefer not to say         | 19    | 5               | 2          | 1          | 1         | 2         | 2           | 1             | -          | 2          | 15       | 4     | 2              | 10          | 10                | 10          |
|                           | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 1%          | 1%            | -%         | 1%         | 1%       | 1%    | *%             | 1%          | 1%                | 1%          |
|                           |       | h               |            |            |           |           |             |               |            |            |          |       |                | l           |                   |             |
|                           |       | 25%             | 12%        | 7%         | 7%        | 13%       | 10%         | 7%            | -%         | 10%        | 79%      | 21%   | 10%            | 50%         | 51%               | 49%         |

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

## SK. HOUSEHOLD SIZE

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| Small (1-2 people)        | 1710  | 749             | 803             | 1245             | 1168 | 594                      | 1609              |
|                           | 57%   | 54%             | 63%             | 56%              | 52%  | 49%                      | 57%               |
|                           |       | e               | acdef           | de               | e    |                          | ade               |
|                           |       | 44%             | 47%             | 73%              | 68%  | 35%                      | 94%               |
| Medium (3-4 people)       | 1014  | 511             | 375             | 787              | 861  | 492                      | 969               |
|                           | 34%   | 37%             | 30%             | 35%              | 38%  | 41%                      | 34%               |
|                           |       | b               |                 | b                | bcb  | abcb                     | b                 |
|                           |       | 50%             | 37%             | 78%              | 85%  | 49%                      | 96%               |
| Large (5+ people)         | 257   | 133             | 79              | 189              | 213  | 127                      | 240               |
|                           | 9%    | 10%             | 6%              | 8%               | 9%   | 10%                      | 8%                |
|                           |       | b               |                 | b                | b    | bcb                      | b                 |
|                           |       | 52%             | 31%             | 74%              | 83%  | 49%                      | 93%               |
| Prefer not to say         | 19    | 2               | 12              | 7                | 1    | 2                        | 14                |
|                           | 1%    | *%              | 1%              | *%               | *%   | *%                       | 1%                |
|                           |       |                 | acde            | d                |      |                          | d                 |
|                           |       | 12%             | 61%             | 34%              | 7%   | 13%                      | 74%               |

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

## SJ. And what is the total number of children in the household (Under 18)?

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| None                      | 2046  | 988    | 1021   | 197       | 345   | 421   | 1044 | 144              | 183          | 255          | 822  | 543          | 550  | 316 | 514  | 1677     | 205       | 100   | 64  |
|                           | 68%   | 71%    | 66%    | 67%       | 59%   | 45%   | 94%  | 75%              | 73%          | 70%          | 65%  | 68%          | 71%  | 62% | 70%  | 67%      | 76%       | 67%   | 71% |
|                           |       | b      |        | de        | e     |       | cde  | j                | j            | j            |      | m            | m    |     | m    |          | oq        |       |     |
|                           |       | 48%    | 50%    | 10%       | 17%   | 21%   | 51%  | 7%               | 9%           | 12%          | 40%  | 27%          | 27%  | 15% | 25%  | 82%      | 10%       | 5%    | 3%  |
| 1                         | 425   | 183    | 228    | 53        | 117   | 201   | 43   | 21               | 27           | 46           | 201  | 108          | 108  | 81  | 100  | 362      | 32        | 21    | 10  |
|                           | 14%   | 13%    | 15%    | 18%       | 20%   | 21%   | 4%   | 11%              | 11%          | 13%          | 16%  | 14%          | 14%  | 16% | 14%  | 15%      | 12%       | 14%   | 11% |
|                           |       |        |        | f         | f     | f     |      |                  |              |              | gh   |              |      |     |      | r        |           |       |     |
|                           |       |        |        | 43%       | 54%   | 47%   | 10%  | 5%               | 6%           | 11%          | 47%  | 25%          | 25%  | 19% | 24%  | 85%      | 7%        | 5%    | 2%  |
| 2                         | 356   | 152    | 199    | 32        | 85    | 222   | 12   | 17               | 23           | 38           | 191  | 110          | 75   | 83  | 70   | 301      | 21        | 22    | 11  |
|                           | 12%   | 11%    | 13%    | 11%       | 14%   | 24%   | 1%   | 9%               | 9%           | 10%          | 15%  | 14%          | 10%  | 16% | 10%  | 12%      | 8%        | 15%   | 12% |
|                           |       |        |        | f         | f     | cdf   |      |                  |              |              | ghi  | ln           |      | ln  |      | p        |           | p     | p   |
|                           |       |        |        | 43%       | 56%   | 62%   | 3%   | 5%               | 6%           | 11%          | 54%  | 31%          | 21%  | 23% | 20%  | 85%      | 6%        | 6%    | 3%  |
| 3                         | 107   | 47     | 59     | 5         | 31    | 70    | 1    | 7                | 13           | 16           | 44   | 29           | 24   | 19  | 31   | 95       | 6         | 3     | 3   |
|                           | 4%    | 3%     | 4%     | 2%        | 5%    | 7%    | *%   | 4%               | 5%           | 4%           | 3%   | 4%           | 3%   | 4%  | 4%   | 4%       | 2%        | 2%    | 4%  |
|                           |       |        |        | f         | cf    | cf    |      |                  |              |              |      |              |      |     |      | q        |           |       |     |
|                           |       |        |        | 44%       | 56%   | 65%   | 1%   | 6%               | 12%          | 15%          | 41%  | 28%          | 23%  | 18% | 29%  | 89%      | 6%        | 3%    | 3%  |
| 4                         | 26    | 10     | 14     | 3         | 6     | 15    | 1    | 2                | 1            | 1            | 11   | 5            | 8    | 4   | 4    | 21       | 1         | 3     | *   |
|                           | 1%    | 1%     | 1%     | 1%        | 1%    | 2%    | *%   | 1%               | 1%           | *%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 2%    | *%  |
|                           |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                           |       |        |        | 41%       | 57%   | 59%   | 3%   | 10%              | 5%           | 5%           | 43%  | 20%          | 30%  | 16% | 16%  | 83%      | 6%        | 10%   | 2%  |
| 5+                        | 12    | 5      | 6      | 1         | 3     | 7     | -    | 1                | *            | 2            | -    | -            | 3    | 2   | 4    | 9        | 1         | 2     | *   |
|                           | *%    | *%     | *%     | *%        | 1%    | 1%    | -%   | *%               | *%           | *%           | -%   | -%           | *%   | *%  | *%   | *%       | *%        | 1%    | *%  |
|                           |       |        |        |           | f     | f     |      | j                |              | j            |      |              | k    | k   | k    |          |           | o     |     |
|                           |       |        |        | 39%       | 49%   | 62%   | -%   | 8%               | 3%           | 14%          | -%   | -%           | 29%  | 20% | 30%  | 74%      | 11%       | 14%   | 1%  |
| Prefer not to say         | 30    | 11     | 14     | 1         | 1     | 3     | 9    | 2                | 4            | 5            | -    | 1            | 3    | 2   | 9    | 26       | 3         | 1     | 1   |
|                           | 1%    | 1%     | 1%     | *%        | *%    | *%    | 1%   | 1%               | 1%           | 1%           | -%   | *%           | *%   | *%  | 1%   | 1%       | 1%        | *%    | 1%  |
|                           |       |        |        |           |       |       |      | j                | j            | j            |      |              |      |     | kl   |          |           |       |     |
|                           |       |        |        | 36%       | 46%   | 9%    | 29%  | 6%               | 12%          | 15%          | -%   | 5%           | 9%   | 8%  | 28%  | 85%      | 10%       | 2%    | 3%  |

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

## SJ. And what is the total number of children in the household (Under 18)?

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| None                      | 2046  | 232             | 314        | 179        | 148       | 147       | 126         | 170           | 89         | 272        | 1745     | 300   | 1074           | 896         | 1047              | 998          |
|                           | 68%   | 65%             | 72%        | 71%        | 67%       | 52%       | 60%         | 71%           | 67%        | 75%        | 67%      | 73%   | 62%            | 79%         | 70%               | 66%          |
|                           |       | e               | aef        | ef         | e         |           | e           | ef            | e          | adehf      |          | j     |                | l           | o                 |              |
|                           |       | 11%             | 15%        | 9%         | 7%        | 7%        | 6%          | 8%            | 4%         | 13%        | 85%      | 15%   | 52%            | 44%         | 51%               | 49%          |
| 1                         | 425   | 53              | 51         | 37         | 34        | 61        | 35          | 28            | 15         | 48         | 381      | 44    | 307            | 97          | 193               | 231          |
|                           | 14%   | 15%             | 12%        | 15%        | 15%       | 22%       | 17%         | 12%           | 11%        | 13%        | 15%      | 11%   | 18%            | 9%          | 13%               | 15%          |
|                           |       |                 |            |            |           | abcdghi   | bgh         |               |            |            | k        |       | m              |             | n                 |              |
|                           |       | 12%             | 12%        | 9%         | 8%        | 14%       | 8%          | 7%            | 4%         | 11%        | 90%      | 10%   | 72%            | 23%         | 46%               | 54%          |
| 2                         | 356   | 53              | 45         | 25         | 31        | 41        | 35          | 23            | 22         | 27         | 308      | 47    | 263            | 83          | 180               | 176          |
|                           | 12%   | 15%             | 10%        | 10%        | 14%       | 14%       | 17%         | 9%            | 17%        | 7%         | 12%      | 11%   | 15%            | 7%          | 12%               | 12%          |
|                           |       | gi              |            |            | i         | i         | bcgi        |               | bcgi       |            |          |       | m              |             |                   |              |
|                           |       | 15%             | 13%        | 7%         | 9%        | 11%       | 10%         | 6%            | 6%         | 8%         | 87%      | 13%   | 74%            | 23%         | 51%               | 49%          |
| 3                         | 107   | 12              | 18         | 7          | 4         | 18        | 9           | 14            | 4          | 9          | 91       | 16    | 75             | 28          | 49                | 58           |
|                           | 4%    | 3%              | 4%         | 3%         | 2%        | 6%        | 4%          | 6%            | 3%         | 2%         | 4%       | 4%    | 4%             | 2%          | 3%                | 4%           |
|                           |       |                 |            |            |           | cdhi      | d           | cdi           |            |            |          |       | m              |             |                   |              |
|                           |       | 11%             | 17%        | 7%         | 3%        | 17%       | 9%          | 14%           | 3%         | 8%         | 85%      | 15%   | 71%            | 26%         | 46%               | 54%          |
| 4                         | 26    | 2               | 4          | 2          | 2         | 4         | -           | 4             | 2          | 3          | 25       | *     | 18             | 5           | 6                 | 20           |
|                           | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | -%          | 2%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       |                 |            |            |           | f         |             | f             | f          |            | k        |       |                |             |                   | n            |
|                           |       | 8%              | 14%        | 8%         | 6%        | 15%       | -%          | 15%           | 6%         | 11%        | 98%      | 2%    | 70%            | 21%         | 22%               | 78%          |
| 5+                        | 12    | 1               | 1          | -          | 1         | 5         | -           | -             | 1          | 1          | 11       | *     | 4              | 7           | *                 | 11           |
|                           | 1%    | 1%              | 1%         | 0%         | 1%        | 2%        | 0%          | 0%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       |                 |            |            |           | bcfg      |             |               |            |            |          |       |                |             |                   | n            |
|                           |       | 8%              | 6%         | 0%         | 8%        | 40%       | 0%          | 0%            | 8%         | 6%         | 96%      | 4%    | 34%            | 58%         | 3%                | 97%          |
| Prefer not to say         | 30    | 6               | 2          | 2          | *         | 7         | 4           | 1             | -          | 2          | 26       | 4     | 3              | 16          | 13                | 17           |
|                           | 1%    | 2%              | 1%         | 1%         | 1%        | 2%        | 2%          | 1%            | 0%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       | dh              |            |            |           | bdgh      | dh          |               |            |            |          |       | l              |             |                   |              |
|                           |       | 21%             | 8%         | 7%         | 1%        | 23%       | 12%         | 5%            | 0%         | 8%         | 86%      | 14%   | 11%            | 52%         | 43%               | 57%          |

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



## SJ. And what is the total number of children in the household (Under 18)?

Base : All respondents

|                           | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                               |                        |
| Unweighted total          | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                     | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                           |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| None                      | 2046  | 928                  | 954                  | 1518                  | 1445      | 757                           | 1933                   |
|                           | 68%   | 67%                  | 75%                  | 68%                   | 64%       | 62%                           | 68%                    |
|                           |       | e                    | acdef                | de                    |           |                               | de                     |
|                           |       | 45%                  | 47%                  | 74%                   | 71%       | 37%                           | 94%                    |
| 1                         | 425   | 204                  | 140                  | 320                   | 359       | 215                           | 398                    |
|                           | 14%   | 15%                  | 11%                  | 14%                   | 16%       | 18%                           | 14%                    |
|                           |       | b                    |                      | b                     | bf        | abcf                          | b                      |
|                           |       | 48%                  | 33%                  | 75%                   | 85%       | 51%                           | 94%                    |
| 2                         | 356   | 181                  | 115                  | 274                   | 317       | 169                           | 342                    |
|                           | 12%   | 13%                  | 9%                   | 12%                   | 14%       | 14%                           | 12%                    |
|                           |       | b                    |                      | b                     | bcb       | b                             | b                      |
|                           |       | 51%                  | 32%                  | 77%                   | 89%       | 47%                           | 96%                    |
| 3                         | 107   | 58                   | 36                   | 85                    | 92        | 55                            | 104                    |
|                           | 4%    | 4%                   | 3%                   | 4%                    | 4%        | 5%                            | 4%                     |
|                           |       | b                    |                      |                       | b         | b                             |                        |
|                           |       | 54%                  | 34%                  | 79%                   | 86%       | 51%                           | 98%                    |
| 4                         | 26    | 15                   | 5                    | 15                    | 21        | 11                            | 23                     |
|                           | 1%    | 1%                   | *%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                           |       | b                    |                      |                       |           |                               |                        |
|                           |       | 58%                  | 21%                  | 57%                   | 82%       | 43%                           | 91%                    |
| 5+                        | 12    | 3                    | 3                    | 4                     | 4         | 3                             | 6                      |
|                           | *%    | *%                   | *%                   | *%                    | *%        | *%                            | *%                     |
|                           |       | 27%                  | 22%                  | 32%                   | 38%       | 28%                           | 53%                    |
| Prefer not to say         | 30    | 7                    | 16                   | 12                    | 5         | 5                             | 25                     |
|                           | 1%    | *%                   | 1%                   | 1%                    | *%        | *%                            | 1%                     |
|                           |       |                      | acde                 |                       |           |                               | d                      |
|                           |       |                      | 22%                  | 55%                   | 42%       | 17%                           | 82%                    |

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

**SM. Can you speak or write in Welsh at all? IF YES – Would you say you are fluent? (SINGLE CODE)**

Base : All respondents in Wales (excluding those completing a paper questionnaire)

|                           |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |    |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%   | Total | a      | b      | ~c        | d     | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | ~o       | ~p        | q     | ~r |
| Unweighted total          | 568   | 265    | 293    | 58        | 107   | 169   | 229 | 46               | 49           | 77           | 241  | 148          | 174 | 82 | 139 | -        | -         | 568   | -  |
| Effective Weighted Sample | 385   | 185    | 195    | 45        | 74    | 116   | 147 | 33               | 35           | 55           | 166  | 98           | 130 | 59 | 95  | -        | -         | 385   | -  |
| Total                     | 135   | 64     | 68     | 15        | 27    | 43    | 48  | 14               | 11           | 18           | 57   | 33           | 36  | 26 | 32  | -        | -         | 135   | -  |
|                           |       | 48%    | 51%    | **        | 20%   | 32%   | 35% | **               | **           | **           | 42%  | 24%          | 27% | ** | 24% | **       | **        | 100%  | ** |
| Yes, and fluent           | 9     | 5      | 4      | **        | 2     | 3     | 3   | **               | **           | **           | 5    | 3            | 4   | ** | 1   | **       | **        | 9     | ** |
|                           | 7%    | 8%     | 6%     | **        | 9%    | 6%    | 6%  | **               | **           | **           | 9%   | 10%          | 11% | ** | 3%  | **       | **        | 7%    | ** |
|                           |       | 54%    | 43%    | **        | 26%   | 30%   | 29% | **               | **           | **           | 56%  | 38%          | 45% | ** | 9%  | **       | **        | 100%  | ** |
| Yes, but not fluent       | 31    | 12     | 18     | **        | 6     | 11    | 9   | **               | **           | **           | 12   | 8            | 9   | ** | 6   | **       | **        | 31    | ** |
|                           | 23%   | 19%    | 26%    | **        | 23%   | 25%   | 19% | **               | **           | **           | 22%  | 26%          | 24% | ** | 18% | **       | **        | 23%   | ** |
|                           |       | 39%    | 57%    | **        | 20%   | 34%   | 29% | **               | **           | **           | 40%  | 27%          | 28% | ** | 18% | **       | **        | 100%  | ** |
| No                        | 95    | 47     | 47     | **        | 19    | 30    | 36  | **               | **           | **           | 39   | 21           | 23  | ** | 26  | **       | **        | 95    | ** |
|                           | 70%   | 74%    | 69%    | **        | 68%   | 69%   | 76% | **               | **           | **           | 69%  | 64%          | 64% | ** | 80% | **       | **        | 70%   | ** |
|                           |       | 50%    | 49%    | **        | 20%   | 32%   | 38% | **               | **           | **           | 42%  | 22%          | 24% | ** | 27% | **       | **        | 100%  | ** |

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

## SM. Can you speak or write in Welsh at all? IF YES – Would you say you are fluent? (SINGLE CODE)

Base : All respondents in Wales (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 568   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 283      | 285   | 317            | 230         | 319               | 249         |
| Effective Weighted Sample | 385   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 256      | 255   | 224            | 148         | 202               | 183         |
| Total                     | 135   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 106      | 29    | 81             | 48          | 69                | 67          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 79%      | 21%   | 60%            | 36%         | 51%               | 49%         |
| Yes, and fluent           | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7        | 2     | 7              | 2           | 5                 | 4           |
|                           | 7%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6%       | 9%    | 8%             | 4%          | 7%                | 6%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 73%      | 27%   | 73%            | 22%         | 52%               | 48%         |
| Yes, but not fluent       | 31    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 25       | 6     | 18             | 11          | 17                | 14          |
|                           | 23%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 24%      | 20%   | 22%            | 24%         | 25%               | 21%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 82%      | 18%   | 57%            | 37%         | 55%               | 45%         |
| No                        | 95    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 74       | 21    | 56             | 35          | 47                | 48          |
|                           | 70%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 70%      | 71%   | 70%            | 72%         | 68%               | 72%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 78%      | 22%   | 59%            | 37%         | 49%               | 51%         |

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

**SM. Can you speak or write in Welsh at all? IF YES – Would you say you are fluent? (SINGLE CODE)**

Base : All respondents in Wales (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                    |                        |
| Unweighted total          | 568   | 299                  | 214                  | 460                   | 468       | 238                | 548                    |
| Effective Weighted Sample | 385   | 210                  | 135                  | 318                   | 322       | 169                | 375                    |
| Total                     | 135   | 74                   | 45                   | 110                   | 114       | 60                 | 130                    |
|                           |       | 55%                  | 34%                  | 82%                   | 84%       | 44%                | 96%                    |
| Yes, and fluent           | 9     | 4                    | 4                    | 8                     | 8         | 4                  | 9                      |
|                           | 7%    | 5%                   | 8%                   | 7%                    | 7%        | 7%                 | 7%                     |
|                           |       | 43%                  | 41%                  | 90%                   | 89%       | 45%                | 99%                    |
| Yes, but not fluent       | 31    | 13                   | 13                   | 27                    | 26        | 13                 | 30                     |
|                           | 23%   | 18%                  | 29%                  | 24%                   | 23%       | 22%                | 23%                    |
|                           |       |                      | a                    |                       |           |                    |                        |
|                           |       | 42%                  | 42%                  | 85%                   | 85%       | 42%                | 95%                    |
| No                        | 95    | 57                   | 29                   | 76                    | 79        | 43                 | 92                     |
|                           | 70%   | 77%                  | 63%                  | 69%                   | 70%       | 71%                | 70%                    |
|                           |       | bc                   |                      |                       |           |                    |                        |
|                           |       | 60%                  | 30%                  | 80%                   | 84%       | 45%                | 96%                    |

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

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

Base : All respondents in Wales (excluding those completing a paper questionnaire)

|                                                              | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |    |
|--------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|----|
|                                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                      |       | a      | b      | ~c        | d     | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | ~o       | ~p        | q     | ~r |
| Unweighted total                                             | 568   | 265    | 293    | 58        | 107   | 169   | 229 | 46               | 49           | 77           | 241  | 148          | 174 | 82 | 139 | -        | -         | 568   | -  |
| Effective Weighted Sample                                    | 385   | 185    | 195    | 45        | 74    | 116   | 147 | 33               | 35           | 55           | 166  | 98           | 130 | 59 | 95  | -        | -         | 385   | -  |
| Total                                                        | 135   | 64     | 68     | 15        | 27    | 43    | 48  | 14               | 11           | 18           | 57   | 33           | 36  | 26 | 32  | -        | -         | 135   | -  |
|                                                              |       | 48%    | 51%    | **        | 20%   | 32%   | 35% | **               | **           | **           | 42%  | 24%          | 27% | ** | 24% | **       | **        | 100%  | ** |
| PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |     |          |           |       |    |
| English                                                      | 36    | 15     | 20     | **        | 8     | 12    | 11  | **               | **           | **           | 16   | 10           | 11  | ** | 6   | **       | **        | 36    | ** |
|                                                              | 27%   | 24%    | 30%    | **        | 29%   | 27%   | 22% | **               | **           | **           | 28%  | 30%          | 32% | ** | 20% | **       | **        | 27%   | ** |
|                                                              |       | 43%    | 56%    | **        | 22%   | 33%   | 30% | **               | **           | **           | 43%  | 28%          | 32% | ** | 18% | **       | **        | 100%  | ** |
| Welsh                                                        | 3     | 1      | 1      | **        | *     | 2     | 1   | **               | **           | **           | 2    | 2            | 1   | ** | *   | **       | **        | 3     | ** |
|                                                              | 2%    | 2%     | 2%     | **        | 2%    | 4%    | 2%  | **               | **           | **           | 3%   | 6%           | 3%  | ** | *%  | **       | **        | 2%    | ** |
|                                                              |       |        |        |           |       |       |     |                  |              |              |      | n            |     |    |     |          |           |       |    |
|                                                              |       | 42%    | 41%    | **        | 15%   | 51%   | 32% | **               | **           | **           | 59%  | 63%          | 35% | ** | 3%  | **       | **        | 100%  | ** |
| Don't know                                                   | 1     | *      | *      | **        | *     | *     | -   | **               | **           | **           | -    | *            | *   | ** | -   | **       | **        | 1     | ** |
|                                                              | 1%    | *%     | *%     | **        | 1%    | *%    | -%  | **               | **           | **           | -%   | *%           | 1%  | ** | -%  | **       | **        | 1%    | ** |
|                                                              |       | 30%    | 6%     | **        | 30%   | 6%    | -%  | **               | **           | **           | -%   | 6%           | 30% | ** | -%  | **       | **        | 100%  | ** |
| CANNOT SPEAK OR WRITE IN WELSH                               | 95    | 47     | 47     | **        | 19    | 30    | 36  | **               | **           | **           | 39   | 21           | 23  | ** | 26  | **       | **        | 95    | ** |
|                                                              | 70%   | 74%    | 69%    | **        | 68%   | 69%   | 76% | **               | **           | **           | 69%  | 64%          | 64% | ** | 80% | **       | **        | 70%   | ** |
|                                                              |       |        |        |           |       |       |     |                  |              |              |      |              |     | kl |     |          |           |       |    |
|                                                              |       | 50%    | 49%    | **        | 20%   | 32%   | 38% | **               | **           | **           | 42%  | 22%          | 24% | ** | 27% | **       | **        | 100%  | ** |

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

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

Base : All respondents in Wales (excluding those completing a paper questionnaire)

|                                                                     | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                     |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                             |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                    | 568   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 283      | 285   | 317            | 230         | 319               | 249          |
| Effective Weighted Sample                                           | 385   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 256      | 255   | 224            | 148         | 202               | 183          |
| Total                                                               | 135   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 106      | 29    | 81             | 48          | 69                | 67           |
|                                                                     |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 79%      | 21%   | 60%            | 36%         | 51%               | 49%          |
| <b>PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH</b> |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| English                                                             | 36    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 29       | 7     | 22             | 13          | 19                | 17           |
|                                                                     | 27%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 27%      | 24%   | 27%            | 27%         | 27%               | 26%          |
|                                                                     |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 81%      | 19%   | 60%            | 36%         | 52%               | 48%          |
| Welsh                                                               | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2        | 1     | 3              | *           | 2                 | 1            |
|                                                                     | 2%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2%       | 4%    | 3%             | 1%          | 3%                | 1%           |
|                                                                     |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 62%      | 38%   | 87%            | 13%         | 77%               | 23%          |
| Don't know                                                          | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | *     | *              | *           | 1                 | *            |
|                                                                     | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | *%    | *%             | *%          | 1%                | *%           |
|                                                                     |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | 6%    | 30%            | 6%          | 70%               | 30%          |
| CANNOT SPEAK OR WRITE IN WELSH                                      | 95    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 74       | 21    | 56             | 35          | 47                | 48           |
|                                                                     | 70%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 70%      | 71%   | 70%            | 72%         | 68%               | 72%          |
|                                                                     |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 78%      | 22%   | 59%            | 37%         | 49%               | 51%          |

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

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

Base : All respondents in Wales (excluding those completing a paper questionnaire)

|                                                              | Total | TV SERVICES          |                      |                       |            | YOUTUBE            |                        |
|--------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|------------|--------------------|------------------------|
|                                                              |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d  | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                      |       |                      |                      |                       |            |                    |                        |
| Unweighted total                                             | 568   | 299                  | 214                  | 460                   | 468        | 238                | 548                    |
| Effective Weighted Sample                                    | 385   | 210                  | 135                  | 318                   | 322        | 169                | 375                    |
| Total                                                        | 135   | 74<br>55%            | 45<br>34%            | 110<br>82%            | 114<br>84% | 60<br>44%          | 130<br>96%             |
| PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH |       |                      |                      |                       |            |                    |                        |
| English                                                      | 36    | 15                   | 15                   | 32                    | 32         | 16                 | 35                     |
|                                                              | 27%   | 20%                  | 34%                  | 29%                   | 28%        | 27%                | 27%                    |
|                                                              |       | a<br>42%             | a<br>43%             | a<br>88%              |            |                    |                        |
| Welsh                                                        | 3     | 2                    | 1                    | 3                     | 2          | 1                  | 3                      |
|                                                              | 2%    | 2%                   | 3%                   | 2%                    | 2%         | 2%                 | 2%                     |
|                                                              |       | 55%                  | 41%                  | 84%                   | 80%        | 43%                | 100%                   |
| Don't know                                                   | 1     | *                    | *                    | *                     | *          | -                  | *                      |
|                                                              | 1%    | *%                   | *%                   | *%                    | *%         | -%                 | *%                     |
|                                                              |       | 30%                  | 6%                   | 36%                   | 36%        | -%                 | 36%                    |
| CANNOT SPEAK OR WRITE IN WELSH                               | 95    | 57                   | 29                   | 76                    | 79         | 43                 | 92                     |
|                                                              | 70%   | 77%                  | 63%                  | 69%                   | 70%        | 71%                | 70%                    |
|                                                              |       | bc<br>60%            | 30%                  | 80%                   | 84%        | 45%                | 96%                    |

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

QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| English                   | 1801  | 853    | 926    | 176       | 355   | 548   | 698  | 125              | 153          | 223          | 780  | 475          | 444  | 318 | 465  | 1731     | 25        | 35    | 9   |
|                           | 60%   | 61%    | 60%    | 60%       | 60%   | 58%   | 63%  | 65%              | 61%          | 61%          | 61%  | 60%          | 58%  | 63% | 64%  | 70%      | 9%        | 24%   | 10% |
|                           |       | e      |        |           |       |       |      |                  |              |              |      |              |      |     |      | pqr      |           | pr    |     |
|                           |       | 47%    | 51%    | 10%       | 20%   | 30%   | 39%  | 7%               | 8%           | 12%          | 43%  | 26%          | 25%  | 18% | 26%  | 96%      | 1%        | 2%    | 1%  |
| Scottish                  | 240   | 119    | 119    | 28        | 40    | 79    | 91   | 16               | 28           | 31           | 101  | 58           | 60   | 50  | 62   | 42       | 196       | *     | 1   |
|                           | 8%    | 9%     | 8%     | 10%       | 7%    | 8%    | 8%   | 8%               | 11%          | 9%           | 8%   | 7%           | 8%   | 10% | 9%   | 2%       | 73%       | *%    | 1%  |
|                           |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      | q        | oqr       |       |     |
|                           |       | 49%    | 50%    | 12%       | 17%   | 33%   | 38%  | 7%               | 12%          | 13%          | 42%  | 24%          | 25%  | 21% | 26%  | 18%      | 82%       | *%    | 1%  |
| Welsh                     | 112   | 55     | 55     | 13        | 26    | 33    | 39   | 9                | 8            | 11           | 53   | 30           | 33   | 20  | 26   | 26       | -         | 86    | *   |
|                           | 4%    | 4%     | 4%     | 4%        | 4%    | 4%    | 4%   | 5%               | 3%           | 3%           | 4%   | 4%           | 4%   | 4%  | 4%   | 1%       | -%        | 57%   | *%  |
|                           |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      | r        |           | opr   |     |
|                           |       | 49%    | 49%    | 11%       | 23%   | 30%   | 35%  | 8%               | 8%           | 9%           | 48%  | 27%          | 30%  | 18% | 23%  | 23%      | -%        | 77%   | *%  |
| Northern Irish            | 50    | 23     | 28     | 6         | 13    | 12    | 19   | 4                | 5            | 8            | 18   | 14           | 13   | 9   | 10   | 10       | 3         | *     | 37  |
|                           | 2%    | 2%     | 2%     | 2%        | 2%    | 1%    | 2%   | 2%               | 2%           | 2%           | 1%   | 2%           | 2%   | 2%  | 1%   | *%       | 1%        | *%    | 41% |
|                           |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          | o         |       | opq |
|                           |       | 45%    | 54%    | 11%       | 26%   | 24%   | 38%  | 8%               | 10%          | 15%          | 36%  | 28%          | 26%  | 18% | 19%  | 20%      | 7%        | 1%    | 73% |
| British                   | 725   | 342    | 371    | 65        | 118   | 244   | 287  | 45               | 50           | 95           | 312  | 234          | 202  | 106 | 149  | 620      | 56        | 30    | 19  |
|                           | 24%   | 24%    | 24%    | 22%       | 20%   | 26%   | 26%  | 23%              | 20%          | 26%          | 25%  | 29%          | 26%  | 21% | 20%  | 25%      | 21%       | 20%   | 21% |
|                           |       |        |        |           |       | d     | d    |                  |              |              |      | mn           | mn   |     |      | qr       |           |       |     |
|                           |       | 47%    | 51%    | 9%        | 16%   | 34%   | 40%  | 6%               | 7%           | 13%          | 43%  | 32%          | 28%  | 15% | 21%  | 86%      | 8%        | 4%    | 3%  |
| Irish                     | 48    | 24     | 24     | 7         | 10    | 11    | 20   | 5                | 5            | 7            | 18   | 15           | 12   | 6   | 12   | 19       | 1         | 1     | 27  |
|                           | 2%    | 2%     | 2%     | 2%        | 2%    | 1%    | 2%   | 3%               | 2%           | 2%           | 1%   | 2%           | 2%   | 1%  | 2%   | 1%       | *%        | 1%    | 30% |
|                           |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       | opq |
|                           |       | 49%    | 49%    | 14%       | 20%   | 22%   | 41%  | 10%              | 11%          | 14%          | 37%  | 31%          | 26%  | 13% | 24%  | 39%      | 2%        | 3%    | 56% |
| Other                     | 182   | 73     | 108    | 20        | 60    | 69    | 31   | 10               | 15           | 13           | 94   | 43           | 63   | 29  | 38   | 163      | 11        | 4     | 4   |
|                           | 6%    | 5%     | 7%     | 7%        | 10%   | 7%    | 3%   | 5%               | 6%           | 4%           | 7%   | 5%           | 8%   | 6%  | 5%   | 7%       | 4%        | 3%    | 4%  |
|                           |       |        | a      | f         | ef    | f     |      |                  |              |              | i    |              | kn   |     |      | qr       |           |       |     |
|                           |       | 40%    | 59%    | 11%       | 33%   | 38%   | 17%  | 6%               | 8%           | 7%           | 52%  | 23%          | 35%  | 16% | 21%  | 89%      | 6%        | 2%    | 2%  |
| Prefer not to say         | 87    | 33     | 27     | 8         | 17    | 24    | 8    | 1                | 1            | 3            | 7    | 8            | 20   | 15  | 10   | 78       | 1         | 3     | 4   |
|                           | 3%    | 2%     | 2%     | 3%        | 3%    | 3%    | 1%   | *%               | *%           | 1%           | 1%   | 1%           | 3%   | 3%  | 1%   | 3%       | 1%        | 2%    | 5%  |
|                           |       |        |        | f         | f     | f     |      |                  |              |              |      |              | k    | kn  |      | p        |           |       | opq |
|                           |       | 38%    | 31%    | 9%        | 19%   | 28%   | 10%  | 1%               | 1%           | 3%           | 8%   | 9%           | 22%  | 17% | 11%  | 90%      | 2%        | 3%    | 5%  |

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



## QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 5     | 2      | 3      | -         | -     | -     | 2    | -                | -            | 1            | -    | *            | -    | 1   | 1    | 4        | -         | 1     | -   |
|                            | *%    | *%     | *%     | -%        | -%    | -%    | *%   | -%               | -%           | *%           | -%   | *%           | -%   | *%  | *%   | *%       | -%        | *%    | -%  |
|                            |       | 44%    | 56%    | -%        | -%    | -%    | 37%  | -%               | -%           | 14%          | -%   | 9%           | -%   | 16% | 28%  | 86%      | -%        | 14%   | -%  |

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

## QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| English                   | 1801  | 180             | 307        | 180        | 169       | 189       | 148         | 185           | 107        | 266        | 1545     | 256   | 1059           | 696         | 963               | 838          |
|                           | 60%   | 50%             | 71%        | 71%        | 77%       | 67%       | 71%         | 77%           | 81%        | 74%        | 60%      | 62%   | 61%            | 62%         | 65%               | 55%          |
|                           |       |                 | a          | a          | ae        | a         | a           | abe           | abcefi     | a          |          |       |                |             | o                 |              |
|                           |       | 10%             | 17%        | 10%        | 9%        | 11%       | 8%          | 10%           | 6%         | 15%        | 86%      | 14%   | 59%            | 39%         | 53%               | 47%          |
| Scottish                  | 240   | 3               | 13         | 4          | 2         | 3         | 2           | 2             | 3          | 10         | 206      | 34    | 144            | 90          | 121               | 119          |
|                           | 8%    | 1%              | 3%         | 1%         | 1%        | 1%        | 1%          | 1%            | 2%         | 3%         | 8%       | 8%    | 8%             | 8%          | 8%                | 8%           |
|                           |       |                 | a          |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 1%              | 5%         | 2%         | 1%        | 1%        | 1%          | 1%            | 1%         | 4%         | 86%      | 14%   | 60%            | 37%         | 51%               | 49%          |
| Welsh                     | 112   | -               | 7          | 5          | *         | 2         | 4           | 2             | 1          | 3          | 90       | 21    | 67             | 41          | 58                | 54           |
|                           | 4%    | -%              | 2%         | 2%         | *%        | 1%        | 2%          | 1%            | 1%         | 1%         | 3%       | 5%    | 4%             | 4%          | 4%                | 4%           |
|                           |       |                 | a          | ad         |           |           | ad          |               |            |            |          |       |                |             |                   |              |
|                           |       | -%              | 6%         | 5%         | *%        | 2%        | 4%          | 2%            | 1%         | 3%         | 81%      | 19%   | 60%            | 37%         | 52%               | 48%          |
| Northern Irish            | 50    | 1               | 7          | -          | -         | -         | *           | 1             | -          | 1          | 34       | 16    | 30             | 20          | 26                | 25           |
|                           | 2%    | *%              | 2%         | -%         | -%        | -%        | *%          | *%            | -%         | *%         | 1%       | 4%    | 2%             | 2%          | 2%                | 2%           |
|                           |       |                 | acdefgh    |            |           |           |             |               |            |            |          | j     |                |             |                   |              |
|                           |       | 1%              | 15%        | -%         | -%        | -%        | *%          | 1%            | -%         | 2%         | 68%      | 32%   | 59%            | 40%         | 51%               | 49%          |
| British                   | 725   | 120             | 94         | 61         | 46        | 82        | 50          | 56            | 29         | 82         | 637      | 88    | 433            | 271         | 362               | 363          |
|                           | 24%   | 33%             | 22%        | 24%        | 21%       | 29%       | 24%         | 23%           | 22%        | 23%        | 25%      | 21%   | 25%            | 24%         | 24%               | 24%          |
|                           |       | bcd fghi        |            |            |           | bdh       |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 17%             | 13%        | 8%         | 6%        | 11%       | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 60%            | 37%         | 50%               | 50%          |
| Irish                     | 48    | 5               | 4          | 1          | 2         | 3         | *           | -             | 1          | 3          | 37       | 11    | 23             | 23          | 19                | 30           |
|                           | 2%    | 1%              | 1%         | 1%         | 1%        | 1%        | *%          | -%            | *%         | 1%         | 1%       | 3%    | 1%             | 2%          | 1%                | 2%           |
|                           |       | g               |            |            |           |           |             |               |            |            |          | j     |                |             |                   |              |
|                           |       | 10%             | 8%         | 3%         | 3%        | 6%        | 1%          | -%            | 1%         | 6%         | 76%      | 24%   | 48%            | 48%         | 39%               | 61%          |
| Other                     | 182   | 61              | 18         | 15         | 9         | 19        | 16          | 10            | 4          | 11         | 168      | 14    | 120            | 58          | 42                | 140          |
|                           | 6%    | 17%             | 4%         | 6%         | 4%        | 7%        | 8%          | 4%            | 3%         | 3%         | 6%       | 3%    | 7%             | 5%          | 3%                | 9%           |
|                           |       | bcd fghi        |            |            |           | hi        | bdghi       |               |            |            | k        |       | m              |             | n                 |              |
|                           |       | 34%             | 10%        | 8%         | 5%        | 11%       | 9%          | 5%            | 2%         | 6%         | 92%      | 8%    | 66%            | 32%         | 23%               | 77%          |
| Prefer not to say         | 87    | 19              | 19         | 9          | 6         | 4         | 5           | 7             | 3          | 8          | 81       | 6     | 30             | 13          | 33                | 54           |
|                           | 3%    | 5%              | 4%         | 4%         | 3%        | 1%        | 2%          | 3%            | 2%         | 2%         | 3%       | 1%    | 2%             | 1%          | 2%                | 4%           |
|                           |       | eh              | e          |            |           |           |             |               |            |            | k        |       |                |             | n                 |              |
|                           |       | 21%             | 21%        | 10%        | 7%        | 4%        | 6%          | 8%            | 3%         | 10%        | 93%      | 7%    | 34%            | 15%         | 38%               | 62%          |

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

## QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

|                            |       | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%    | Total | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610        |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836        |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588  | 412            | 1744    | 1131              | 1489 | 1511        |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 58%     | 38%               | 50%  | 50%         |
| NOT ANSWERED [POSTAL ONLY] | 5     | 2               | -          | -          | *         | 1         | -           | 1             | -          | -          | 5     | -              | 1       | 3                 | 1    | 4           |
|                            | *%    | 1%              | -%         | -%         | *%        | *%        | -%          | *%            | -%         | -%         | *%    | -%             | *%      | *%                | *%   | *%          |
|                            |       | 47%             | -%         | -%         | 9%        | 16%       | -%          | 14%           | -%         | -%         | 100%  | -%             | 13%     | 53%               | 23%  | 77%         |

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

## QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

|                            | Total       | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|----------------------------|-------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                            |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |             |                      |                      |                       |             |                    |                        |
| Unweighted total           | 5233        | 2461                 | 2214                 | 3966                  | 3991        | 2172               | 5004                   |
| Effective Weighted Sample  | 3539        | 1661                 | 1497                 | 2748                  | 2752        | 1500               | 3413                   |
| Total                      | 3000        | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75% | 1215<br>41%        | 2832<br>94%            |
| English                    | 1801<br>60% | 902<br>65%<br>def    | 805<br>63%<br>e      | 1402<br>63%<br>e      | 1378<br>61% | 719<br>59%         | 1733<br>61%            |
|                            |             | 50%                  | 45%                  | 78%                   | 77%         | 40%                | 96%                    |
| Scottish                   | 240<br>8%   | 138<br>10%<br>bf     | 92<br>7%             | 184<br>8%             | 195<br>9%   | 109<br>9%          | 231<br>8%              |
|                            |             | 57%                  | 38%                  | 77%                   | 81%         | 46%                | 96%                    |
| Welsh                      | 112<br>4%   | 56<br>4%             | 42<br>3%             | 92<br>4%              | 91<br>4%    | 49<br>4%           | 107<br>4%              |
|                            |             | 50%                  | 37%                  | 82%                   | 82%         | 44%                | 96%                    |
| Northern Irish             | 50<br>2%    | 21<br>2%             | 22<br>2%             | 34<br>2%              | 37<br>2%    | 20<br>2%           | 45<br>2%               |
|                            |             | 43%                  | 43%                  | 67%                   | 73%         | 39%                | 89%                    |
| British                    | 725<br>24%  | 317<br>23%           | 330<br>26%           | 557<br>25%            | 530<br>24%  | 310<br>25%         | 681<br>24%             |
|                            |             | 44%                  | 46%                  | 77%                   | 73%         | 43%                | 94%                    |
| Irish                      | 48<br>2%    | 24<br>2%             | 22<br>2%             | 38<br>2%              | 37<br>2%    | 22<br>2%           | 46<br>2%               |
|                            |             | 49%                  | 45%                  | 78%                   | 76%         | 46%                | 94%                    |
| Other                      | 182<br>6%   | 41<br>3%             | 52<br>4%             | 98<br>4%              | 145<br>6%   | 88<br>7%           | 167<br>6%              |
|                            |             | 23%                  | 29%                  | 54%                   | 80%         | 49%                | 92%                    |
| Prefer not to say          | 87<br>3%    | 15<br>1%             | 22<br>2%             | 33<br>1%              | 42<br>2%    | 25<br>2%           | 63<br>2%               |
|                            |             | 18%                  | 26%                  | 38%                   | 49%         | 29%                | 72%                    |
| NOT ANSWERED [POSTAL ONLY] | 5<br>*%     | 1<br>*%              | 1<br>*%              | 2<br>*%               | 1<br>*%     | 1<br>*%            | 3<br>*%                |
|                            |             | 25%                  | 14%                  | 40%                   | 14%         | 14%                | 53%                    |

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

## Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

|                                                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                            | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                   | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                       | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                             |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| <b>WHITE</b>                                                |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| English/ Welsh/ Scottish/ Northern Irish/ British Irish     | 2387  | 1140   | 1222   | 209       | 424   | 726   | 997  | 157              | 207          | 309          | 1039 | 658          | 606  | 412 | 589  | 1945     | 244       | 140   | 59  |
|                                                             | 80%   | 82%    | 79%    | 72%       | 72%   | 77%   | 90%  | 81%              | 83%          | 85%          | 82%  | 82%          | 79%  | 81% | 81%  | 78%      | 90%       | 93%   | 65% |
|                                                             |       | 48%    | 51%    | 9%        | 18%   | 30%   | 42%  | 7%               | 9%           | 13%          | 44%  | 28%          | 25%  | 17% | 25%  | 81%      | 10%       | 6%    | 2%  |
| Irish                                                       | 38    | 17     | 20     | 4         | 10    | 7     | 16   | 3                | 3            | 6            | 18   | 13           | 10   | 5   | 8    | 15       | 1         | 1     | 22  |
|                                                             | 1%    | 1%     | 1%     | 1%        | 2%    | 1%    | 1%   | 2%               | 1%           | 2%           | 1%   | 2%           | 1%   | 1%  | 1%   | 1%       | *%        | 1%    | 24% |
|                                                             |       | 46%    | 53%    | 11%       | 25%   | 19%   | 41%  | 8%               | 8%           | 15%          | 48%  | 33%          | 26%  | 13% | 22%  | 38%      | 2%        | 3%    | opq |
| Gypsy or Irish traveller                                    | 3     | 2      | *      | 1         | *     | 1     | *    | 1                | *            | *            | 1    | 1            | 1    | -   | 1    | 2        | -         | 1     | *   |
|                                                             | *%    | *%     | *%     | 1%        | *%    | *%    | *%   | *%               | *%           | *%           | *%   | *%           | *%   | -%  | *%   | *%       | -%        | *%    | *%  |
|                                                             |       | 75%    | 8%     | f         | 6%    | 42%   | 6%   | 20%              | 14%          | 14%          | 42%  | 46%          | 35%  | -%  | 20%  | 68%      | -%        | 21%   | 11% |
| Roma                                                        | 5     | *      | 5      | -         | 2     | 3     | *    | 1                | 1            | 2            | 1    | 2            | 2    | *   | 1    | 4        | 1         | *     | *   |
|                                                             | *%    | *%     | *%     | -%        | *%    | *%    | *%   | *%               | *%           | 1%           | *%   | *%           | *%   | *%  | *%   | *%       | *%        | *%    | *%  |
|                                                             |       | 9%     | 91%    | -%        | f     | 54%   | 4%   | 15%              | 10%          | j            | 38%  | 37%          | 32%  | 4%  | 27%  | 72%      | 20%       | 4%    | 4%  |
| Any other White background                                  | 129   | 47     | 81     | 12        | 43    | 54    | 20   | 4                | 15           | 10           | 70   | 34           | 38   | 26  | 23   | 118      | 6         | 2     | 3   |
|                                                             | 4%    | 3%     | 5%     | 4%        | 7%    | 6%    | 2%   | 2%               | 6%           | 3%           | 6%   | 4%           | 5%   | 5%  | 3%   | 5%       | 2%        | 1%    | 4%  |
|                                                             |       | a      | f      | f         | cf    | f     |      |                  | gi           |              | gi   |              | n    |     |      | pq       |           |       | q   |
|                                                             |       | 36%    | 63%    | 9%        | 33%   | 42%   | 15%  | 3%               | 11%          | 7%           | 54%  | 26%          | 30%  | 20% | 18%  | 91%      | 5%        | 2%    | 3%  |
| <b>MIXED/ MULTIPLE ETHNIC GROUPS</b>                        |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| White and Black Caribbean                                   | 22    | 6      | 15     | 4         | 7     | 9     | 3    | 3                | 2            | 7            | 5    | 6            | 3    | 6   | 8    | 21       | 1         | -     | *   |
|                                                             | 1%    | *%     | 1%     | 1%        | 1%    | 1%    | *%   | 1%               | 1%           | 2%           | *%   | 1%           | *%   | 1%  | 1%   | 1%       | *%        | -%    | *%  |
|                                                             |       | 28%    | 69%    | f         | f     | f     |      | j                |              | j            | 20%  | 28%          | 12%  | 25% | 35%  | 95%      | 3%        | -%    | 1%  |
| White and Black African                                     | 8     | 3      | 5      | 3         | 1     | 2     | *    | 1                | 1            | 1            | 2    | -            | 4    | 1   | 3    | 8        | -         | -     | *   |
|                                                             | *%    | *%     | *%     | 1%        | *%    | *%    | *%   | 1%               | *%           | *%           | *%   | -%           | 1%   | *%  | *%   | *%       | -%        | -%    | *%  |
|                                                             |       | 43%    | 57%    | def       |       |       |      |                  |              |              |      |              | k    |     | k    |          |           |       |     |
|                                                             |       |        |        | 43%       | 15%   | 27%   | 5%   | 17%              | 8%           | 15%          | 30%  | -%           | 50%  | 10% | 39%  | 98%      | -%        | -%    | 2%  |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |

## Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

|                                                               | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                              | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                     | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                         | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                               |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| White and Asian                                               | 19    | 7      | 13     | 10        | 3     | 2     | 4    | 2                | 1            | 3            | 7    | 2            | 5    | 4   | 7    | 18       | -         | 1     | *   |
|                                                               | 1%    | *%     | 1%     | 3%        | 1%    | *%    | *%   | 1%               | *%           | 1%           | 1%   | *%           | 1%   | 1%  | 1%   | 1%       | -%        | 1%    | *%  |
|                                                               |       |        |        | def       |       |       |      |                  |              |              |      |              |      |     | k    |          |           |       |     |
|                                                               |       | 35%    | 65%    | 51%       | 17%   | 11%   | 20%  | 12%              | 6%           | 17%          | 35%  | 9%           | 28%  | 21% | 38%  | 92%      | -%        | 7%    | 1%  |
| Any other Mixed/ multiple ethnic background                   | 15    | 9      | 6      | 3         | 3     | 7     | 2    | 1                | 1            | 2            | 9    | 5            | 4    | 3   | 3    | 15       | -         | -     | -   |
|                                                               | *%    | 1%     | *%     | 1%        | *%    | 1%    | *%   | 1%               | *%           | 1%           | 1%   | 1%           | 1%   | 1%  | *%   | 1%       | -%        | -%    | -%  |
|                                                               |       |        |        | f         |       | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                               |       | 62%    | 38%    | 20%       | 19%   | 48%   | 13%  | 10%              | 4%           | 17%          | 61%  | 33%          | 30%  | 20% | 18%  | 100%     | -%        | -%    | -%  |
| <b>BLACK AND BLACK BRITISH</b>                                |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| Caribbean                                                     | 12    | *      | 11     | 1         | 4     | 5     | 1    | *                | *            | 2            | 7    | 4            | 4    | -   | 3    | 10       | 1         | -     | -   |
|                                                               | *%    | *%     | 1%     | *%        | 1%    | 1%    | *%   | *%               | *%           | 1%           | 1%   | 1%           | 1%   | -%  | *%   | *%       | *%        | -%    | -%  |
|                                                               |       |        | a      |           | f     |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                               |       | 4%     | 96%    | 12%       | 33%   | 41%   | 13%  | 4%               | 4%           | 20%          | 58%  | 36%          | 35%  | -%  | 29%  | 91%      | 9%        | -%    | -%  |
| African                                                       | 25    | 12     | 13     | 3         | 8     | 9     | 4    | 1                | 4            | 3            | 8    | 7            | 8    | 4   | 5    | 24       | *         | 1     | *   |
|                                                               | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | *%   | 1%               | 2%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | *%        | *%    | *%  |
|                                                               |       |        |        | f         |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                               |       | 48%    | 50%    | 12%       | 32%   | 35%   | 17%  | 4%               | 16%          | 10%          | 32%  | 26%          | 33%  | 16% | 21%  | 96%      | *%        | 2%    | 2%  |
| Any other Black/ Black British/ African/ Caribbean background | 4     | 2      | 2      | 2         | 1     | 1     | -    | -                | -            | *            | 1    | 1            | *    | 2   | 1    | 4        | -         | -     | -   |
|                                                               | *%    | *%     | *%     | 1%        | *%    | *%    | -%   | -%               | -%           | *%           | *%   | *%           | *%   | *%  | *%   | *%       | -%        | -%    | -%  |
|                                                               |       |        |        | f         |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                               |       | 52%    | 48%    | 50%       | 22%   | 28%   | -%   | -%               | -%           | 12%          | 16%  | 16%          | 12%  | 50% | 22%  | 100%     | -%        | -%    | -%  |
| <b>ASIAN AND BRITISH ASIAN</b>                                |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| Indian                                                        | 77    | 35     | 40     | 6         | 21    | 25    | 25   | -                | 2            | 3            | 38   | 23           | 20   | 9   | 18   | 72       | 4         | 1     | *   |
|                                                               | 3%    | 3%     | 3%     | 2%        | 4%    | 3%    | 2%   | -%               | 1%           | 1%           | 3%   | 3%           | 3%   | 2%  | 2%   | 3%       | 1%        | 1%    | *%  |
|                                                               |       |        |        |           |       |       |      |                  |              |              | ghi  |              |      |     |      | qr       |           |       |     |
|                                                               |       | 46%    | 51%    | 8%        | 27%   | 33%   | 32%  | -%               | 3%           | 3%           | 50%  | 30%          | 26%  | 12% | 23%  | 94%      | 5%        | 1%    | *%  |
| Pakistani                                                     | 61    | 32     | 29     | 9         | 23    | 21    | 8    | 9                | 8            | 8            | 15   | 11           | 12   | 10  | 23   | 56       | 5         | *     | *   |
|                                                               | 2%    | 2%     | 2%     | 3%        | 4%    | 2%    | 1%   | 5%               | 3%           | 2%           | 1%   | 1%           | 2%   | 2%  | 3%   | 2%       | 2%        | *%    | *%  |
|                                                               |       |        |        | f         | ef    | f     |      | j                | j            |              |      |              |      |     | kl   | qr       | qr        |       |     |
|                                                               |       | 52%    | 48%    | 15%       | 38%   | 34%   | 12%  | 15%              | 13%          | 13%          | 25%  | 17%          | 20%  | 17% | 37%  | 91%      | 8%        | *%    | 1%  |

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

## Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Bangladeshi                | 20    | 8      | 12     | 6         | 6     | 8     | 1    | 2                | 3            | 1            | 4    | 3            | 8    | 1   | 7    | 20       | -         | -     | -   |
|                            | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | *%   | 1%               | 1%           | *%           | *%   | *%           | 1%   | *%  | 1%   | 1%       | -%        | -%    | -%  |
|                            |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      |     |      | r        |           |       |     |
|                            |       | 38%    | 61%    | 29%       | 30%   | 38%   | 3%   | 10%              | 14%          | 4%           | 21%  | 16%          | 41%  | 3%  | 34%  | 100%     | -%        | -%    | -%  |
| Chinese                    | 26    | 9      | 16     | 6         | 6     | 7     | 7    | 4                | 2            | 1            | 15   | 8            | 10   | 2   | 5    | 24       | 2         | *     | *   |
|                            | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | 1%   | 2%               | 1%           | *%           | 1%   | 1%           | 1%   | *%  | 1%   | 1%       | 1%        | *%    | *%  |
|                            |       |        |        | ef        |       |       |      | i                |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 36%    | 62%    | 24%       | 22%   | 27%   | 25%  | 14%              | 8%           | 2%           | 56%  | 30%          | 39%  | 7%  | 20%  | 91%      | 7%        | 1%    | 1%  |
| Any other Asian background | 11    | 3      | 8      | 1         | 2     | 7     | *    | -                | *            | -            | 3    | 1            | 2    | 2   | 2    | 11       | -         | *     | *   |
|                            | *%    | *%     | 1%     | *%        | *%    | 1%    | *%   | -%               | *%           | -%           | *%   | *%           | *%   | *%  | *%   | *%       | -%        | *%    | *%  |
|                            |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 26%    | 74%    | 11%       | 18%   | 63%   | 1%   | -%               | 3%           | -%           | 28%  | 7%           | 18%  | 21% | 20%  | 99%      | -%        | 1%    | 1%  |
| OTHER ETHNIC GROUP         |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| Arab                       | 8     | 4      | 4      | 2         | 2     | 3     | 1    | 2                | -            | 2            | 1    | 1            | 2    | 1   | 2    | 7        | -         | *     | *   |
|                            | *%    | *%     | *%     | 1%        | *%    | *%    | *%   | 1%               | -%           | *%           | *%   | *%           | *%   | *%  | *%   | *%       | -%        | *%    | *%  |
|                            |       |        |        | f         |       |       |      | j                |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 54%    | 46%    | 28%       | 30%   | 35%   | 8%   | 24%              | -%           | 23%          | 12%  | 12%          | 32%  | 20% | 33%  | 95%      | -%        | 2%    | 3%  |
| Any other background       | 18    | 8      | 10     | 1         | 3     | 8     | 5    | -                | -            | -            | 11   | 2            | 7    | 6   | 1    | 16       | 2         | *     | -   |
|                            | 1%    | 1%     | 1%     | *%        | 1%    | 1%    | *%   | -%               | -%           | -%           | 1%   | *%           | 1%   | 1%  | *%   | 1%       | 1%        | *%    | -%  |
|                            |       |        |        |           |       |       |      | i                |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 46%    | 54%    | 8%        | 17%   | 42%   | 25%  | -%               | -%           | -%           | 64%  | 13%          | 39%  | 34% | 6%   | 86%      | 13%       | *%    | -%  |
| Prefer not to say/ Refused | 104   | 46     | 27     | 7         | 18    | 35    | 13   | 1                | 1            | 3            | 12   | 17           | 23   | 14  | 16   | 97       | 3         | 2     | 3   |
|                            | 3%    | 3%     | 2%     | 2%        | 3%    | 4%    | 1%   | *%               | *%           | 1%           | 1%   | 2%           | 3%   | 3%  | 2%   | 4%       | 1%        | 1%    | 4%  |
|                            |       | b      |        |           | f     | f     |      |                  |              |              |      |              |      |     |      | pq       |           |       | pq  |
|                            |       | 44%    | 26%    | 6%        | 17%   | 33%   | 12%  | 1%               | 1%           | 3%           | 12%  | 16%          | 22%  | 13% | 15%  | 93%      | 2%        | 2%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 7     | 3      | 4      | -         | -     | -     | 5    | 2                | -            | 1            | *    | *            | -    | *   | 4    | 5        | 1         | 1     | *   |
|                            | *%    | *%     | *%     | -%        | -%    | -%    | *%   | 1%               | -%           | *%           | *%   | *%           | -%   | *%  | 1%   | *%       | *%        | *%    | *%  |
|                            |       |        |        |           |       |       | e    | j                |              |              |      |              |      |     | kl   |          |           |       |     |
|                            |       | 45%    | 55%    | -%        | -%    | -%    | 65%  | 22%              | -%           | 10%          | 3%   | 6%           | -%   | 3%  | 56%  | 71%      | 18%       | 9%    | 2%  |

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

## Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

|                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                  | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                         | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                             | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                   |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| <b>WHITE</b>                                      |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| English/ Welsh/ Scottish/ Northern Irish/ British | 2387  | 186             | 361        | 222        | 180       | 206       | 166         | 200           | 119        | 303        | 2009     | 378   | 1399           | 926         | 1314              | 1073         |
| Irish                                             | 80%   | 52%             | 83%        | 88%        | 82%       | 73%       | 80%         | 83%           | 91%        | 84%        | 78%      | 92%   | 80%            | 82%         | 88%               | 71%          |
|                                                   |       |                 | ae         | abdef      | ae        | a         | a           | ae            | abdefgi    | ae         |          | j     |                |             | o                 |              |
|                                                   |       | 8%              | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 5%         | 13%        | 84%      | 16%   | 59%            | 39%         | 55%               | 45%          |
| Irish                                             | 38    | 4               | 3          | 1          | 1         | 2         | 1           | 1             | *          | 3          | 30       | 8     | 20             | 16          | 12                | 27           |
|                                                   | 1%    | 1%              | 1%         | *%         | *%        | 1%        | *%          | *%            | *%         | 1%         | 1%       | 2%    | 1%             | 1%          | 1%                | 2%           |
|                                                   |       | 10%             | 7%         | 2%         | 2%        | 5%        | 3%          | 2%            | 1%         | 8%         | 78%      | 22%   | 52%            | 43%         | 31%               | 69%          |
| Gypsy or Irish traveller                          | 3     | 1               | *          | -          | -         | 1         | *           | -             | -          | -          | 2        | 1     | 2              | 2           | 2                 | 1            |
|                                                   | *%    | *%              | *%         | -%         | -%        | *%        | *%          | -%            | -%         | -%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                                   |       | 16%             | 11%        | -%         | -%        | 26%       | 14%         | -%            | -%         | -%         | 54%      | 46%   | 50%            | 50%         | 62%               | 38%          |
| Roma                                              | 5     | -               | 1          | -          | -         | -         | 1           | 1             | 1          | 1          | 4        | 1     | 2              | 4           | 2                 | 3            |
|                                                   | *%    | -%              | *%         | -%         | -%        | -%        | *%          | *%            | *%         | *%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                                   |       | -%              | 13%        | -%         | -%        | -%        | 10%         | 15%           | 12%        | 22%        | 82%      | 18%   | 30%            | 70%         | 34%               | 66%          |
| Any other White background                        | 129   | 51              | 15         | 9          | 7         | 8         | 13          | 9             | 2          | 3          | 121      | 9     | 94             | 31          | 34                | 96           |
|                                                   | 4%    | 14%             | 4%         | 3%         | 3%        | 3%        | 6%          | 4%            | 2%         | 1%         | 5%       | 2%    | 5%             | 3%          | 2%                | 6%           |
|                                                   |       | bcdefghi        | i          | i          | i         |           | hi          | i             |            |            | k        |       | m              |             | n                 |              |
|                                                   |       | 39%             | 12%        | 7%         | 6%        | 6%        | 10%         | 7%            | 2%         | 2%         | 93%      | 7%    | 73%            | 24%         | 26%               | 74%          |
| <b>MIXED/ MULTIPLE ETHNIC GROUPS</b>              |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| White and Black Caribbean                         | 22    | 5               | 2          | 1          | 3         | 5         | 2           | *             | 1          | 3          | 21       | 1     | 16             | 5           | 8                 | 15           |
|                                                   | 1%    | 1%              | *%         | *%         | 1%        | 2%        | 1%          | *%            | 1%         | 1%         | 1%       | *%    | 1%             | *%          | 1%                | 1%           |
|                                                   |       | g               |            |            | g         | g         |             |               |            |            |          |       |                |             |                   |              |
|                                                   |       | 22%             | 8%         | 3%         | 13%       | 23%       | 7%          | 1%            | 4%         | 15%        | 96%      | 4%    | 73%            | 23%         | 34%               | 66%          |
| White and Black African                           | 8     | 2               | 1          | -          | 1         | 1         | 1           | -             | *          | 2          | 8        | *     | 3              | 5           | 3                 | 5            |
|                                                   | *%    | 1%              | *%         | -%         | *%        | *%        | 1%          | -%            | *%         | *%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                                   |       | 28%             | 10%        | -%         | 8%        | 10%       | 18%         | -%            | 5%         | 21%        | 98%      | 2%    | 40%            | 60%         | 35%               | 65%          |

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



## Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

|                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                              | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                     | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                         | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                               |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| White and Asian                                               | 19    | 1               | 7          | 1          | 3         | 1         | 1           | 1             | 1          | 2          | 18       | 2     | 11             | 7           | 9                 | 10           |
|                                                               | 1%    | *%              | 2%         | *%         | 1%        | 1%        | 1%          | *%            | 1%         | 1%         | 1%       | *%    | 1%             | 1%          | 1%                | 1%           |
|                                                               |       | 7%              | 34%        | 6%         | 13%       | 8%        | 7%          | 3%            | 4%         | 10%        | 91%      | 9%    | 57%            | 38%         | 47%               | 53%          |
| Any other Mixed/ multiple ethnic background                   | 15    | 4               | 3          | 1          | 1         | 1         | 2           | 1             | *          | 2          | 15       | -     | 11             | 4           | 6                 | 9            |
|                                                               | *%    | 1%              | 1%         | *%         | *%        | *%        | 1%          | *%            | *%         | 1%         | 1%       | -%    | 1%             | *%          | *%                | 1%           |
|                                                               |       | 24%             | 21%        | 9%         | 5%        | 3%        | 12%         | 8%            | 2%         | 16%        | 100%     | -%    | 75%            | 25%         | 38%               | 62%          |
| <b>BLACK AND BLACK BRITISH</b>                                |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Caribbean                                                     | 12    | 6               | 1          | -          | -         | 3         | *           | *             | -          | -          | 12       | -     | 8              | 3           | *                 | 11           |
|                                                               | *%    | 2%              | *%         | -%         | -%        | 1%        | *%          | *%            | -%         | -%         | *%       | -%    | *%             | *%          | *%                | 1%           |
|                                                               |       | bcd             | fg         | h          | i         | j         | k           | l             | m          | n          | o        | p     | q              | r           | s                 | t            |
|                                                               |       | 52%             | 7%         | -%         | -%        | 25%       | 4%          | 4%            | -%         | -%         | 100%     | -%    | 70%            | 26%         | 4%                | 96%          |
| African                                                       | 25    | 8               | 6          | 2          | 1         | 3         | 2           | 1             | *          | 2          | 25       | *     | 16             | 9           | 4                 | 21           |
|                                                               | 1%    | 2%              | 1%         | 1%         | *%        | 1%        | 1%          | *%            | *%         | *%         | 1%       | *%    | 1%             | 1%          | *%                | 1%           |
|                                                               |       | d               | ghi        | j          | k         | l         | m           | n             | o          | p          | q        | r     | s              | t           | u                 | v            |
|                                                               |       | 33%             | 23%        | 7%         | 2%        | 11%       | 8%          | 4%            | 2%         | 6%         | 100%     | *%    | 63%            | 37%         | 17%               | 83%          |
| Any other Black/ Black British/ African/ Caribbean background | 4     | -               | 1          | 1          | -         | -         | -           | 1             | -          | 1          | 4        | -     | 2              | 2           | -                 | 4            |
|                                                               | *%    | -%              | *%         | *%         | -%        | -%        | -%          | *%            | -%         | *%         | *%       | -%    | *%             | *%          | -%                | *%           |
|                                                               |       | -%              | 34%        | 30%        | -%        | -%        | -%          | 21%           | -%         | 16%        | 100%     | -%    | 50%            | 50%         | -%                | 100%         |
| <b>ASIAN AND BRITISH ASIAN</b>                                |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Indian                                                        | 77    | 23              | 5          | 3          | 10        | 12        | 7           | 5             | 1          | 7          | 73       | 4     | 51             | 24          | 21                | 56           |
|                                                               | 3%    | 6%              | 1%         | 1%         | 4%        | 4%        | 3%          | 2%            | *%         | 2%         | 3%       | 1%    | 3%             | 2%          | 1%                | 4%           |
|                                                               |       | bc              | d          | e          | f         | g         | h           | i             | j          | k          | l        | m     | n              | o           | p                 | q            |
|                                                               |       | 30%             | 7%         | 4%         | 13%       | 16%       | 9%          | 6%            | 1%         | 9%         | 95%      | 5%    | 66%            | 31%         | 27%               | 73%          |
| Pakistani                                                     | 61    | 7               | 4          | -          | 6         | 15        | 4           | 10            | *          | 10         | 60       | 1     | 31             | 28          | 9                 | 53           |
|                                                               | 2%    | 2%              | 1%         | -%         | 3%        | 5%        | 2%          | 4%            | *%         | 3%         | 2%       | *%    | 2%             | 3%          | 1%                | 3%           |
|                                                               |       | ch              | i          | j          | k         | l         | m           | n             | o          | p          | q        | r     | s              | t           | u                 | v            |
|                                                               |       | 11%             | 7%         | -%         | 9%        | 24%       | 7%          | 17%           | *%         | 16%        | 98%      | 2%    | 50%            | 46%         | 14%               | 86%          |

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

## Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Bangladeshi                | 20    | 11              | -          | -          | *         | 4         | 1           | *             | 1          | 2          | 20       | -     | 10             | 10          | *                 | 20           |
|                            | 1%    | 3%              | -%         | -%         | *%        | 1%        | 1%          | *%            | 1%         | *%         | 1%       | -%    | 1%             | 1%          | *%                | 1%           |
|                            |       | bcdgfi          |            |            |           | bcg       |             |               | b          |            | k        |       |                |             |                   | n            |
|                            |       | 54%             | -%         | -%         | 2%        | 20%       | 7%          | 1%            | 7%         | 9%         | 100%     | -%    | 51%            | 49%         | 2%                | 98%          |
| Chinese                    | 26    | 8               | 3          | 1          | 3         | 1         | 1           | 2             | 1          | 4          | 26       | -     | 8              | 16          | 10                | 16           |
|                            | 1%    | 2%              | 1%         | 1%         | 1%        | *%        | 1%          | 1%            | *%         | 1%         | 1%       | -%    | *%             | 1%          | 1%                | 1%           |
|                            |       | be              |            |            |           |           |             |               |            |            | k        |       | l              |             |                   |              |
|                            |       | 32%             | 10%        | 5%         | 11%       | 3%        | 6%          | 6%            | 2%         | 16%        | 100%     | -%    | 32%            | 62%         | 40%               | 60%          |
| Any other Asian background | 11    | 4               | 3          | 1          | -         | 4         | *           | -             | *          | -          | 9        | 2     | 6              | 3           | 5                 | 7            |
|                            | *%    | 1%              | 1%         | *%         | -%        | 1%        | *%          | -%            | *%         | -%         | *%       | 1%    | *%             | *%          | *%                | *%           |
|                            |       |                 |            |            |           | dgi       |             |               |            |            |          |       |                |             |                   |              |
|                            |       | 31%             | 24%        | 5%         | -%        | 34%       | 3%          | -%            | 2%         | -%         | 82%      | 18%   | 51%            | 23%         | 40%               | 60%          |
| OTHER ETHNIC GROUP         |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Arab                       | 8     | 4               | 1          | -          | *         | 1         | *           | *             | 1          | -          | 8        | -     | 2              | 6           | *                 | 7            |
|                            | *%    | 1%              | *%         | -%         | *%        | *%        | *%          | *%            | *%         | -%         | *%       | -%    | *%             | 1%          | *%                | *%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   | n            |
|                            |       | 51%             | 8%         | -%         | 3%        | 15%       | 4%          | 5%            | 9%         | -%         | 100%     | -%    | 25%            | 75%         | 5%                | 95%          |
| Any other background       | 18    | 4               | 2          | -          | 1         | 3         | 1           | 1             | *          | 3          | 18       | *     | 11             | 6           | 5                 | 13           |
|                            | 1%    | 1%              | 1%         | -%         | *%        | 1%        | 1%          | *%            | *%         | 1%         | 1%       | *%    | 1%             | 1%          | *%                | 1%           |
|                            |       |                 |            |            |           |           |             |               |            |            | k        |       |                |             |                   | n            |
|                            |       | 19%             | 13%        | -%         | 4%        | 18%       | 8%          | 5%            | 1%         | 18%        | 100%     | *%    | 60%            | 35%         | 26%               | 74%          |
| Prefer not to say/ Refused | 104   | 30              | 17         | 9          | 5         | 11        | 3           | 7             | 3          | 12         | 99       | 6     | 41             | 21          | 46                | 59           |
|                            | 3%    | 8%              | 4%         | 4%         | 2%        | 4%        | 2%          | 3%            | 2%         | 3%         | 4%       | 1%    | 2%             | 2%          | 3%                | 4%           |
|                            |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       |                |             |                   |              |
|                            |       | 28%             | 16%        | 9%         | 5%        | 11%       | 3%          | 6%            | 3%         | 12%        | 95%      | 5%    | 40%            | 20%         | 44%               | 56%          |
| NOT ANSWERED [POSTAL ONLY] | 7     | 2               | -          | -          | *         | -         | -           | 1             | -          | 2          | 7        | *     | 1              | 5           | 1                 | 6            |
|                            | *%    | 1%              | -%         | -%         | *%        | -%        | -%          | *%            | -%         | *%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                            |       | 32%             | -%         | -%         | 6%        | -%        | -%          | 10%           | -%         | 22%        | 97%      | 3%    | 9%             | 65%         | 19%               | 81%          |

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

## Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

|                                                         | Total       | TV SERVICES               |                           |                           |                         | YOUTUBE                |                         |
|---------------------------------------------------------|-------------|---------------------------|---------------------------|---------------------------|-------------------------|------------------------|-------------------------|
|                                                         |             | PAID TRAD<br>TV<br>a      | FREE TRAD<br>TV<br>b      | FREE<br>CATCH-UP<br>c     | SVOD<br>d               | SERV-<br>ICES<br>e     | ANY SER-<br>VICES<br>f  |
| Significance Level: 95%                                 |             |                           |                           |                           |                         |                        |                         |
| Unweighted total                                        | 5233        | 2461                      | 2214                      | 3966                      | 3991                    | 2172                   | 5004                    |
| Effective Weighted Sample                               | 3539        | 1661                      | 1497                      | 2748                      | 2752                    | 1500                   | 3413                    |
| Total                                                   | 3000        | 1396<br>47%               | 1269<br>42%               | 2228<br>74%               | 2243<br>75%             | 1215<br>41%            | 2832<br>94%             |
| <b>WHITE</b>                                            |             |                           |                           |                           |                         |                        |                         |
| English/ Welsh/ Scottish/ Northern Irish/ British Irish | 2387<br>80% | 1190<br>85%<br>def<br>50% | 1079<br>85%<br>def<br>45% | 1877<br>84%<br>def<br>79% | 1818<br>81%<br>e<br>76% | 950<br>78%<br>40%      | 2292<br>81%<br>e<br>96% |
| Irish                                                   | 38<br>1%    | 17<br>1%<br>44%           | 18<br>1%<br>47%           | 27<br>1%<br>71%           | 28<br>1%<br>74%         | 15<br>1%<br>39%        | 35<br>1%<br>92%         |
| Gypsy or Irish traveller                                | 3<br>*%     | 1<br>*%<br>30%            | 1<br>*%<br>38%            | 2<br>*%<br>47%            | 3<br>*%<br>83%          | 2<br>*%<br>49%         | 3<br>*%<br>94%          |
| Roma                                                    | 5<br>*%     | 2<br>*%<br>40%            | 1<br>*%<br>17%            | 2<br>*%<br>43%            | 2<br>*%<br>42%          | 2<br>*%<br>45%         | 4<br>*%<br>85%          |
| Any other White background                              | 129<br>4%   | 26<br>2%<br>20%           | 40<br>3%<br>a<br>31%      | 70<br>3%<br>a<br>54%      | 97<br>4%<br>ac<br>75%   | 58<br>5%<br>abc<br>45% | 120<br>4%<br>ac<br>93%  |
| <b>MIXED/ MULTIPLE ETHNIC GROUPS</b>                    |             |                           |                           |                           |                         |                        |                         |
| White and Black Caribbean                               | 22<br>1%    | 9<br>1%<br>39%            | 9<br>1%<br>41%            | 15<br>1%<br>69%           | 14<br>1%<br>61%         | 10<br>1%<br>44%        | 21<br>1%<br>94%         |
| White and Black African                                 | 8<br>*%     | 4<br>*%<br>44%            | 2<br>*%<br>30%            | 6<br>*%<br>70%            | 7<br>*%<br>90%          | 5<br>*%<br>60%         | 8<br>*%<br>100%         |
| White and Asian                                         | 19<br>1%    | 5<br>*%<br>26%            | 8<br>1%<br>41%            | 11<br>*%<br>58%           | 15<br>1%<br>77%         | 12<br>1%<br>a<br>60%   | 16<br>1%<br>85%         |

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

## Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

|                                                               | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                                               |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                       |       |                      |                      |                       |           |                    |                        |
| Unweighted total                                              | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample                                     | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                                                         | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                                                               |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Any other Mixed/ multiple ethnic background                   | 15    | 5                    | 7                    | 10                    | 11        | 10                 | 14                     |
|                                                               | *%    | *%                   | 1%                   | *%                    | 1%        | 1%                 | *%                     |
|                                                               |       | 32%                  | 47%                  | 71%                   | 77%       | 71%                | 97%                    |
| <b>BLACK AND BLACK BRITISH</b>                                |       |                      |                      |                       |           |                    |                        |
| Caribbean                                                     | 12    | 7                    | 4                    | 9                     | 11        | 8                  | 11                     |
|                                                               | *%    | 1%                   | *%                   | *%                    | *%        | 1%                 | *%                     |
|                                                               |       | 64%                  | 34%                  | 77%                   | 93%       | 74%                | 96%                    |
| African                                                       | 25    | 8                    | 10                   | 17                    | 17        | 14                 | 23                     |
|                                                               | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                                                               |       | 31%                  | 41%                  | 69%                   | 69%       | 56%                | 91%                    |
| Any other Black/ Black British/ African/ Caribbean background | 4     | 1                    | 1                    | 4                     | 4         | 2                  | 4                      |
|                                                               | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                                                               |       | 36%                  | 41%                  | 100%                  | 100%      | 68%                | 100%                   |
| <b>ASIAN AND BRITISH ASIAN</b>                                |       |                      |                      |                       |           |                    |                        |
| Indian                                                        | 77    | 40                   | 21                   | 51                    | 57        | 32                 | 72                     |
|                                                               | 3%    | 3%                   | 2%                   | 2%                    | 3%        | 3%                 | 3%                     |
|                                                               |       | b                    |                      |                       |           |                    |                        |
|                                                               |       | 51%                  | 27%                  | 67%                   | 75%       | 41%                | 93%                    |
| Pakistani                                                     | 61    | 25                   | 16                   | 30                    | 41        | 22                 | 54                     |
|                                                               | 2%    | 2%                   | 1%                   | 1%                    | 2%        | 2%                 | 2%                     |
|                                                               |       | 40%                  | 26%                  | 49%                   | 67%       | 36%                | 88%                    |
| Bangladeshi                                                   | 20    | 12                   | 3                    | 12                    | 15        | 13                 | 19                     |
|                                                               | 1%    | 1%                   | *%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                                                               |       | b                    |                      |                       |           | bc                 | b                      |
|                                                               |       | 60%                  | 15%                  | 57%                   | 73%       | 65%                | 96%                    |
| Chinese                                                       | 26    | 4                    | 6                    | 13                    | 19        | 15                 | 24                     |
|                                                               | 1%    | *%                   | *%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                                                               |       |                      |                      | a                     | a         | abc                | a                      |
|                                                               |       | 16%                  | 23%                  | 50%                   | 71%       | 59%                | 93%                    |

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

## Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Any other Asian background | 11    | 4                    | 2                    | 7                     | 6         | 4                  | 9                      |
|                            | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                            |       | 32%                  | 16%                  | 58%                   | 56%       | 37%                | 77%                    |
| OTHER ETHNIC GROUP         |       |                      |                      |                       |           |                    |                        |
| Arab                       | 8     | 3                    | 3                    | 4                     | 7         | 3                  | 7                      |
|                            | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                            |       | 41%                  | 38%                  | 56%                   | 87%       | 42%                | 87%                    |
| Any other background       | 18    | 9                    | 6                    | 15                    | 14        | 7                  | 17                     |
|                            | 1%    | 1%                   | *%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                            |       | 52%                  | 35%                  | 82%                   | 79%       | 40%                | 94%                    |
| Prefer not to say/ Refused | 104   | 24                   | 28                   | 44                    | 56        | 29                 | 73                     |
|                            | 3%    | 2%                   | 2%                   | 2%                    | 3%        | 2%                 | 3%                     |
|                            |       |                      |                      |                       |           |                    | a                      |
|                            |       | 23%                  | 27%                  | 42%                   | 54%       | 28%                | 70%                    |
| NOT ANSWERED [POSTAL ONLY] | 7     | 2                    | 2                    | 3                     | 2         | 2                  | 5                      |
|                            | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                            |       | 23%                  | 35%                  | 36%                   | 24%       | 24%                | 68%                    |

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

## QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

|                                                                                                                                                                         | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                                                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                                                        | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                                                                                                               | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                                                                                                                   | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                                                                                                         |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Hearing? Poor hearing, partial hearing, or are deaf                                                                                                                     | 154   | 85     | 69     | 4         | 7     | 22    | 117  | 18               | 26           | 21           | 41   | 29           | 29   | 24  | 62   | 124      | 12        | 11    | 7   |
|                                                                                                                                                                         | 5%    | 6%     | 4%     | 1%        | 1%    | 2%    | 11%  | 10%              | 10%          | 6%           | 3%   | 4%           | 4%   | 5%  | 9%   | 5%       | 4%        | 8%    | 8%  |
|                                                                                                                                                                         |       | b      |        |           |       |       | cde  | j                | ij           | j            |      |              |      |     | klm  |          |           | o     | op  |
|                                                                                                                                                                         |       | 55%    | 45%    | 2%        | 4%    | 14%   | 76%  | 12%              | 17%          | 13%          | 27%  | 19%          | 19%  | 16% | 40%  | 81%      | 8%        | 7%    | 5%  |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind                                                                                                    | 148   | 77     | 69     | 18        | 20    | 40    | 69   | 19               | 19           | 24           | 44   | 19           | 38   | 17  | 69   | 125      | 13        | 6     | 5   |
|                                                                                                                                                                         | 5%    | 5%     | 4%     | 6%        | 3%    | 4%    | 6%   | 10%              | 8%           | 6%           | 3%   | 2%           | 5%   | 3%  | 9%   | 5%       | 5%        | 4%    | 5%  |
|                                                                                                                                                                         |       |        |        | d         |       |       | de   | j                | j            | j            |      |              | k    |     | klm  |          |           |       |     |
|                                                                                                                                                                         |       | 52%    | 47%    | 12%       | 14%   | 27%   | 47%  | 13%              | 13%          | 16%          | 30%  | 13%          | 26%  | 12% | 47%  | 84%      | 9%        | 4%    | 3%  |
| Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty                     | 165   | 76     | 87     | 4         | 9     | 38    | 110  | 23               | 32           | 33           | 23   | 15           | 22   | 16  | 92   | 130      | 18        | 9     | 7   |
|                                                                                                                                                                         | 5%    | 5%     | 6%     | 1%        | 1%    | 4%    | 10%  | 12%              | 13%          | 9%           | 2%   | 2%           | 3%   | 3%  | 13%  | 5%       | 7%        | 6%    | 8%  |
|                                                                                                                                                                         |       |        |        |           |       | cd    | cde  | j                | j            | j            |      |              |      |     | klm  |          |           |       | o   |
|                                                                                                                                                                         |       | 46%    | 53%    | 2%        | 5%    | 23%   | 67%  | 14%              | 19%          | 20%          | 14%  | 9%           | 13%  | 10% | 56%  | 79%      | 11%       | 6%    | 4%  |
| Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 63    | 33     | 30     | 3         | 7     | 14    | 39   | 11               | 12           | 10           | 9    | 6            | 9    | 8   | 38   | 54       | 4         | 3     | 2   |
|                                                                                                                                                                         | 2%    | 2%     | 2%     | 1%        | 1%    | 1%    | 4%   | 6%               | 5%           | 3%           | 1%   | 1%           | 1%   | 1%  | 5%   | 2%       | 1%        | 2%    | 2%  |
|                                                                                                                                                                         |       |        |        |           |       |       | cde  | j                | j            | j            |      |              |      |     | klm  |          |           |       |     |
|                                                                                                                                                                         |       | 52%    | 48%    | 5%        | 10%   | 22%   | 62%  | 17%              | 19%          | 16%          | 14%  | 9%           | 15%  | 12% | 60%  | 86%      | 6%        | 5%    | 3%  |
| Breathing? Breathlessness or chest pains                                                                                                                                | 112   | 56     | 55     | 4         | 12    | 24    | 70   | 17               | 23           | 21           | 18   | 10           | 14   | 17  | 63   | 85       | 15        | 7     | 5   |
|                                                                                                                                                                         | 4%    | 4%     | 4%     | 1%        | 2%    | 3%    | 6%   | 9%               | 9%           | 6%           | 1%   | 1%           | 2%   | 3%  | 9%   | 3%       | 6%        | 4%    | 6%  |
|                                                                                                                                                                         |       |        |        |           |       |       | cde  | j                | j            | j            |      |              |      | k   | klm  |          | o         |       | o   |
|                                                                                                                                                                         |       | 50%    | 49%    | 3%        | 10%   | 22%   | 63%  | 15%              | 20%          | 19%          | 16%  | 9%           | 13%  | 16% | 56%  | 76%      | 14%       | 6%    | 5%  |

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

## QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

|                                                                                                                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                                                                 | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                                                                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                                                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration. | 66    | 34     | 29     | 8         | 14    | 22    | 22   | 16               | 10           | 10           | 8    | 5            | 9    | 7   | 38   | 54       | 7         | 3     | 2   |
|                                                                                                                           | 2%    | 2%     | 2%     | 3%        | 2%    | 2%    | 2%   | 8%               | 4%           | 3%           | 1%   | 1%           | 1%   | 1%  | 5%   | 2%       | 3%        | 2%    | 2%  |
|                                                                                                                           |       |        |        |           |       |       |      | hij              | j            | j            |      |              |      |     | klm  |          |           |       |     |
|                                                                                                                           |       | 52%    | 44%    | 12%       | 22%   | 33%   | 33%  | 25%              | 15%          | 15%          | 13%  | 7%           | 14%  | 11% | 58%  | 82%      | 10%       | 5%    | 3%  |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.         | 36    | 19     | 15     | 12        | 11    | 11    | 2    | 5                | 4            | 4            | 9    | 3            | 9    | 2   | 18   | 28       | 6         | 1     | 1   |
|                                                                                                                           | 1%    | 1%     | 1%     | 4%        | 2%    | 1%    | *%   | 3%               | 2%           | 1%           | 1%   | *%           | 1%   | *%  | 2%   | 1%       | 2%        | 1%    | 1%  |
|                                                                                                                           |       |        |        | def       | f     | f     |      | j                |              |              |      |              | k    |     | klm  |          | r         |       |     |
|                                                                                                                           |       | 52%    | 42%    | 33%       | 29%   | 30%   | 6%   | 14%              | 11%          | 10%          | 26%  | 9%           | 25%  | 6%  | 49%  | 78%      | 17%       | 3%    | 2%  |
| Your mental health? Anxiety, depression, or trauma-related conditions, for example                                        | 268   | 102    | 159    | 56        | 73    | 89    | 49   | 47               | 44           | 40           | 65   | 27           | 69   | 26  | 125  | 206      | 33        | 20    | 8   |
|                                                                                                                           | 9%    | 7%     | 10%    | 19%       | 12%   | 10%   | 4%   | 24%              | 18%          | 11%          | 5%   | 3%           | 9%   | 5%  | 17%  | 8%       | 12%       | 13%   | 9%  |
|                                                                                                                           |       |        | a      | def       | f     | f     |      | ij               | ij           | j            |      |              | km   |     | klm  |          | o         | or    |     |
|                                                                                                                           |       | 38%    | 59%    | 21%       | 27%   | 33%   | 18%  | 18%              | 16%          | 15%          | 24%  | 10%          | 26%  | 10% | 47%  | 77%      | 12%       | 7%    | 3%  |
| Other illnesses/ conditions which impact or limit your daily activities or the work you can do                            | 189   | 79     | 108    | 8         | 13    | 59    | 104  | 25               | 32           | 35           | 46   | 32           | 30   | 24  | 89   | 158      | 16        | 9     | 6   |
|                                                                                                                           | 6%    | 6%     | 7%     | 3%        | 2%    | 6%    | 9%   | 13%              | 13%          | 10%          | 4%   | 4%           | 4%   | 5%  | 12%  | 6%       | 6%        | 6%    | 7%  |
|                                                                                                                           |       |        |        |           |       | cd    | cde  | j                | j            | j            |      |              |      |     | klm  |          |           |       |     |
|                                                                                                                           |       | 42%    | 57%    | 4%        | 7%    | 32%   | 55%  | 13%              | 17%          | 19%          | 24%  | 17%          | 16%  | 13% | 47%  | 84%      | 8%        | 5%    | 3%  |

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

## QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

|                                                                                                     | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |        |
|-----------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|--------|
|                                                                                                     |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI     |
| Significance Level: 95%                                                                             |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r      |
| Unweighted total                                                                                    | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661    |
| Effective Weighted Sample                                                                           | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543    |
| Total                                                                                               | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90     |
|                                                                                                     |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%     |
| Nothing – no impairments or conditions impact or limit your daily activities or the work you can do | 2048  | 967    | 1066   | 184       | 433   | 685   | 724  | 101              | 129          | 238          | 1047 | 654          | 570  | 380 | 377  | 1703     | 188       | 100   | 57     |
|                                                                                                     | 68%   | 69%    | 69%    | 63%       | 74%   | 73%   | 65%  | 52%              | 51%          | 66%          | 83%  | 82%          | 74%  | 75% | 52%  | 68%      | 69%       | 67%   | 64%    |
|                                                                                                     |       | 47%    | 52%    | 9%        | 21%   | 33%   | 35%  | 5%               | 6%           | 12%          | 51%  | 32%          | 28%  | 19% | 18%  | 83%      | 9%        | 5%    | 3%     |
| Prefer not to say                                                                                   | 253   | 112    | 102    | 28        | 49    | 70    | 67   | 8                | 14           | 10           | 26   | 36           | 43   | 29  | 65   | 217      | 15        | 10    | 10     |
|                                                                                                     | 8%    | 8%     | 7%     | 10%       | 8%    | 7%    | 6%   | 4%               | 5%           | 3%           | 2%   | 5%           | 6%   | 6%  | 9%   | 9%       | 6%        | 7%    | 12%    |
|                                                                                                     |       | 44%    | 40%    | 11%       | 19%   | 28%   | 27%  | 3%               | 5%           | 4%           | 10%  | 14%          | 17%  | 12% | 26%  | 86%      | 6%        | 4%    | opq 4% |
| NOT ANSWERED [POSTAL ONLY]                                                                          | 12    | 7      | 5      | -         | -     | 1     | 8    | 3                | 2            | 1            | -    | -            | 3    | 2   | 2    | 12       | -         | *     | -      |
|                                                                                                     | *%    | 1%     | *%     | -%        | -%    | *%    | 1%   | 1%               | 1%           | *%           | -%   | -%           | *%   | *%  | *%   | *%       | -%        | *%    | -%     |
|                                                                                                     |       | 57%    | 43%    | -%        | -%    | 5%    | 68%  | 22%              | 17%          | 8%           | -%   | -%           | 22%  | 19% | 12%  | 98%      | -%        | 2%    | -%     |
| ANY IMPACTING OR LIMITING CONDITIONS                                                                | 687   | 309    | 369    | 79        | 105   | 183   | 310  | 81               | 106          | 113          | 195  | 107          | 156  | 96  | 288  | 558      | 67        | 39    | 22     |
|                                                                                                     | 23%   | 22%    | 24%    | 27%       | 18%   | 19%   | 28%  | 42%              | 42%          | 31%          | 15%  | 13%          | 20%  | 19% | 39%  | 22%      | 25%       | 26%   | 24%    |
|                                                                                                     |       | 45%    | 54%    | 12%       | 15%   | 27%   | 45%  | 12%              | 15%          | 16%          | 28%  | 16%          | 23%  | 14% | 42%  | 81%      | 10%       | 6%    | 3%     |

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



## QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

|                                                                                                                                                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                                                                 |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                                                        | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                                                                                                               | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                                                                                                   | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                                                                                                         |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Hearing? Poor hearing, partial hearing, or are deaf                                                                                                                     | 154   | 10              | 27         | 12         | 11        | 10        | 14          | 12            | 7          | 20         | 133      | 20    | 36             | 114         | 80                | 74           |
|                                                                                                                                                                         | 5%    | 3%              | 6%         | 5%         | 5%        | 4%        | 7%          | 5%            | 5%         | 6%         | 5%       | 5%    | 2%             | 10%         | 5%                | 5%           |
|                                                                                                                                                                         |       |                 | a          |            |           |           | a           |               |            |            |          |       | l              |             |                   |              |
|                                                                                                                                                                         |       | 7%              | 17%        | 8%         | 7%        | 7%        | 9%          | 8%            | 5%         | 13%        | 87%      | 13%   | 23%            | 74%         | 52%               | 48%          |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind                                                                                                    | 148   | 15              | 19         | 10         | 14        | 10        | 14          | 11            | 8          | 24         | 133      | 15    | 56             | 90          | 60                | 88           |
|                                                                                                                                                                         | 5%    | 4%              | 4%         | 4%         | 6%        | 4%        | 7%          | 4%            | 6%         | 7%         | 5%       | 4%    | 3%             | 8%          | 4%                | 6%           |
|                                                                                                                                                                         |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   | n            |
|                                                                                                                                                                         |       | 10%             | 13%        | 7%         | 9%        | 7%        | 9%          | 7%            | 5%         | 16%        | 90%      | 10%   | 38%            | 61%         | 40%               | 60%          |
| Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty                     | 165   | 7               | 23         | 14         | 13        | 14        | 9           | 16            | 9          | 26         | 147      | 18    | 17             | 143         | 60                | 105          |
|                                                                                                                                                                         | 5%    | 2%              | 5%         | 6%         | 6%        | 5%        | 4%          | 7%            | 7%         | 7%         | 6%       | 4%    | 1%             | 13%         | 4%                | 7%           |
|                                                                                                                                                                         |       |                 | a          | a          | a         |           |             | a             | a          | a          |          |       | l              |             |                   | n            |
|                                                                                                                                                                         |       | 4%              | 14%        | 8%         | 8%        | 8%        | 5%          | 10%           | 5%         | 16%        | 89%      | 11%   | 10%            | 87%         | 37%               | 63%          |
| Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 63    | 4               | 14         | 7          | 5         | 6         | 3           | 8             | *          | 8          | 58       | 5     | 11             | 51          | 20                | 43           |
|                                                                                                                                                                         | 2%    | 1%              | 3%         | 3%         | 2%        | 2%        | 2%          | 3%            | */%        | 2%         | 2%       | 1%    | 1%             | 4%          | 1%                | 3%           |
|                                                                                                                                                                         |       |                 | h          | h          |           |           |             | ah            |            |            |          |       | l              |             |                   | n            |
|                                                                                                                                                                         |       | 6%              | 22%        | 11%        | 7%        | 9%        | 6%          | 13%           | 1%         | 12%        | 92%      | 8%    | 18%            | 81%         | 31%               | 69%          |
| Breathing? Breathlessness or chest pains                                                                                                                                | 112   | 10              | 15         | 9          | 2         | 10        | 10          | 6             | 5          | 17         | 101      | 11    | 25             | 84          | 30                | 81           |
|                                                                                                                                                                         | 4%    | 3%              | 3%         | 4%         | 1%        | 4%        | 5%          | 2%            | 4%         | 5%         | 4%       | 3%    | 1%             | 7%          | 2%                | 5%           |
|                                                                                                                                                                         |       |                 | d          | d          |           | d         | d           |               | d          | d          |          |       | l              |             |                   | n            |
|                                                                                                                                                                         |       | 9%              | 13%        | 8%         | 2%        | 9%        | 9%          | 5%            | 5%         | 15%        | 90%      | 10%   | 22%            | 75%         | 27%               | 73%          |

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

## QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

|                                                                                                                           | Total | ENGLAND REGIONS |            |             |           |           |             |               |            |             | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|-------------|-----------|-----------|-------------|---------------|------------|-------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                           |       | LONDON          | SOUTH EAST | SOUTH WEST  | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST  | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                   |       | a               | b          | c           | d         | e         | f           | g             | h          | i           | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                          | 5233  | 375             | 465        | 354         | 361       | 360       | 376         | 400           | 337        | 357         | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                                                                 | 3539  | 331             | 399        | 312         | 322       | 311       | 335         | 346           | 289        | 310         | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                                                     | 3000  | 359             | 435        | 252         | 220       | 281       | 209         | 240           | 132        | 362         | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                                                           |       | 12%             | 14%        | 8%          | 7%        | 9%        | 7%          | 8%            | 4%         | 12%         | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration. | 66    | 3               | 13         | 6           | 4         | 7         | 4           | 4             | 2          | 11          | 64       | 2     | 14             | 48          | 14                | 52           |
|                                                                                                                           | 2%    | 1%              | 3%         | 3%          | 2%        | 2%        | 2%          | 2%            | 2%         | 3%          | 2%       | 1%    | 1%             | 4%          | 1%                | 3%           |
|                                                                                                                           |       | 5%              | 19%        | 10%         | 6%        | 10%       | 6%          | 6%            | 3%         | 16%         | k<br>96% | 4%    | 22%            | l<br>72%    | 21%               | n<br>79%     |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.         | 36    | 1               | 5          | 3           | 5         | 4         | 1           | 1             | 1          | 6           | 32       | 4     | 11             | 22          | 11                | 25           |
|                                                                                                                           | 1%    | *%              | 1%         | 1%          | 2%        | 1%        | 1%          | *%            | 1%         | 2%          | 1%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                                                                                                                           |       | 2%              | 13%        | 10%         | ag<br>14% | 11%       | 4%          | 2%            | 4%         | 18%         | 90%      | 10%   | 31%            | l<br>61%    | 30%               | n<br>70%     |
| Your mental health? Anxiety, depression, or trauma-related conditions, for example                                        | 268   | 18              | 29         | 20          | 19        | 25        | 19          | 23            | 13         | 42          | 244      | 23    | 106            | 150         | 61                | 207          |
|                                                                                                                           | 9%    | 5%              | 7%         | 8%          | 8%        | 9%        | 9%          | 9%            | 9%         | 12%         | 9%       | 6%    | 6%             | 13%         | 4%                | 14%          |
|                                                                                                                           |       | 7%              | 11%        | 7%          | 7%        | 9%        | a<br>7%     | a<br>8%       | a<br>5%    | ab<br>16%   | k<br>91% | 9%    | 40%            | l<br>56%    | 23%               | n<br>77%     |
| Other illnesses/ conditions which impact or limit your daily activities or the work you can do                            | 189   | 10              | 19         | 25          | 11        | 21        | 14          | 16            | 4          | 37          | 165      | 24    | 60             | 123         | 75                | 114          |
|                                                                                                                           | 6%    | 3%              | 4%         | 10%         | 5%        | 8%        | 7%          | 7%            | 3%         | 10%         | 6%       | 6%    | 3%             | 11%         | 5%                | 8%           |
|                                                                                                                           |       | 5%              | 10%        | abdh<br>13% | 6%        | ah<br>11% | ah<br>7%    | ah<br>9%      | 2%         | abdh<br>19% | 87%      | 13%   | 32%            | l<br>65%    | 40%               | n<br>60%     |

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

## QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

|                                                                                                     | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                     |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                             |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                    | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                                           | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                               | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                                     |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Nothing – no impairments or conditions impact or limit your daily activities or the work you can do | 2048  | 268             | 317        | 170        | 146       | 193       | 136         | 160           | 88         | 226        | 1746     | 302   | 1398           | 618         | 1113              | 935          |
|                                                                                                     | 68%   | 75%             | 73%        | 68%        | 66%       | 69%       | 65%         | 66%           | 67%        | 62%        | 67%      | 73%   | 80%            | 55%         | 75%               | 62%          |
|                                                                                                     |       | cd fghi         | fi         |            |           |           |             |               |            |            |          | j     | m              |             | o                 |              |
|                                                                                                     |       | 13%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 85%      | 15%   | 68%            | 30%         | 54%               | 46%          |
| Prefer not to say                                                                                   | 253   | 33              | 36         | 18         | 22        | 24        | 21          | 26            | 12         | 25         | 223      | 31    | 91             | 91          | 102               | 151          |
|                                                                                                     | 8%    | 9%              | 8%         | 7%         | 10%       | 8%        | 10%         | 11%           | 9%         | 7%         | 9%       | 7%    | 5%             | 8%          | 7%                | 10%          |
|                                                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   | n            |
|                                                                                                     |       | 13%             | 14%        | 7%         | 9%        | 9%        | 8%          | 10%           | 5%         | 10%        | 88%      | 12%   | 36%            | 36%         | 40%               | 60%          |
| NOT ANSWERED [POSTAL ONLY]                                                                          | 12    | 2               | -          | 3          | -         | 2         | -           | 3             | 1          | 2          | 12       | 1     | 2              | 7           | 6                 | 7            |
|                                                                                                     | *%    | 1%              | -%         | 1%         | -%        | 1%        | -%          | 1%            | *%         | *%         | *%       | *%    | *%             | 1%          | *%                | *%           |
|                                                                                                     |       |                 |            | b          |           |           |             | b             |            |            |          |       |                | l           |                   |              |
|                                                                                                     |       | 19%             | -%         | 22%        | -%        | 15%       | -%          | 22%           | 5%         | 14%        | 93%      | 7%    | 15%            | 58%         | 45%               | 55%          |
| ANY IMPACTING OR LIMITING CONDITIONS                                                                | 687   | 55              | 83         | 61         | 52        | 63        | 52          | 52            | 32         | 109        | 608      | 79    | 253            | 415         | 269               | 418          |
|                                                                                                     | 23%   | 15%             | 19%        | 24%        | 24%       | 22%       | 25%         | 22%           | 24%        | 30%        | 23%      | 19%   | 15%            | 37%         | 18%               | 28%          |
|                                                                                                     |       |                 |            | a          | a         | a         | a           | a             | a          | abeg       | k        |       |                | l           |                   | n            |
|                                                                                                     |       | 8%              | 12%        | 9%         | 8%        | 9%        | 8%          | 8%            | 5%         | 16%        | 89%      | 11%   | 37%            | 60%         | 39%               | 61%          |

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

## QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

|                                                                                                                                                                         | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                                                                                                                                                         |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                                                 |       |                      |                      |                       |           |                    |                        |
| Unweighted total                                                                                                                                                        | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample                                                                                                                                               | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                                                                                                                                                                   | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                                                                                                                                                                         |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Hearing? Poor hearing, partial hearing, or are deaf                                                                                                                     | 154   | 64                   | 84                   | 96                    | 77        | 40                 | 141                    |
|                                                                                                                                                                         | 5%    | 5%                   | 7%                   | 4%                    | 3%        | 3%                 | 5%                     |
|                                                                                                                                                                         |       |                      | acdef                |                       |           |                    | de                     |
|                                                                                                                                                                         |       | 41%                  | 55%                  | 62%                   | 50%       | 26%                | 92%                    |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind                                                                                                    | 148   | 69                   | 61                   | 102                   | 105       | 54                 | 141                    |
|                                                                                                                                                                         | 5%    | 5%                   | 5%                   | 5%                    | 5%        | 4%                 | 5%                     |
|                                                                                                                                                                         |       | 47%                  | 41%                  | 69%                   | 71%       | 37%                | 95%                    |
| Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty                     | 165   | 83                   | 71                   | 99                    | 88        | 48                 | 154                    |
|                                                                                                                                                                         | 5%    | 6%                   | 6%                   | 4%                    | 4%        | 4%                 | 5%                     |
|                                                                                                                                                                         |       | cde                  | de                   |                       |           |                    | de                     |
|                                                                                                                                                                         |       | 50%                  | 43%                  | 60%                   | 53%       | 29%                | 93%                    |
| Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 63    | 29                   | 35                   | 36                    | 38        | 18                 | 61                     |
|                                                                                                                                                                         | 2%    | 2%                   | 3%                   | 2%                    | 2%        | 1%                 | 2%                     |
|                                                                                                                                                                         |       |                      | cde                  |                       |           |                    |                        |
|                                                                                                                                                                         |       | 46%                  | 55%                  | 57%                   | 60%       | 28%                | 96%                    |
| Breathing? Breathlessness or chest pains                                                                                                                                | 112   | 56                   | 56                   | 69                    | 71        | 38                 | 105                    |
|                                                                                                                                                                         | 4%    | 4%                   | 4%                   | 3%                    | 3%        | 3%                 | 4%                     |
|                                                                                                                                                                         |       |                      | cd                   |                       |           |                    |                        |
|                                                                                                                                                                         |       | 50%                  | 50%                  | 62%                   | 63%       | 34%                | 94%                    |

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

## QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

|                                                                                                                           | Total       | TV SERVICES          |                      |                       |                  |                               |                           |
|---------------------------------------------------------------------------------------------------------------------------|-------------|----------------------|----------------------|-----------------------|------------------|-------------------------------|---------------------------|
|                                                                                                                           |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d        | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f    |
| Significance Level: 95%                                                                                                   |             |                      |                      |                       |                  |                               |                           |
| Unweighted total                                                                                                          | 5233        | 2461                 | 2214                 | 3966                  | 3991             | 2172                          | 5004                      |
| Effective Weighted Sample                                                                                                 | 3539        | 1661                 | 1497                 | 2748                  | 2752             | 1500                          | 3413                      |
| Total                                                                                                                     | 3000        | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75%      | 1215<br>41%                   | 2832<br>94%               |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration. | 66<br>2%    | 27<br>2%<br>40%      | 32<br>2%<br>48%      | 39<br>2%<br>58%       | 43<br>2%<br>65%  | 30<br>2%<br>45%               | 63<br>2%<br>95%           |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.         | 36<br>1%    | 15<br>1%<br>41%      | 15<br>1%<br>41%      | 25<br>1%<br>70%       | 28<br>1%<br>78%  | 20<br>2%<br>57%               | 34<br>1%<br>94%           |
| Your mental health? Anxiety, depression, or trauma-related conditions, for example                                        | 268<br>9%   | 110<br>8%<br>41%     | 106<br>8%<br>40%     | 194<br>9%<br>72%      | 212<br>9%<br>79% | 143<br>12%<br>53%<br>abcdf    | 256<br>9%<br>95%          |
| Other illnesses/ conditions which impact or limit your daily activities or the work you can do                            | 189<br>6%   | 86<br>6%<br>46%      | 92<br>7%<br>49%      | 130<br>6%<br>69%      | 130<br>6%<br>69% | 73<br>6%<br>39%               | 180<br>6%<br>96%          |
| Nothing – no impairments or conditions impact or limit your daily activities or the work you can do                       | 2048<br>68% | 984<br>70%           | 892<br>70%           | 1618<br>73%<br>f      | 1626<br>73%<br>f | 867<br>71%                    | 1980<br>70%<br>42%<br>97% |

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

QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

|                                      | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|--------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                      |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%              |       |                      |                      |                       |           |                    |                        |
| Unweighted total                     | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample            | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                                | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                                      |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Prefer not to say                    | 253   | 90                   | 66                   | 127                   | 135       | 68                 | 189                    |
|                                      | 8%    | 6%                   | 5%                   | 6%                    | 6%        | 6%                 | 7%                     |
|                                      |       |                      |                      |                       |           |                    | b                      |
|                                      |       | 36%                  | 26%                  | 50%                   | 53%       | 27%                | 75%                    |
| NOT ANSWERED [POSTAL ONLY]           | 12    | 2                    | 8                    | 4                     | 3         | 2                  | 9                      |
|                                      | *%    | *%                   | 1%                   | *%                    | *%        | *%                 | *%                     |
|                                      |       |                      | acde                 |                       |           |                    |                        |
|                                      |       | 15%                  | 63%                  | 35%                   | 26%       | 13%                | 71%                    |
| ANY IMPACTING OR LIMITING CONDITIONS | 687   | 320                  | 303                  | 478                   | 479       | 279                | 654                    |
|                                      | 23%   | 23%                  | 24%                  | 21%                   | 21%       | 23%                | 23%                    |
|                                      |       | 47%                  | 44%                  | 70%                   | 70%       | 41%                | 95%                    |

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

SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

|                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                  | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                         | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                             | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                   |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| In full-time employment (including if furloughed) | 1344  | 757    | 574    | 76        | 390   | 607   | 258  | 24               | 42           | 152          | 850  | 455          | 444  | 291 | 128  | 1126     | 115       | 64    | 39  |
|                                                   | 45%   | 54%    | 37%    | 26%       | 67%   | 65%   | 23%  | 13%              | 17%          | 42%          | 67%  | 57%          | 58%  | 57% | 17%  | 45%      | 43%       | 42%   | 43% |
|                                                   |       | b      |        |           | cf    | cf    |      |                  |              | gh           | ghi  | n            | n    | n   |      |          |           |       |     |
|                                                   |       | 56%    | 43%    | 6%        | 29%   | 45%   | 19%  | 2%               | 3%           | 11%          | 63%  | 34%          | 33%  | 22% | 10%  | 84%      | 9%        | 5%    | 3%  |
| In part-time employment (including if furloughed) | 400   | 97     | 302    | 35        | 72    | 155   | 135  | 26               | 59           | 61           | 159  | 102          | 103  | 84  | 101  | 331      | 38        | 20    | 11  |
|                                                   | 13%   | 7%     | 20%    | 12%       | 12%   | 17%   | 12%  | 13%              | 23%          | 17%          | 13%  | 13%          | 13%  | 16% | 14%  | 13%      | 14%       | 13%   | 12% |
|                                                   |       | a      |        |           |       | cdf   |      |                  |              | j            |      |              |      |     |      |          |           |       |     |
|                                                   |       | 24%    | 75%    | 9%        | 18%   | 39%   | 34%  | 7%               | 15%          | 15%          | 40%  | 25%          | 26%  | 21% | 25%  | 83%      | 10%       | 5%    | 3%  |
| Retired                                           | 646   | 319    | 324    | 1         | 3     | 10    | 614  | 51               | 92           | 103          | 172  | 189          | 96   | 72  | 245  | 541      | 51        | 36    | 18  |
|                                                   | 22%   | 23%    | 21%    | *%        | *%    | 1%    | 55%  | 26%              | 37%          | 28%          | 14%  | 24%          | 13%  | 14% | 34%  | 22%      | 19%       | 24%   | 20% |
|                                                   |       |        |        |           |       |       | cde  | j                |              | j            |      | lm           |      |     | klm  |          |           |       |     |
|                                                   |       | 49%    | 50%    | *%        | *%    | 2%    | 95%  | 8%               | 14%          | 16%          | 27%  | 29%          | 15%  | 11% | 38%  | 84%      | 8%        | 6%    | 3%  |
| Unemployed                                        | 194   | 88     | 101    | 33        | 41    | 67    | 48   | 48               | 30           | 15           | 15   | 10           | 10   | 18  | 143  | 155      | 22        | 10    | 7   |
|                                                   | 6%    | 6%     | 7%     | 11%       | 7%    | 7%    | 4%   | 25%              | 12%          | 4%           | 1%   | 1%           | 1%   | 4%  | 20%  | 6%       | 8%        | 7%    | 8%  |
|                                                   |       |        |        | def       | f     | f     |      | hij              | ij           | j            |      |              |      | kl  | klm  |          |           |       |     |
|                                                   |       | 45%    | 52%    | 17%       | 21%   | 35%   | 25%  | 25%              | 16%          | 8%           | 8%   | 5%           | 5%   | 9%  | 74%  | 80%      | 11%       | 5%    | 4%  |
| A student                                         | 155   | 57     | 94     | 130       | 15    | 9     | -    | 22               | 9            | 7            | 32   | 16           | 100  | 14  | 15   | 123      | 19        | 7     | 6   |
|                                                   | 5%    | 4%     | 6%     | 45%       | 3%    | 1%    | -%   | 11%              | 4%           | 2%           | 3%   | 2%           | 13%  | 3%  | 2%   | 5%       | 7%        | 5%    | 7%  |
|                                                   |       |        | a      | def       | ef    | f     |      | hij              |              |              |      |              | kmn  |     |      |          |           |       |     |
|                                                   |       | 37%    | 61%    | 84%       | 9%    | 6%    | -%   | 14%              | 6%           | 4%           | 21%  | 10%          | 64%  | 9%  | 10%  | 79%      | 12%       | 5%    | 4%  |
| Full-time responsibility for the home/ family     | 135   | 23     | 111    | 7         | 34    | 64    | 29   | 16               | 15           | 21           | 38   | 15           | 7    | 16  | 83   | 111      | 13        | 6     | 4   |
|                                                   | 5%    | 2%     | 7%     | 2%        | 6%    | 7%    | 3%   | 8%               | 6%           | 6%           | 3%   | 2%           | 1%   | 3%  | 11%  | 4%       | 5%        | 4%    | 5%  |
|                                                   |       |        | a      |           | cf    | cf    |      | j                | j            | j            |      |              |      | l   | klm  |          |           |       |     |
|                                                   |       | 17%    | 82%    | 5%        | 25%   | 47%   | 21%  | 12%              | 11%          | 16%          | 28%  | 11%          | 5%   | 12% | 61%  | 82%      | 10%       | 4%    | 3%  |
| Prefer not to say                                 | 118   | 53     | 33     | 10        | 31    | 24    | 24   | 3                | 3            | 3            | 2    | 10           | 10   | 12  | 16   | 98       | 10        | 6     | 4   |
|                                                   | 4%    | 4%     | 2%     | 3%        | 5%    | 3%    | 2%   | 2%               | 1%           | 1%           | 1%   | 1%           | 1%   | 2%  | 2%   | 4%       | 4%        | 4%    | 4%  |
|                                                   |       | b      |        |           | ef    |       |      | j                | j            | j            |      |              |      |     |      |          |           |       |     |
|                                                   |       | 45%    | 28%    | 8%        | 26%   | 21%   | 20%  | 3%               | 3%           | 2%           | 2%   | 8%           | 8%   | 10% | 13%  | 83%      | 9%        | 5%    | 3%  |

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

SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

|                               | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total              | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample     | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                         | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                               |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]    | 6     | 3      | 4      | -         | -     | 1     | 2    | 3                | -            | 1            | -    | -            | 1    | -   | *    | 5        | -         | 1     | *   |
|                               | *%    | *%     | *%     | -%        | -%    | *%    | *%   | 1%               | -%           | *%           | -%   | -%           | *%   | -%  | *%   | *%       | -%        | 1%    | *%  |
|                               |       |        |        |           |       |       |      | j                |              | j            |      |              |      |     |      |          |           | o     |     |
|                               |       | 41%    | 59%    | -%        | -%    | 23%   | 31%  | 39%              | -%           | 17%          | -%   | -%           | 11%  | -%  | 5%   | 75%      | -%        | 21%   | 4%  |
| <b>WORKING STATUS SUMMARY</b> |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| WORKING                       | 1744  | 854    | 875    | 111       | 462   | 762   | 394  | 50               | 101          | 213          | 1008 | 557          | 547  | 375 | 229  | 1457     | 154       | 84    | 50  |
|                               | 58%   | 61%    | 57%    | 38%       | 79%   | 81%   | 35%  | 26%              | 40%          | 59%          | 80%  | 70%          | 71%  | 74% | 31%  | 58%      | 57%       | 56%   | 56% |
|                               |       | b      |        |           | cf    | cf    |      |                  | g            | gh           | ghi  | n            | n    | n   |      |          |           |       |     |
|                               |       | 49%    | 50%    | 6%        | 27%   | 44%   | 23%  | 3%               | 6%           | 12%          | 58%  | 32%          | 31%  | 21% | 13%  | 84%      | 9%        | 5%    | 3%  |
| NOT WORKING                   | 1131  | 486    | 629    | 171       | 93    | 150   | 691  | 137              | 147          | 146          | 258  | 230          | 214  | 121 | 486  | 931      | 106       | 59    | 36  |
|                               | 38%   | 35%    | 41%    | 59%       | 16%   | 16%   | 62%  | 71%              | 59%          | 40%          | 20%  | 29%          | 28%  | 24% | 66%  | 37%      | 39%       | 39%   | 40% |
|                               |       |        | a      | de        |       | de    |      | hij              | ij           | j            |      | m            |      | klm |      |          |           |       |     |
|                               |       | 43%    | 56%    | 15%       | 8%    | 13%   | 61%  | 12%              | 13%          | 13%          | 23%  | 20%          | 19%  | 11% | 43%  | 82%      | 9%        | 5%    | 3%  |

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



SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

|                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                  | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                         | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                             | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                   |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| In full-time employment (including if furloughed) | 1344  | 181             | 186        | 106        | 101       | 122       | 91          | 114           | 66         | 160        | 1179     | 165   | 1344           | -           | 667               | 677          |
|                                                   | 45%   | 50%             | 43%        | 42%        | 46%       | 43%       | 43%         | 47%           | 50%        | 44%        | 46%      | 40%   | 77%            | -%          | 45%               | 45%          |
|                                                   |       | bc              |            |            |           |           |             |               |            |            | k        |       | m              |             |                   |              |
|                                                   |       | 13%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 88%      | 12%   | 100%           | -%          | 50%               | 50%          |
| In part-time employment (including if furloughed) | 400   | 55              | 58         | 39         | 34        | 36        | 28          | 25            | 15         | 41         | 339      | 61    | 400            | -           | 200               | 200          |
|                                                   | 13%   | 15%             | 13%        | 15%        | 15%       | 13%       | 14%         | 11%           | 11%        | 11%        | 13%      | 15%   | 23%            | -%          | 13%               | 13%          |
|                                                   |       |                 |            |            |           |           |             |               |            |            | m        |       |                |             |                   |              |
|                                                   |       | 14%             | 15%        | 10%        | 8%        | 9%        | 7%          | 6%            | 4%         | 10%        | 85%      | 15%   | 100%           | -%          | 50%               | 50%          |
| Retired                                           | 646   | 48              | 105        | 64         | 50        | 53        | 48          | 56            | 26         | 91         | 514      | 133   | -              | 646         | 436               | 210          |
|                                                   | 22%   | 13%             | 24%        | 26%        | 23%       | 19%       | 23%         | 23%           | 20%        | 25%        | 20%      | 32%   | -%             | 57%         | 29%               | 14%          |
|                                                   |       |                 | a          | ae         | a         | a         | a           | a             | a          | a          |          | j     |                | l           | o                 |              |
|                                                   |       | 7%              | 16%        | 10%        | 8%        | 8%        | 7%          | 9%            | 4%         | 14%        | 79%      | 21%   | -%             | 100%        | 67%               | 33%          |
| Unemployed                                        | 194   | 17              | 25         | 14         | 12        | 27        | 14          | 17            | 11         | 19         | 177      | 17    | -              | 194         | 39                | 156          |
|                                                   | 6%    | 5%              | 6%         | 6%         | 6%        | 9%        | 7%          | 7%            | 8%         | 5%         | 7%       | 4%    | -%             | 17%         | 3%                | 10%          |
|                                                   |       |                 |            |            |           | ai        |             |               |            |            | k        |       |                | l           |                   | n            |
|                                                   |       | 9%              | 13%        | 7%         | 6%        | 14%       | 7%          | 9%            | 6%         | 10%        | 91%      | 9%    | -%             | 100%        | 20%               | 80%          |
| A student                                         | 155   | 26              | 20         | 6          | 11        | 18        | 7           | 11            | 8          | 17         | 147      | 9     | -              | 155         | 51                | 104          |
|                                                   | 5%    | 7%              | 5%         | 2%         | 5%        | 6%        | 3%          | 4%            | 6%         | 5%         | 6%       | 2%    | -%             | 14%         | 3%                | 7%           |
|                                                   |       | cf              |            |            |           | c         |             |               | c          |            | k        |       |                | l           |                   | n            |
|                                                   |       | 17%             | 13%        | 4%         | 7%        | 11%       | 4%          | 7%            | 5%         | 11%        | 94%      | 6%    | -%             | 100%        | 33%               | 67%          |
| Full-time responsibility for the home/ family     | 135   | 15              | 20         | 13         | 11        | 14        | 10          | 9             | 2          | 17         | 118      | 17    | -              | 135         | 48                | 87           |
|                                                   | 5%    | 4%              | 5%         | 5%         | 5%        | 5%        | 5%          | 4%            | 2%         | 5%         | 5%       | 4%    | -%             | 12%         | 3%                | 6%           |
|                                                   |       |                 | h          | h          | h         | h         | h           |               |            | h          |          |       |                | l           |                   | n            |
|                                                   |       | 11%             | 15%        | 9%         | 8%        | 10%       | 8%          | 7%            | 2%         | 12%        | 87%      | 13%   | -%             | 100%        | 36%               | 64%          |
| Prefer not to say                                 | 118   | 16              | 21         | 10         | 2         | 12        | 10          | 7             | 4          | 15         | 109      | 10    | -              | -           | 46                | 72           |
|                                                   | 4%    | 5%              | 5%         | 4%         | 1%        | 4%        | 5%          | 3%            | 3%         | 4%         | 4%       | 2%    | -%             | -%          | 3%                | 5%           |
|                                                   |       | d               | d          | d          |           | d         | d           |               |            | d          | k        |       |                |             |                   | n            |
|                                                   |       | 14%             | 18%        | 9%         | 2%        | 10%       | 9%          | 6%            | 3%         | 13%        | 92%      | 8%    | -%             | -%          | 39%               | 61%          |

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

SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

|                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total              | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample     | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                         | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                               |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| NOT ANSWERED [POSTAL ONLY]    | 6     | 2               | -          | -          | -         | -         | -           | 1             | -          | 2          | 6        | 1     | -              | -           | 2                 | 4           |
|                               | *%    | *%              | -%         | -%         | -%        | -%        | -%          | *%            | -%         | 1%         | *%       | *%    | -%             | -%          | *%                | *%          |
|                               |       | 26%             | -%         | -%         | -%        | -%        | -%          | 16%           | -%         | 33%        | 88%      | 12%   | -%             | -%          | 31%               | 69%         |
| <b>WORKING STATUS SUMMARY</b> |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |
| WORKING                       | 1744  | 235             | 245        | 144        | 134       | 158       | 119         | 139           | 81         | 201        | 1518     | 226   | 1744           | -           | 867               | 877         |
|                               | 58%   | 66%             | 56%        | 57%        | 61%       | 56%       | 57%         | 58%           | 61%        | 56%        | 59%      | 55%   | 100%           | -%          | 58%               | 58%         |
|                               |       | bcefgi          |            |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                               |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 100%           | -%          | 50%               | 50%         |
| NOT WORKING                   | 1131  | 106             | 170        | 97         | 83        | 112       | 80          | 93            | 47         | 143        | 956      | 176   | -              | 1131        | 574               | 557         |
|                               | 38%   | 29%             | 39%        | 39%        | 38%       | 40%       | 38%         | 39%           | 36%        | 40%        | 37%      | 43%   | -%             | 100%        | 39%               | 37%         |
|                               |       |                 | a          | a          | a         | a         | a           | a             |            | a          |          | j     |                | l           |                   |             |
|                               |       | 9%              | 15%        | 9%         | 7%        | 10%       | 7%          | 8%            | 4%         | 13%        | 84%      | 16%   | -%             | 100%        | 51%               | 49%         |

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

**SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)**

Base : All respondents

|                                                   | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                                   |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                           |       |                      |                      |                       |           |                               |                        |
| Unweighted total                                  | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample                         | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                                             | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                                                   |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| In full-time employment (including if furloughed) | 1344  | 690                  | 531                  | 1090                  | 1173      | 633                           | 1308                   |
|                                                   | 45%   | 49%                  | 42%                  | 49%                   | 52%       | 52%                           | 46%                    |
|                                                   |       | bf                   | bf                   | bcf                   | bcf       | bcf                           | b                      |
|                                                   |       | 51%                  | 40%                  | 81%                   | 87%       | 47%                           | 97%                    |
| In part-time employment (including if furloughed) | 400   | 204                  | 162                  | 319                   | 330       | 176                           | 387                    |
|                                                   | 13%   | 15%                  | 13%                  | 14%                   | 15%       | 15%                           | 14%                    |
|                                                   |       | 51%                  | 41%                  | 80%                   | 82%       | 44%                           | 97%                    |
| Retired                                           | 646   | 282                  | 385                  | 457                   | 322       | 152                           | 613                    |
|                                                   | 22%   | 20%                  | 30%                  | 21%                   | 14%       | 13%                           | 22%                    |
|                                                   |       | de                   | acdef                | de                    |           |                               | de                     |
|                                                   |       | 44%                  | 60%                  | 71%                   | 50%       | 24%                           | 95%                    |
| Unemployed                                        | 194   | 70                   | 81                   | 121                   | 123       | 77                            | 172                    |
|                                                   | 6%    | 5%                   | 6%                   | 5%                    | 5%        | 6%                            | 6%                     |
|                                                   |       | 36%                  | 42%                  | 62%                   | 63%       | 40%                           | 89%                    |
| A student                                         | 155   | 51                   | 38                   | 106                   | 141       | 93                            | 147                    |
|                                                   | 5%    | 4%                   | 3%                   | 5%                    | 6%        | 8%                            | 5%                     |
|                                                   |       |                      |                      | b                     | abc       | abcf                          | ab                     |
|                                                   |       | 33%                  | 25%                  | 68%                   | 90%       | 60%                           | 95%                    |
| Full-time responsibility for the home/ family     | 135   | 66                   | 40                   | 86                    | 104       | 56                            | 124                    |
|                                                   | 5%    | 5%                   | 3%                   | 4%                    | 5%        | 5%                            | 4%                     |
|                                                   |       | b                    |                      |                       | b         | b                             | b                      |
|                                                   |       | 49%                  | 30%                  | 63%                   | 77%       | 41%                           | 91%                    |
| Prefer not to say                                 | 118   | 31                   | 30                   | 47                    | 50        | 27                            | 78                     |
|                                                   | 4%    | 2%                   | 2%                   | 2%                    | 2%        | 2%                            | 3%                     |
|                                                   |       | 26%                  | 25%                  | 40%                   | 42%       | 22%                           | 66%                    |
| NOT ANSWERED [POSTAL ONLY]                        | 6     | 1                    | 2                    | 2                     | 2         | 1                             | 4                      |
|                                                   | *%    | *%                   | *%                   | *%                    | *%        | *%                            | *%                     |
|                                                   |       | 20%                  | 34%                  | 33%                   | 27%       | 16%                           | 56%                    |

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

SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

|                               | Total       | TV SERVICES          |                      |                       |             |                               |                        |
|-------------------------------|-------------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                               |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%       |             |                      |                      |                       |             |                               |                        |
| Unweighted total              | 5233        | 2461                 | 2214                 | 3966                  | 3991        | 2172                          | 5004                   |
| Effective Weighted Sample     | 3539        | 1661                 | 1497                 | 2748                  | 2752        | 1500                          | 3413                   |
| Total                         | 3000        | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75% | 1215<br>41%                   | 2832<br>94%            |
| <b>WORKING STATUS SUMMARY</b> |             |                      |                      |                       |             |                               |                        |
| WORKING                       | 1744<br>58% | 893<br>64%           | 694<br>55%           | 1409<br>63%           | 1503<br>67% | 809<br>67%                    | 1695<br>60%            |
|                               |             | bf<br>51%            | bf<br>40%            | bf<br>81%             | abcf<br>86% | bcf<br>46%                    | b<br>97%               |
| NOT WORKING                   | 1131<br>38% | 470<br>34%           | 544<br>43%           | 770<br>35%            | 689<br>31%  | 378<br>31%                    | 1056<br>37%            |
|                               |             | d<br>42%             | acdef<br>48%         | de<br>68%             | 61%         | acde<br>33%                   | 93%                    |

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

## SGA. Are you currently working from home at all? (SINGLE CODE)

Base : Those working full or part time

|                            | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f   | ~g               | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total           | 2898  | 1416   | 1453   | 179       | 742   | 1339  | 612 | 83               | 167          | 380          | 1670 | 873          | 1131 | 450 | 373 | 1899     | 292       | 330   | 377 |
| Effective Weighted Sample  | 2012  | 991    | 1002   | 119       | 545   | 934   | 404 | 57               | 112          | 255          | 1181 | 640          | 840  | 314 | 265 | 1586     | 174       | 229   | 312 |
| Total                      | 1744  | 854    | 875    | 111       | 462   | 762   | 394 | 50               | 101          | 213          | 1008 | 557          | 547  | 375 | 229 | 1457     | 154       | 84    | 50  |
|                            |       | 49%    | 50%    | 6%        | 27%   | 44%   | 23% | **               | 6%           | 12%          | 58%  | 32%          | 31%  | 21% | 13% | 84%      | 9%        | 5%    | 3%  |
| Yes                        | 907   | 427    | 472    | 36        | 256   | 420   | 189 | **               | 31           | 72           | 623  | 424          | 377  | 69  | 29  | 771      | 79        | 35    | 22  |
|                            | 52%   | 50%    | 54%    | 32%       | 55%   | 55%   | 48% | **               | 31%          | 34%          | 62%  | 76%          | 69%  | 18% | 13% | 53%      | 51%       | 42%   | 43% |
|                            |       |        |        |           | cf    | cf    | c   |                  |              |              | hi   | lmn          | mn   |     |     | qr       |           |       |     |
|                            |       | 47%    | 52%    | 4%        | 28%   | 46%   | 21% | **               | 3%           | 8%           | 69%  | 47%          | 41%  | 8%  | 3%  | 85%      | 9%        | 4%    | 2%  |
| No                         | 824   | 420    | 397    | 75        | 206   | 340   | 196 | **               | 67           | 141          | 381  | 134          | 167  | 301 | 197 | 675      | 74        | 47    | 27  |
|                            | 47%   | 49%    | 45%    | 68%       | 45%   | 45%   | 50% | **               | 66%          | 66%          | 38%  | 24%          | 31%  | 80% | 86% | 46%      | 48%       | 56%   | 55% |
|                            |       |        |        | def       |       |       |     |                  | j            | j            |      | k            | kl   | kl  |     |          |           | o     | o   |
|                            |       | 51%    | 48%    | 9%        | 25%   | 41%   | 24% | **               | 8%           | 17%          | 46%  | 16%          | 20%  | 37% | 24% | 82%      | 9%        | 6%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 13    | 7      | 7      | -         | -     | 2     | 9   | **               | 3            | *            | 5    | *            | 4    | 5   | 3   | 10       | *         | 2     | 1   |
|                            | 1%    | 1%     | 1%     | -%        | -%    | *%    | 2%  | **               | 3%           | *%           | *%   | *%           | 1%   | 1%  | 1%  | 1%       | *%        | 2%    | 2%  |
|                            |       |        |        |           |       | de    |     |                  | ij           |              |      |              | k    | k   | k   |          |           |       |     |
|                            |       | 50%    | 50%    | -%        | -%    | 15%   | 72% | **               | 25%          | 4%           | 35%  | 1%           | 28%  | 37% | 23% | 78%      | 4%        | 12%   | 7%  |

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

## SGA. Are you currently working from home at all? (SINGLE CODE)

Base : Those working full or part time

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | ~m          | n                 | o           |
| Unweighted total           | 2898  | 234             | 254        | 197        | 206       | 193       | 200         | 227           | 194        | 194        | 2241     | 657   | 2898           | -           | 1428              | 1470        |
| Effective Weighted Sample  | 2012  | 210             | 229        | 180        | 188       | 168       | 183         | 201           | 169        | 168        | 1721     | 296   | 2012           | -           | 954               | 1062        |
| Total                      | 1744  | 235             | 245        | 144        | 134       | 158       | 119         | 139           | 81         | 201        | 1518     | 226   | 1744           | -           | 867               | 877         |
|                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 100%           | **          | 50%               | 50%         |
| Yes                        | 907   | 164             | 131        | 78         | 59        | 75        | 67          | 64            | 31         | 102        | 786      | 122   | 907            | **          | 497               | 410         |
|                            | 52%   | 70%             | 54%        | 54%        | 44%       | 47%       | 56%         | 46%           | 38%        | 51%        | 52%      | 54%   | 52%            | **          | 57%               | 47%         |
|                            |       | bcdefghi        | dh         | dh         |           |           | dgh         |               |            | h          |          |       |                |             | o                 |             |
|                            |       | 18%             | 14%        | 9%         | 6%        | 8%        | 7%          | 7%            | 3%         | 11%        | 87%      | 13%   | 100%           | **          | 55%               | 45%         |
| No                         | 824   | 70              | 113        | 66         | 76        | 80        | 52          | 73            | 50         | 94         | 719      | 104   | 824            | **          | 363               | 461         |
|                            | 47%   | 30%             | 46%        | 46%        | 56%       | 51%       | 44%         | 53%           | 62%        | 47%        | 47%      | 46%   | 47%            | **          | 42%               | 53%         |
|                            |       |                 | a          | a          | abcf      | a         | a           | a             | abcefi     | a          |          |       |                |             | n                 |             |
|                            |       | 9%              | 14%        | 8%         | 9%        | 10%       | 6%          | 9%            | 6%         | 11%        | 87%      | 13%   | 100%           | **          | 44%               | 56%         |
| NOT ANSWERED [POSTAL ONLY] | 13    | 1               | -          | *          | -         | 3         | -           | 2             | -          | 4          | 13       | 1     | 13             | **          | 6                 | 7           |
|                            | 1%    | *%              | -%         | *%         | -%        | 2%        | -%          | 1%            | -%         | 2%         | 1%       | *%    | 1%             | **          | 1%                | 1%          |
|                            |       |                 |            |            |           | b         |             |               |            | bdf        |          |       |                |             |                   |             |
|                            |       | 5%              | -%         | 4%         | -%        | 24%       | -%          | 12%           | -%         | 33%        | 96%      | 4%    | 100%           | **          | 48%               | 52%         |

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

## SGA. Are you currently working from home at all? (SINGLE CODE)

Base : Those working full or part time

|                            | Total | TV SERVICES          |                      |                       |           |                               |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                               |                        |
| Unweighted total           | 2898  | 1475                 | 1132                 | 2340                  | 2498      | 1345                          | 2826                   |
| Effective Weighted Sample  | 2012  | 1016                 | 783                  | 1648                  | 1749      | 940                           | 1973                   |
| Total                      | 1744  | 893                  | 694                  | 1409                  | 1503      | 809                           | 1695                   |
|                            |       | 51%                  | 40%                  | 81%                   | 86%       | 46%                           | 97%                    |
| Yes                        | 907   | 453                  | 380                  | 785                   | 822       | 453                           | 893                    |
|                            | 52%   | 51%                  | 55%                  | 56%                   | 55%       | 56%                           | 53%                    |
|                            |       |                      |                      | a                     | a         | a                             |                        |
|                            |       | 50%                  | 42%                  | 87%                   | 91%       | 50%                           | 98%                    |
| No                         | 824   | 433                  | 309                  | 617                   | 676       | 355                           | 791                    |
|                            | 47%   | 48%                  | 45%                  | 44%                   | 45%       | 44%                           | 47%                    |
|                            |       | ce                   |                      |                       |           |                               |                        |
|                            |       | 53%                  | 38%                  | 75%                   | 82%       | 43%                           | 96%                    |
| NOT ANSWERED [POSTAL ONLY] | 13    | 8                    | 4                    | 7                     | 5         | 1                             | 11                     |
|                            | 1%    | 1%                   | 1%                   | *%                    | *%        | *%                            | 1%                     |
|                            |       | e                    |                      |                       |           |                               |                        |
|                            |       | 58%                  | 29%                  | 51%                   | 39%       | 9%                            | 83%                    |

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

## SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

|                                                         | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                        | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                               | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                   | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                         |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Being bought on mortgage                                | 958   | 441    | 509    | 61        | 259   | 472   | 161  | 15               | 32           | 82           | 643  | 359          | 298  | 180 | 105  | 805      | 80        | 47    | 26  |
|                                                         | 32%   | 32%    | 33%    | 21%       | 44%   | 50%   | 15%  | 8%               | 13%          | 23%          | 51%  | 45%          | 39%  | 35% | 14%  | 32%      | 30%       | 31%   | 29% |
|                                                         |       |        |        | f         | cf    | cdf   |      |                  |              | gh           | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                                                         |       | 46%    | 53%    | 6%        | 27%   | 49%   | 17%  | 2%               | 3%           | 9%           | 67%  | 37%          | 31%  | 19% | 11%  | 84%      | 8%        | 5%    | 3%  |
| Owned outright by household                             | 905   | 445    | 456    | 29        | 41    | 133   | 690  | 45               | 89           | 123          | 353  | 312          | 180  | 145 | 234  | 733      | 96        | 46    | 30  |
|                                                         | 30%   | 32%    | 30%    | 10%       | 7%    | 14%   | 62%  | 23%              | 36%          | 34%          | 28%  | 39%          | 23%  | 28% | 32%  | 29%      | 36%       | 31%   | 33% |
|                                                         |       |        |        |           |       | cd    | cde  |                  |              | gj           | gj   | lmn          |      | l   | l    |          | o         |       |     |
|                                                         |       | 49%    | 50%    | 3%        | 4%    | 15%   | 76%  | 5%               | 10%          | 14%          | 39%  | 34%          | 20%  | 16% | 26%  | 81%      | 11%       | 5%    | 3%  |
| Rented from Local Authority/ Housing Association/ Trust | 445   | 195    | 245    | 53        | 96    | 147   | 142  | 81               | 71           | 75           | 62   | 23           | 59   | 90  | 229  | 364      | 46        | 24    | 11  |
|                                                         | 15%   | 14%    | 16%    | 18%       | 16%   | 16%   | 13%  | 42%              | 28%          | 21%          | 5%   | 3%           | 8%   | 18% | 31%  | 15%      | 17%       | 16%   | 12% |
|                                                         |       |        |        | f         | f     | f     |      | hij              | ij           | j            |      |              | k    | kl  | klm  |          |           |       |     |
|                                                         |       | 44%    | 55%    | 12%       | 21%   | 33%   | 32%  | 18%              | 16%          | 17%          | 14%  | 5%           | 13%  | 20% | 51%  | 82%      | 10%       | 5%    | 3%  |
| Rented from private landlord                            | 480   | 227    | 241    | 108       | 159   | 146   | 64   | 40               | 49           | 75           | 194  | 79           | 188  | 82  | 114  | 404      | 38        | 23    | 16  |
|                                                         | 16%   | 16%    | 16%    | 37%       | 27%   | 16%   | 6%   | 21%              | 20%          | 21%          | 15%  | 10%          | 24%  | 16% | 16%  | 16%      | 14%       | 15%   | 18% |
|                                                         |       |        |        | def       | ef    | f     |      | j                |              | j            |      |              | kmn  | k   | k    |          |           |       |     |
|                                                         |       | 47%    | 50%    | 22%       | 33%   | 30%   | 13%  | 8%               | 10%          | 16%          | 40%  | 16%          | 39%  | 17% | 24%  | 84%      | 8%        | 5%    | 3%  |
| Other                                                   | 35    | 16     | 20     | 3         | 10    | 8     | 13   | 2                | 3            | 4            | 13   | 8            | 11   | 4   | 10   | 32       | 1         | 2     | 1   |
|                                                         | 1%    | 1%     | 1%     | 1%        | 2%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                         |       | 44%    | 56%    | 9%        | 27%   | 22%   | 36%  | 5%               | 9%           | 10%          | 37%  | 22%          | 30%  | 10% | 27%  | 90%      | 2%        | 5%    | 3%  |
| Don't know                                              | 134   | 59     | 45     | 37        | 23    | 32    | 19   | 3                | 1            | 4            | 3    | 16           | 29   | 8   | 26   | 116      | 7         | 6     | 5   |
|                                                         | 4%    | 4%     | 3%     | 13%       | 4%    | 3%    | 2%   | 2%               | 1%           | 1%           | 1%   | 2%           | 4%   | 1%  | 4%   | 5%       | 3%        | 4%    | 5%  |
|                                                         |       | b      |        | def       | f     | f     |      | j                |              | j            |      |              | km   |     | km   |          |           |       | p   |
|                                                         |       | 44%    | 34%    | 28%       | 17%   | 24%   | 14%  | 2%               | 1%           | 3%           | 2%   | 12%          | 22%  | 6%  | 19%  | 87%      | 5%        | 4%    | 4%  |
| Prefer not to say                                       | 27    | 10     | 13     | *         | -     | *     | 13   | 3                | 2            | 1            | -    | *            | 5    | -   | 6    | 24       | 2         | 1     | 1   |
|                                                         | 1%    | 1%     | 1%     | 1%        | 0%    | 1%    | 1%   | 1%               | 1%           | 1%           | 0%   | 1%           | 1%   | 0%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                         |       |        |        |           |       |       | de   | j                | j            |              |      |              | k    |     | km   |          |           |       |     |
|                                                         |       | 36%    | 47%    | 1%        | 0%    | 1%    | 46%  | 10%              | 8%           | 2%           | 0%   | 2%           | 17%  | 0%  | 23%  | 88%      | 7%        | 3%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]                              | 15    | 3      | 12     | -         | -     | 1     | 9    | 5                | 4            | -            | 1    | -            | 2    | *   | 8    | 12       | 1         | 2     | *   |
|                                                         | 1%    | 1%     | 1%     | 0%        | 0%    | 1%    | 1%   | 2%               | 2%           | 0%           | 1%   | 0%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                         |       | a      |        |           |       |       | de   | ij               | ij           |              |      |              |      | klm |      |          |           |       |     |
|                                                         |       | 21%    | 78%    | 0%        | 0%    | 6%    | 56%  | 31%              | 26%          | 0%           | 9%   | 0%           | 12%  | 1%  | 52%  | 81%      | 4%        | 12%   | 2%  |

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



## SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

|                                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                 |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                        | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                               | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                   | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                         |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Being bought on mortgage                                | 958   | 109             | 137        | 69         | 83        | 101       | 71          | 70            | 48         | 116        | 814      | 143   | 831            | 120         | 554               | 404          |
|                                                         | 32%   | 30%             | 32%        | 27%        | 38%       | 36%       | 34%         | 29%           | 37%        | 32%        | 31%      | 35%   | 48%            | 11%         | 37%               | 27%          |
|                                                         |       |                 |            |            | cg        | c         |             |               | cg         |            |          |       | m              |             | o                 |              |
|                                                         |       | 11%             | 14%        | 7%         | 9%        | 11%       | 7%          | 7%            | 5%         | 12%        | 85%      | 15%   | 87%            | 12%         | 58%               | 42%          |
| Owned outright by household                             | 905   | 95              | 135        | 88         | 64        | 69        | 61          | 85            | 34         | 103        | 734      | 172   | 345            | 549         | 617               | 288          |
|                                                         | 30%   | 26%             | 31%        | 35%        | 29%       | 24%       | 29%         | 35%           | 25%        | 28%        | 28%      | 42%   | 20%            | 49%         | 41%               | 19%          |
|                                                         |       |                 | e          | aeh        |           |           |             | aeh           |            |            |          | j     |                | l           | o                 |              |
|                                                         |       | 10%             | 15%        | 10%        | 7%        | 8%        | 7%          | 9%            | 4%         | 11%        | 81%      | 19%   | 38%            | 61%         | 68%               | 32%          |
| Rented from Local Authority/ Housing Association/ Trust | 445   | 46              | 62         | 31         | 35        | 48        | 25          | 33            | 22         | 61         | 410      | 35    | 196            | 226         | 59                | 386          |
|                                                         | 15%   | 13%             | 14%        | 12%        | 16%       | 17%       | 12%         | 14%           | 17%        | 17%        | 16%      | 8%    | 11%            | 20%         | 4%                | 26%          |
|                                                         |       |                 |            |            |           |           |             |               |            |            | k        |       | l              |             | n                 |              |
|                                                         |       | 10%             | 14%        | 7%         | 8%        | 11%       | 6%          | 7%            | 5%         | 14%        | 92%      | 8%    | 44%            | 51%         | 13%               | 87%          |
| Rented from private landlord                            | 480   | 74              | 63         | 45         | 30        | 42        | 34          | 42            | 20         | 55         | 441      | 39    | 312            | 154         | 161               | 320          |
|                                                         | 16%   | 21%             | 14%        | 18%        | 14%       | 15%       | 16%         | 17%           | 15%        | 15%        | 17%      | 9%    | 18%            | 14%         | 11%               | 21%          |
|                                                         |       | bd              |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                         |       | 15%             | 13%        | 9%         | 6%        | 9%        | 7%          | 9%            | 4%         | 12%        | 92%      | 8%    | 65%            | 32%         | 33%               | 67%          |
| Other                                                   | 35    | 7               | 5          | 5          | 2         | 3         | 4           | 3             | 2          | 1          | 29       | 6     | 21             | 12          | 15                | 21           |
|                                                         | 1%    | 2%              | 1%         | 2%         | 1%        | 1%        | 2%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                         |       |                 |            |            |           |           | i           |               |            |            |          |       |                |             |                   |              |
|                                                         |       | 19%             | 15%        | 13%        | 5%        | 9%        | 13%         | 8%            | 5%         | 3%         | 83%      | 17%   | 60%            | 34%         | 41%               | 59%          |
| Don't know                                              | 134   | 23              | 21         | 11         | 5         | 16        | 10          | 5             | 6          | 19         | 121      | 12    | 35             | 43          | 60                | 74           |
|                                                         | 4%    | 6%              | 5%         | 4%         | 2%        | 6%        | 5%          | 2%            | 5%         | 5%         | 5%       | 3%    | 2%             | 4%          | 4%                | 5%           |
|                                                         |       | dg              | g          |            |           | dg        | g           |               |            | g          |          |       | l              |             |                   |              |
|                                                         |       | 17%             | 16%        | 8%         | 4%        | 12%       | 8%          | 4%            | 4%         | 14%        | 91%      | 9%    | 26%            | 32%         | 45%               | 55%          |
| Prefer not to say                                       | 27    | 1               | 8          | 3          | 2         | 3         | 2           | 1             | -          | 3          | 22       | 5     | 1              | 18          | 17                | 10           |
|                                                         | 1%    | 1%              | 2%         | 1%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 2%          | 1%                | 1%           |
|                                                         |       |                 | h          |            |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                                                         |       | 5%              | 30%        | 11%        | 6%        | 11%       | 7%          | 5%            | 1%         | 12%        | 80%      | 20%   | 2%             | 65%         | 63%               | 37%          |

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

## SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610        |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836        |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588  | 412            | 1744    | 1131              | 1489 | 1511        |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 58%     | 38%               | 50%  | 50%         |
| NOT ANSWERED [POSTAL ONLY] | 15    | 3               | 3          | -          | -         | -         | 1           | 2             | -          | 4          | 15    | *              | 2       | 10                | 7    | 9           |
|                            | 1%    | 1%              | 1%         | -%         | -%        | -%        | *%          | 1%            | -%         | 1%         | 1%    | *%             | *%      | 1%                | *%   | 1%          |
|                            |       | 22%             | 20%        | -%         | -%        | -%        | 4%          | 12%           | -%         | 24%        | 100%  | *%             | 16%     | 63%               | 44%  | 56%         |

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

## SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

|                                                         | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                                         |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                 |       |                      |                      |                       |           |                               |                        |
| Unweighted total                                        | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample                               | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                                                   | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                                                         |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| Being bought on mortgage                                | 958   | 534                  | 376                  | 818                   | 865       | 432                           | 947                    |
|                                                         | 32%   | 38%                  | 30%                  | 37%                   | 39%       | 36%                           | 33%                    |
|                                                         |       | bf                   |                      | bf                    | bf        | b                             | b                      |
|                                                         |       | 56%                  | 39%                  | 85%                   | 90%       | 45%                           | 99%                    |
| Owned outright by household                             | 905   | 428                  | 505                  | 704                   | 569       | 299                           | 865                    |
|                                                         | 30%   | 31%                  | 40%                  | 32%                   | 25%       | 25%                           | 31%                    |
|                                                         |       | de                   | acdef                | de                    |           |                               | de                     |
|                                                         |       | 47%                  | 56%                  | 78%                   | 63%       | 33%                           | 96%                    |
| Rented from Local Authority/ Housing Association/ Trust | 445   | 202                  | 184                  | 299                   | 305       | 194                           | 412                    |
|                                                         | 15%   | 14%                  | 15%                  | 13%                   | 14%       | 16%                           | 15%                    |
|                                                         |       |                      |                      |                       |           | cd                            |                        |
|                                                         |       | 45%                  | 41%                  | 67%                   | 69%       | 44%                           | 93%                    |
| Rented from private landlord                            | 480   | 162                  | 146                  | 305                   | 407       | 239                           | 455                    |
|                                                         | 16%   | 12%                  | 12%                  | 14%                   | 18%       | 20%                           | 16%                    |
|                                                         |       |                      |                      | ab                    | abcf      | abcf                          | abc                    |
|                                                         |       | 34%                  | 30%                  | 63%                   | 85%       | 50%                           | 95%                    |
| Other                                                   | 35    | 16                   | 15                   | 29                    | 25        | 15                            | 34                     |
|                                                         | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                                                         |       | 44%                  | 43%                  | 82%                   | 70%       | 43%                           | 97%                    |
| Don't know                                              | 134   | 42                   | 26                   | 57                    | 66        | 32                            | 86                     |
|                                                         | 4%    | 3%                   | 2%                   | 3%                    | 3%        | 3%                            | 3%                     |
|                                                         |       |                      |                      |                       |           |                               | b                      |
|                                                         |       | 31%                  | 19%                  | 43%                   | 49%       | 24%                           | 64%                    |
| Prefer not to say                                       | 27    | 8                    | 13                   | 10                    | 6         | 4                             | 25                     |
|                                                         | 1%    | 1%                   | 1%                   | *%                    | *%        | *%                            | 1%                     |
|                                                         |       |                      | cde                  |                       |           |                               | cde                    |
|                                                         |       | 31%                  | 49%                  | 35%                   | 21%       | 15%                           | 90%                    |

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

## SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

|                            | Total | TV SERVICES     |                 |                  |      |                          |                   |
|----------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                            |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%    |       |                 |                 |                  |      |                          |                   |
| Unweighted total           | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample  | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                      | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                            |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| NOT ANSWERED [POSTAL ONLY] | 15    | 4               | 3               | 5                | 1    | 1                        | 8                 |
|                            | 1%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                            |       |                 |                 |                  |      |                          | d                 |
|                            |       | 25%             | 23%             | 34%              | 9%   | 4%                       | 54%               |

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

QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

|                                                              | Total      | GENDER      |             | AGE GROUP  |            |            |             | HOUSEHOLD INCOME    |                       |                       |             | SOCIAL GROUP |            |            |            | NATION           |                   |            |           |
|--------------------------------------------------------------|------------|-------------|-------------|------------|------------|------------|-------------|---------------------|-----------------------|-----------------------|-------------|--------------|------------|------------|------------|------------------|-------------------|------------|-----------|
|                                                              |            | MALE<br>a   | FEMALE<br>b | 16-24<br>c | 25-34<br>d | 35-54<br>e | 55+<br>f    | UNDER<br>10.4K<br>g | 10.4K-<br>15.59K<br>h | 15.6K-<br>25.99K<br>i | 26K+<br>j   | AB<br>k      | C1<br>l    | C2<br>m    | DE<br>n    | ENG<br>LAND<br>o | SCOT<br>LAND<br>p | WALES<br>q | NI<br>r   |
| Significance Level: 95%                                      |            |             |             |            |            |            |             |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
| Unweighted total                                             | 5233       | 2473        | 2668        | 545        | 939        | 1699       | 1951        | 369                 | 417                   | 678                   | 2198        | 1379         | 1694       | 634        | 1268       | 3385             | 564               | 623        | 661       |
| Effective Weighted Sample                                    | 3539       | 1665        | 1824        | 368        | 675        | 1171       | 1269        | 241                 | 277                   | 455                   | 1528        | 983          | 1230       | 442        | 886        | 2753             | 329               | 413        | 543       |
| Total                                                        | 3000       | 1395<br>47% | 1542<br>51% | 291<br>10% | 586<br>20% | 938<br>31% | 1110<br>37% | 193<br>6%           | 251<br>8%             | 363<br>12%            | 1268<br>42% | 797<br>27%   | 771<br>26% | 507<br>17% | 731<br>24% | 2490<br>83%      | 270<br>9%         | 150<br>5%  | 90<br>3%  |
| Up to £199 per week/ Up to £10,399 per year                  | 193<br>6%  | 85<br>6%    | 106<br>7%   | 30<br>10%  | 33<br>6%   | 41<br>4%   | 85<br>8%    | 193<br>100%         | -<br>-%               | -<br>-%               | -<br>-%     | 10<br>1%     | 35<br>5%   | 26<br>5%   | 113<br>15% | 154<br>6%        | 15<br>6%          | 16<br>11%  | 9<br>10%  |
|                                                              |            |             |             | de         |            |            | e           | hij                 |                       |                       |             |              | k          | k          | klm        |                  |                   | op         | op        |
|                                                              |            | 44%         | 55%         | 15%        | 17%        | 21%        | 44%         | 100%                | -%                    | -%                    | -%          | 5%           | 18%        | 13%        | 58%        | 79%              | 8%                | 8%         | 5%        |
| From £200 to £299 per week/ From £10,400 to £15,599 per year | 251<br>8%  | 108<br>8%   | 140<br>9%   | 21<br>7%   | 29<br>5%   | 61<br>7%   | 136<br>12%  | -<br>-%             | 251<br>100%           | -<br>-%               | -<br>-%     | 22<br>3%     | 38<br>5%   | 52<br>10%  | 124<br>17% | 198<br>8%        | 31<br>12%         | 15<br>10%  | 7<br>8%   |
|                                                              |            |             |             |            |            |            | cde         |                     | gij                   |                       |             |              | k          | kl         | klm        |                  | o                 |            |           |
|                                                              |            | 43%         | 56%         | 8%         | 11%        | 25%        | 54%         | -%                  | 100%                  | -%                    | -%          | 9%           | 15%        | 21%        | 49%        | 79%              | 13%               | 6%         | 3%        |
| From £300 to £499 per week/ From £15,600 to £25,999 per year | 363<br>12% | 176<br>13%  | 186<br>12%  | 27<br>9%   | 69<br>12%  | 106<br>11% | 157<br>14%  | -<br>-%             | -<br>-%               | 363<br>100%           | -<br>-%     | 59<br>7%     | 99<br>13%  | 73<br>14%  | 121<br>17% | 296<br>12%       | 31<br>12%         | 19<br>13%  | 16<br>18% |
|                                                              |            |             |             |            |            |            | ce          |                     |                       | ghj                   |             |              | k          | k          | kl         |                  |                   |            | opq       |
|                                                              |            | 48%         | 51%         | 7%         | 19%        | 29%        | 43%         | -%                  | -%                    | 100%                  | -%          | 16%          | 27%        | 20%        | 33%        | 82%              | 9%                | 5%         | 5%        |
| From £500 to £699 per week/ From £26,000 to £36,399 per year | 340<br>11% | 161<br>12%  | 177<br>12%  | 30<br>10%  | 59<br>10%  | 113<br>12% | 138<br>12%  | -<br>-%             | -<br>-%               | -<br>-%               | 340<br>27%  | 87<br>11%    | 108<br>14% | 87<br>17%  | 55<br>8%   | 287<br>12%       | 24<br>9%          | 19<br>13%  | 10<br>11% |
|                                                              |            |             |             |            |            |            |             |                     |                       |                       | ghi         | n            | kn         | kn         |            |                  |                   |            |           |
|                                                              |            | 47%         | 52%         | 9%         | 17%        | 33%        | 40%         | -%                  | -%                    | -%                    | 100%        | 26%          | 32%        | 26%        | 16%        | 84%              | 7%                | 6%         | 3%        |
| From £700 to £999 per week/ From £36,400 to £51,999 per year | 336<br>11% | 159<br>11%  | 175<br>11%  | 19<br>7%   | 97<br>17%  | 113<br>12% | 105<br>9%   | -<br>-%             | -<br>-%               | -<br>-%               | 336<br>26%  | 111<br>14%   | 118<br>15% | 64<br>13%  | 42<br>6%   | 279<br>11%       | 29<br>11%         | 17<br>11%  | 11<br>13% |
|                                                              |            |             |             |            | cef        | cf         |             |                     |                       |                       | ghi         | n            | n          | n          |            |                  |                   |            |           |
|                                                              |            | 47%         | 52%         | 6%         | 29%        | 34%        | 31%         | -%                  | -%                    | -%                    | 100%        | 33%          | 35%        | 19%        | 12%        | 83%              | 9%                | 5%         | 3%        |
| From £1,000 to £1,499 per week/ £52,000 to £77,999 per year  | 298<br>10% | 153<br>11%  | 145<br>9%   | 15<br>5%   | 82<br>14%  | 132<br>14% | 70<br>6%    | -<br>-%             | -<br>-%               | -<br>-%               | 298<br>23%  | 131<br>16%   | 105<br>14% | 51<br>10%  | 9<br>1%    | 246<br>10%       | 31<br>12%         | 16<br>11%  | 5<br>5%   |
|                                                              |            |             |             |            | cf         | cf         |             |                     |                       |                       | ghi         | mn           | n          | n          |            | r                | r                 | r          |           |
|                                                              |            | 51%         | 49%         | 5%         | 27%        | 44%        | 23%         | -%                  | -%                    | -%                    | 100%        | 44%          | 35%        | 17%        | 3%         | 82%              | 10%               | 5%         | 2%        |

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

**QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)**

Base : All respondents

|                                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                      | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                             | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                 | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                       |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| £1,500 and above per week/ £78,000 and above per year | 295   | 155    | 140    | 10        | 69    | 146   | 70   | -                | -            | -            | 295  | 206          | 69   | 12  | 8    | 263      | 22        | 6     | 4   |
|                                                       | 10%   | 11%    | 9%     | 3%        | 12%   | 16%   | 6%   | -%               | -%           | -%           | 23%  | 26%          | 9%   | 2%  | 1%   | 11%      | 8%        | 4%    | 4%  |
|                                                       |       | b      |        |           | cf    | cdf   | c    |                  |              |              | ghi  | lmn          | mn   |     |      | qr       | qr        |       |     |
|                                                       |       | 53%    | 47%    | 3%        | 23%   | 50%   | 24%  | -%               | -%           | -%           | 100% | 70%          | 23%  | 4%  | 3%   | 89%      | 7%        | 2%    | 1%  |
| Don't know                                            | 363   | 145    | 205    | 110       | 73    | 83    | 86   | -                | -            | -            | -    | 40           | 91   | 47  | 132  | 296      | 41        | 15    | 11  |
|                                                       | 12%   | 10%    | 13%    | 38%       | 12%   | 9%    | 8%   | -%               | -%           | -%           | -%   | 5%           | 12%  | 9%  | 18%  | 12%      | 15%       | 10%   | 12% |
|                                                       |       | a      |        | def       | ef    |       |      |                  |              |              |      |              | k    | k   | klm  |          | q         |       |     |
|                                                       |       | 40%    | 56%    | 30%       | 20%   | 23%   | 24%  | -%               | -%           | -%           | -%   | 11%          | 25%  | 13% | 36%  | 82%      | 11%       | 4%    | 3%  |
| Prefer not to say                                     | 557   | 253    | 264    | 31        | 76    | 143   | 260  | -                | -            | -            | -    | 131          | 109  | 95  | 125  | 470      | 45        | 25    | 17  |
|                                                       | 19%   | 18%    | 17%    | 11%       | 13%   | 15%   | 23%  | -%               | -%           | -%           | -%   | 16%          | 14%  | 19% | 17%  | 19%      | 17%       | 16%   | 19% |
|                                                       |       |        |        |           |       | c     | cde  |                  |              |              |      |              |      | l   |      |          |           |       |     |
|                                                       |       | 45%    | 47%    | 6%        | 14%   | 26%   | 47%  | -%               | -%           | -%           | -%   | 24%          | 19%  | 17% | 23%  | 84%      | 8%        | 4%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]                            | 5     | 1      | 3      | -         | -     | -     | 2    | -                | -            | -            | -    | *            | -    | -   | 2    | 3        | -         | 1     | -   |
|                                                       | *%    | *%     | *%     | -%        | -%    | -%    | *%   | -%               | -%           | -%           | -%   | *%           | -%   | -%  | *%   | *%       | -%        | 1%    | -%  |
|                                                       |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           | or    |     |
|                                                       |       | 29%    | 71%    | -%        | -%    | -%    | 49%  | -%               | -%           | -%           | -%   | 10%          | -%   | -%  | 39%  | 69%      | -%        | 31%   | -%  |

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

QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

|                                                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                      |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                             | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                    | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                        | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                              |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Up to £199 per week/ Up to £10,399 per year                  | 193   | 14              | 31         | 15         | 8         | 26        | 10          | 12            | 13         | 25         | 175      | 19    | 50             | 137         | 59                | 134          |
|                                                              | 6%    | 4%              | 7%         | 6%         | 4%        | 9%        | 5%          | 5%            | 10%        | 7%         | 7%       | 5%    | 3%             | 12%         | 4%                | 9%           |
|                                                              |       |                 | d          |            |           | adfg      |             |               | adfg       |            |          |       |                | l           |                   | n            |
|                                                              |       |                 | 7%         | 16%        | 8%        | 13%       | 5%          | 6%            | 6%         | 13%        | 90%      | 10%   | 26%            | 71%         | 31%               | 69%          |
| From £200 to £299 per week/ From £10,400 to £15,599 per year | 251   | 21              | 30         | 22         | 21        | 19        | 12          | 23            | 10         | 40         | 220      | 31    | 101            | 147         | 84                | 167          |
|                                                              | 8%    | 6%              | 7%         | 9%         | 10%       | 7%        | 6%          | 10%           | 7%         | 11%        | 8%       | 8%    | 6%             | 13%         | 6%                | 11%          |
|                                                              |       |                 |            |            |           |           |             |               |            | af         |          |       |                | l           |                   | n            |
|                                                              |       |                 | 8%         | 12%        | 9%        | 7%        | 5%          | 9%            | 4%         | 16%        | 88%      | 12%   | 40%            | 59%         | 34%               | 66%          |
| From £300 to £499 per week/ From £15,600 to £25,999 per year | 363   | 24              | 51         | 37         | 32        | 35        | 17          | 36            | 18         | 47         | 313      | 50    | 213            | 146         | 157               | 206          |
|                                                              | 12%   | 7%              | 12%        | 15%        | 14%       | 12%       | 8%          | 15%           | 13%        | 13%        | 12%      | 12%   | 12%            | 13%         | 11%               | 14%          |
|                                                              |       |                 | a          | af         | af        | a         |             | af            | af         | af         |          |       |                |             |                   | n            |
|                                                              |       |                 | 7%         | 14%        | 10%       | 10%       | 5%          | 10%           | 5%         | 13%        | 86%      | 14%   | 59%            | 40%         | 43%               | 57%          |
| From £500 to £699 per week/ From £26,000 to £36,399 per year | 340   | 27              | 61         | 32         | 23        | 26        | 21          | 32            | 18         | 46         | 287      | 52    | 226            | 113         | 178               | 161          |
|                                                              | 11%   | 7%              | 14%        | 13%        | 11%       | 9%        | 10%         | 13%           | 14%        | 13%        | 11%      | 13%   | 13%            | 10%         | 12%               | 11%          |
|                                                              |       |                 | a          | a          |           |           |             | a             | a          | a          |          |       | m              |             |                   |              |
|                                                              |       |                 | 8%         | 18%        | 10%       | 7%        | 6%          | 9%            | 5%         | 14%        | 85%      | 15%   | 66%            | 33%         | 52%               | 48%          |
| From £700 to £999 per week/ From £36,400 to £51,999 per year | 336   | 35              | 42         | 35         | 28        | 30        | 31          | 35            | 14         | 28         | 282      | 54    | 256            | 79          | 191               | 145          |
|                                                              | 11%   | 10%             | 10%        | 14%        | 13%       | 11%       | 15%         | 15%           | 11%        | 8%         | 11%      | 13%   | 15%            | 7%          | 13%               | 10%          |
|                                                              |       |                 |            | i          | i         |           | abi         | bi            |            |            |          |       | m              |             | o                 |              |
|                                                              |       |                 | 10%        | 12%        | 10%       | 8%        | 9%          | 10%           | 4%         | 8%         | 84%      | 16%   | 76%            | 24%         | 57%               | 43%          |
| From £1,000 to £1,499 per week/ £52,000 to £77,999 per year  | 298   | 40              | 47         | 28         | 23        | 24        | 20          | 20            | 13         | 30         | 258      | 40    | 261            | 36          | 191               | 107          |
|                                                              | 10%   | 11%             | 11%        | 11%        | 10%       | 9%        | 9%          | 8%            | 10%        | 8%         | 10%      | 10%   | 15%            | 3%          | 13%               | 7%           |
|                                                              |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                              |       |                 | 13%        | 16%        | 9%        | 8%        | 7%          | 7%            | 4%         | 10%        | 87%      | 13%   | 88%            | 12%         | 64%               | 36%          |

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

QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

|                                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                      | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample                             | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                                                 | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                                                       |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| £1,500 and above per week/ £78,000 and above per year | 295   | 72              | 48         | 19         | 19        | 20        | 28          | 19            | 8          | 30         | 241      | 53    | 265            | 29          | 193               | 102         |
|                                                       | 10%   | 20%             | 11%        | 8%         | 9%        | 7%        | 13%         | 8%            | 6%         | 8%         | 9%       | 13%   | 15%            | 3%          | 13%               | 7%          |
|                                                       |       | bcdefghi        | h          |            |           |           | ceghi       |               |            |            |          | j     | m              |             | o                 |             |
|                                                       |       | 25%             | 16%        | 6%         | 7%        | 7%        | 9%          | 6%            | 3%         | 10%        | 82%      | 18%   | 90%            | 10%         | 66%               | 34%         |
| Don't know                                            | 363   | 53              | 38         | 18         | 28        | 45        | 30          | 22            | 18         | 45         | 322      | 40    | 136            | 204         | 124               | 239         |
|                                                       | 12%   | 15%             | 9%         | 7%         | 13%       | 16%       | 14%         | 9%            | 14%        | 12%        | 12%      | 10%   | 8%             | 18%         | 8%                | 16%         |
|                                                       |       | bcg             |            |            | c         | bcg       | bcg         |               | bc         | c          |          |       | l              |             | n                 |             |
|                                                       |       | 15%             | 10%        | 5%         | 8%        | 12%       | 8%          | 6%            | 5%         | 12%        | 89%      | 11%   | 38%            | 56%         | 34%               | 66%         |
| Prefer not to say                                     | 557   | 72              | 88         | 46         | 36        | 57        | 40          | 42            | 20         | 70         | 485      | 72    | 235            | 237         | 310               | 247         |
|                                                       | 19%   | 20%             | 20%        | 18%        | 17%       | 20%       | 19%         | 17%           | 15%        | 19%        | 19%      | 17%   | 13%            | 21%         | 21%               | 16%         |
|                                                       |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             | o                 |             |
|                                                       |       | 13%             | 16%        | 8%         | 7%        | 10%       | 7%          | 7%            | 4%         | 13%        | 87%      | 13%   | 42%            | 43%         | 56%               | 44%         |
| NOT ANSWERED [POSTAL ONLY]                            | 5     | 2               | -          | -          | *         | -         | -           | -             | *          | -          | 5        | -     | 1              | 2           | 2                 | 3           |
|                                                       | *%    | 1%              | -%         | -%         | *%        | -%        | -%          | -%            | *%         | -%         | *%       | -%    | *%             | *%          | *%                | *%          |
|                                                       |       | 51%             | -%         | -%         | 10%       | -%        | -%          | -%            | 9%         | -%         | 100%     | -%    | 14%            | 44%         | 41%               | 59%         |

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



**QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)**

Base : All respondents

|                                                              | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|--------------------------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                                              |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                                      |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                                             | 5233  | 2461         | 2214         | 3966          | 3991 | 2172      | 5004          |
| Effective Weighted Sample                                    | 3539  | 1661         | 1497         | 2748          | 2752 | 1500      | 3413          |
| Total                                                        | 3000  | 1396         | 1269         | 2228          | 2243 | 1215      | 2832          |
|                                                              |       | 47%          | 42%          | 74%           | 75%  | 41%       | 94%           |
| Up to £199 per week/ Up to £10,399 per year                  | 193   | 64           | 79           | 106           | 112  | 71        | 171           |
|                                                              | 6%    | 5%           | 6%           | 5%            | 5%   | 6%        | 6%            |
|                                                              |       |              | ac           |               |      |           | ac            |
|                                                              |       | 33%          | 41%          | 55%           | 58%  | 37%       | 88%           |
| From £200 to £299 per week/ From £10,400 to £15,599 per year | 251   | 112          | 109          | 152           | 154  | 96        | 236           |
|                                                              | 8%    | 8%           | 9%           | 7%            | 7%   | 8%        | 8%            |
|                                                              |       |              | cd           |               |      |           | cd            |
|                                                              |       | 44%          | 44%          | 61%           | 62%  | 38%       | 94%           |
| From £300 to £499 per week/ From £15,600 to £25,999 per year | 363   | 176          | 175          | 269           | 275  | 151       | 354           |
|                                                              | 12%   | 13%          | 14%          | 12%           | 12%  | 12%       | 12%           |
|                                                              |       | 49%          | 48%          | 74%           | 76%  | 42%       | 98%           |
| From £500 to £699 per week/ From £26,000 to £36,399 per year | 340   | 173          | 167          | 282           | 276  | 144       | 336           |
|                                                              | 11%   | 12%          | 13%          | 13%           | 12%  | 12%       | 12%           |
|                                                              |       | 51%          | 49%          | 83%           | 81%  | 42%       | 99%           |
| From £700 to £999 per week/ From £36,400 to £51,999 per year | 336   | 165          | 152          | 286           | 289  | 157       | 334           |
|                                                              | 11%   | 12%          | 12%          | 13%           | 13%  | 13%       | 12%           |
|                                                              |       | 49%          | 45%          | 85%           | 86%  | 47%       | 100%          |
| From £1,000 to £1,499 per week/ £52,000 to £77,999 per year  | 298   | 151          | 119          | 266           | 278  | 153       | 296           |
|                                                              | 10%   | 11%          | 9%           | 12%           | 12%  | 13%       | 10%           |
|                                                              |       |              |              | b             | bf   | bf        |               |
|                                                              |       | 51%          | 40%          | 89%           | 93%  | 51%       | 99%           |

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

QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

|                                                       | Total      | TV SERVICES     |                 |                  |             | YOUTUBE       |                   |
|-------------------------------------------------------|------------|-----------------|-----------------|------------------|-------------|---------------|-------------------|
|                                                       |            | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD        | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                               |            | a               | b               | c                | d           | e             | f                 |
| Unweighted total                                      | 5233       | 2461            | 2214            | 3966             | 3991        | 2172          | 5004              |
| Effective Weighted Sample                             | 3539       | 1661            | 1497            | 2748             | 2752        | 1500          | 3413              |
| Total                                                 | 3000       | 1396<br>47%     | 1269<br>42%     | 2228<br>74%      | 2243<br>75% | 1215<br>41%   | 2832<br>94%       |
| £1,500 and above per week/ £78,000 and above per year | 295<br>10% | 169<br>12%      | 114<br>9%       | 271<br>12%       | 269<br>12%  | 132<br>11%    | 294<br>10%        |
|                                                       |            | b               |                 | bf               | bf          |               |                   |
|                                                       |            | 57%             | 39%             | 92%              | 91%         | 45%           | 100%              |
| Don't know                                            | 363<br>12% | 133<br>10%      | 127<br>10%      | 225<br>10%       | 258<br>12%  | 140<br>11%    | 315<br>11%        |
|                                                       |            | a               |                 |                  | a           |               |                   |
|                                                       |            | 37%             | 35%             | 62%              | 71%         | 39%           | 87%               |
| Prefer not to say                                     | 557<br>19% | 253<br>18%      | 224<br>18%      | 367<br>16%       | 332<br>15%  | 172<br>14%    | 493<br>17%        |
|                                                       |            | de              | de              | e                |             |               | de                |
|                                                       |            | 45%             | 40%             | 66%              | 60%         | 31%           | 88%               |
| NOT ANSWERED [POSTAL ONLY]                            | 5<br>*%    | *<br>*%         | 2<br>*%         | 1<br>*%          | -<br>-%     | -<br>-%       | 2<br>*%           |
|                                                       |            | 10%             | 34%             | 15%              | -%          | -%            | 49%               |

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

QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)

Base : All respondents

|                            | Total       | GENDER      |             | AGE GROUP  |            |            |             | HOUSEHOLD INCOME    |                       |                       |             | SOCIAL GROUP |            |            |            | NATION           |                   |            |           |
|----------------------------|-------------|-------------|-------------|------------|------------|------------|-------------|---------------------|-----------------------|-----------------------|-------------|--------------|------------|------------|------------|------------------|-------------------|------------|-----------|
|                            |             | MALE<br>a   | FEMALE<br>b | 16-24<br>c | 25-34<br>d | 35-54<br>e | 55+<br>f    | UNDER<br>10.4K<br>g | 10.4K-<br>15.59K<br>h | 15.6K-<br>25.99K<br>i | 26K+<br>j   | AB<br>k      | C1<br>l    | C2<br>m    | DE<br>n    | ENG<br>LAND<br>o | SCOT<br>LAND<br>p | WALES<br>q | NI<br>r   |
| Significance Level: 95%    |             |             |             |            |            |            |             |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
| Unweighted total           | 5233        | 2473        | 2668        | 545        | 939        | 1699       | 1951        | 369                 | 417                   | 678                   | 2198        | 1379         | 1694       | 634        | 1268       | 3385             | 564               | 623        | 661       |
| Effective Weighted Sample  | 3539        | 1665        | 1824        | 368        | 675        | 1171       | 1269        | 241                 | 277                   | 455                   | 1528        | 983          | 1230       | 442        | 886        | 2753             | 329               | 413        | 543       |
| Total                      | 3000        | 1395<br>47% | 1542<br>51% | 291<br>10% | 586<br>20% | 938<br>31% | 1110<br>37% | 193<br>6%           | 251<br>8%             | 363<br>12%            | 1268<br>42% | 797<br>27%   | 771<br>26% | 507<br>17% | 731<br>24% | 2490<br>83%      | 270<br>9%         | 150<br>5%  | 90<br>3%  |
| Much better off            | 150<br>5%   | 73<br>5%    | 76<br>5%    | 12<br>4%   | 30<br>5%   | 49<br>5%   | 56<br>5%    | 5<br>3%             | 9<br>4%               | 13<br>4%              | 104<br>8%   | 61<br>8%     | 47<br>6%   | 16<br>3%   | 22<br>3%   | 128<br>5%        | 9<br>3%           | 8<br>5%    | 4<br>5%   |
|                            |             | 49%         | 51%         | 8%         | 20%        | 33%        | 38%         | 3%                  | 6%                    | 9%                    | ghi<br>69%  | mn<br>41%    | mn<br>32%  | 11%        | 15%        | 86%              | 6%                | 5%         | 3%        |
| Slightly better off        | 573<br>19%  | 272<br>19%  | 298<br>19%  | 33<br>11%  | 124<br>21% | 177<br>19% | 235<br>21%  | 18<br>10%           | 34<br>14%             | 59<br>16%             | 361<br>28%  | 223<br>28%   | 191<br>25% | 64<br>13%  | 83<br>11%  | 475<br>19%       | 49<br>18%         | 33<br>22%  | 16<br>17% |
|                            |             | 47%         | 52%         | 6%         | c<br>22%   | c<br>31%   | c<br>41%    | 3%                  | 6%                    | g<br>10%              | ghi<br>63%  | mn<br>39%    | mn<br>33%  | 11%        | 15%        | 83%              | 9%                | 6%         | 3%        |
| About the same             | 1111<br>37% | 528<br>38%  | 577<br>37%  | 77<br>26%  | 198<br>34% | 338<br>36% | 482<br>43%  | 83<br>43%           | 113<br>45%            | 174<br>48%            | 491<br>39%  | 283<br>36%   | 289<br>37% | 196<br>39% | 306<br>42% | 905<br>36%       | 116<br>43%        | 57<br>38%  | 32<br>36% |
|                            |             | 48%         | 52%         | 7%         | c<br>18%   | c<br>30%   | cde<br>43%  | 7%                  | j<br>10%              | j<br>16%              | 44%         | 26%          | 26%        | 18%        | kl<br>28%  | 81%              | or<br>10%         | 5%         | 3%        |
| Slightly worse off         | 443<br>15%  | 206<br>15%  | 230<br>15%  | 45<br>15%  | 98<br>17%  | 154<br>16% | 139<br>12%  | 41<br>21%           | 55<br>22%             | 74<br>20%             | 183<br>14%  | 94<br>12%    | 107<br>14% | 101<br>20% | 125<br>17% | 365<br>15%       | 44<br>16%         | 21<br>14%  | 13<br>15% |
|                            |             | 46%         | 52%         | 10%        | f<br>22%   | f<br>35%   | 31%         | j<br>9%             | j<br>12%              | j<br>17%              | 41%         | 21%          | 24%        | kl<br>23%  | k<br>28%   | 82%              | 10%               | 5%         | 3%        |
| Much worse off             | 288<br>10%  | 137<br>10%  | 149<br>10%  | 37<br>13%  | 64<br>11%  | 107<br>11% | 76<br>7%    | 31<br>16%           | 31<br>12%             | 38<br>11%             | 110<br>9%   | 68<br>9%     | 54<br>7%   | 70<br>14%  | 82<br>11%  | 248<br>10%       | 20<br>7%          | 11<br>7%   | 9<br>10%  |
|                            |             | 47%         | 52%         | 13%        | f<br>22%   | f<br>37%   | 26%         | ij<br>11%           | 11%                   | 13%                   | 38%         | 24%          | 19%        | kl<br>24%  | kl<br>28%  | 86%              | 7%                | 4%         | 3%        |
| Don't know                 | 157<br>5%   | 58<br>4%    | 91<br>6%    | 58<br>20%  | 24<br>4%   | 35<br>4%   | 36<br>3%    | 7<br>4%             | 6<br>2%               | 3<br>1%               | 12<br>1%    | 21<br>3%     | 35<br>5%   | 26<br>5%   | 52<br>7%   | 129<br>5%        | 14<br>5%          | 7<br>5%    | 7<br>8%   |
|                            |             | 37%         | a<br>58%    | def<br>37% | 16%        | 23%        | 23%         | ij<br>5%            | j<br>4%               | 2%                    | 8%          | 14%          | k<br>22%   | k<br>16%   | kl<br>33%  | 82%              | 9%                | 5%         | o<br>4%   |
| Prefer not to say          | 272<br>9%   | 121<br>9%   | 115<br>7%   | 31<br>10%  | 48<br>8%   | 77<br>8%   | 81<br>7%    | 4<br>2%             | 2<br>1%               | 2<br>*%               | 7<br>1%     | 46<br>6%     | 48<br>6%   | 34<br>7%   | 58<br>8%   | 234<br>9%        | 17<br>6%          | 12<br>8%   | 9<br>10%  |
|                            |             | 44%         | 42%         | f<br>11%   | 18%        | 28%        | 30%         | ij<br>1%            | 1%                    | 1%                    | 3%          | 17%          | 18%        | 13%        | 21%        | 86%              | 6%                | 5%         | 3%        |
| NOT ANSWERED [POSTAL ONLY] | 6<br>*%     | 1<br>*%     | 5<br>*%     | -<br>-%    | -<br>-%    | -<br>-%    | 5<br>*%     | 3<br>1%             | -<br>-%               | *<br>*%               | -<br>-%     | 1<br>*%      | *<br>*%    | -<br>-%    | 3<br>*%    | 5<br>*%          | -<br>-%           | 1<br>1%    | *<br>*%   |
|                            |             | 23%         | 77%         | -%         | -%         | -%         | e<br>73%    | ij<br>41%           | -%                    | 1%                    | -%          | 16%          | 1%         | -%         | l<br>56%   | 85%              | -%                | 15%        | 1%        |

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

QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |      |     |      | NATION      |              |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|------------------|------------------|------|--------------|------|-----|------|-------------|--------------|-------|-----|
|                           | Total | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h                | i                | j    | k            | l    | m   | n    | o           | p            | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417              | 678              | 2198 | 1379         | 1694 | 634 | 1268 | 3385        | 564          | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277              | 455              | 1528 | 983          | 1230 | 442 | 886  | 2753        | 329          | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251              | 363              | 1268 | 797          | 771  | 507 | 731  | 2490        | 270          | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%               | 12%              | 42%  | 27%          | 26%  | 17% | 24%  | 83%         | 9%           | 5%    | 3%  |
| TOTAL BETTER OFF          | 722   | 345    | 374    | 44        | 154   | 226   | 291  | 24               | 43               | 72               | 465  | 284          | 238  | 80  | 106  | 603         | 58           | 41    | 20  |
|                           | 24%   | 25%    | 24%    | 15%       | 26%   | 24%   | 26%  | 12%              | 17%              | 20%              | 37%  | 36%          | 31%  | 16% | 14%  | 24%         | 22%          | 27%   | 22% |
|                           |       |        |        | c         | c     | c     | c    |                  |                  | g                | ghi  | lmn          | mn   |     |      |             |              |       |     |
|                           |       | 48%    | 52%    | 6%        | 21%   | 31%   | 40%  | 3%               | 6%               | 10%              | 64%  | 39%          | 33%  | 11% | 15%  | 84%         | 8%           | 6%    | 3%  |
| TOTAL WORSE OFF           | 732   | 343    | 379    | 82        | 163   | 261   | 215  | 73               | 86               | 112              | 293  | 162          | 161  | 172 | 207  | 614         | 64           | 32    | 22  |
|                           | 24%   | 25%    | 25%    | 28%       | 28%   | 28%   | 19%  | 38%              | 34%              | 31%              | 23%  | 20%          | 21%  | 34% | 28%  | 25%         | 24%          | 21%   | 25% |
|                           |       |        |        | f         | f     | f     |      | j                | j                | j                |      |              |      | kln | kl   |             |              |       |     |
|                           |       | 47%    | 52%    | 11%       | 22%   | 36%   | 29%  | 10%              | 12%              | 15%              | 40%  | 22%          | 22%  | 23% | 28%  | 84%         | 9%           | 4%    | 3%  |

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

**QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)**

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| Much better off            | 150   | 17              | 18         | 14         | 13        | 7         | 12          | 21            | 8          | 18         | 123      | 27    | 108            | 41          | 81                | 68          |
|                            | 5%    | 5%              | 4%         | 6%         | 6%        | 3%        | 6%          | 9%            | 6%         | 5%         | 5%       | 7%    | 6%             | 4%          | 5%                | 5%          |
|                            |       |                 |            |            | e         |           | e           | abe           | e          |            |          |       | m              |             |                   |             |
|                            |       | 11%             | 12%        | 10%        | 9%        | 5%        | 8%          | 14%           | 5%         | 12%        | 82%      | 18%   | 72%            | 28%         | 54%               | 46%         |
| Slightly better off        | 573   | 77              | 74         | 50         | 43        | 54        | 42          | 44            | 21         | 70         | 479      | 94    | 376            | 192         | 338               | 235         |
|                            | 19%   | 21%             | 17%        | 20%        | 20%       | 19%       | 20%         | 18%           | 16%        | 19%        | 18%      | 23%   | 22%            | 17%         | 23%               | 16%         |
|                            |       |                 |            |            |           |           |             |               |            |            | j        | m     |                |             | o                 |             |
|                            |       | 13%             | 13%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 84%      | 16%   | 66%            | 34%         | 59%               | 41%         |
| About the same             | 1111  | 99              | 175        | 101        | 87        | 81        | 83          | 91            | 54         | 135        | 955      | 156   | 633            | 465         | 569               | 542         |
|                            | 37%   | 28%             | 40%        | 40%        | 40%       | 29%       | 40%         | 38%           | 41%        | 37%        | 37%      | 38%   | 36%            | 41%         | 38%               | 36%         |
|                            |       |                 | ae         | ae         | ae        |           | ae          | ae            | ae         | ae         |          |       | l              |             |                   |             |
|                            |       | 9%              | 16%        | 9%         | 8%        | 7%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 57%            | 42%         | 51%               | 49%         |
| Slightly worse off         | 443   | 58              | 67         | 32         | 36        | 52        | 26          | 30            | 17         | 47         | 391      | 53    | 294            | 139         | 193               | 251         |
|                            | 15%   | 16%             | 16%        | 13%        | 16%       | 18%       | 12%         | 12%           | 13%        | 13%        | 15%      | 13%   | 17%            | 12%         | 13%               | 17%         |
|                            |       |                 |            |            |           | fg        |             |               |            |            |          |       | m              |             |                   | n           |
|                            |       | 13%             | 15%        | 7%         | 8%        | 12%       | 6%          | 7%            | 4%         | 11%        | 88%      | 12%   | 66%            | 31%         | 43%               | 57%         |
| Much worse off             | 288   | 47              | 41         | 23         | 15        | 35        | 19          | 24            | 11         | 33         | 255      | 33    | 174            | 103         | 112               | 176         |
|                            | 10%   | 13%             | 9%         | 9%         | 7%        | 12%       | 9%          | 10%           | 9%         | 9%         | 10%      | 8%    | 10%            | 9%          | 8%                | 12%         |
|                            |       | d               |            |            |           | d         |             |               |            |            |          |       |                |             | n                 |             |
|                            |       | 16%             | 14%        | 8%         | 5%        | 12%       | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 60%            | 36%         | 39%               | 61%         |
| Don't know                 | 157   | 20              | 21         | 9          | 12        | 19        | 10          | 9             | 9          | 19         | 139      | 18    | 53             | 93          | 58                | 99          |
|                            | 5%    | 6%              | 5%         | 4%         | 5%        | 7%        | 5%          | 4%            | 7%         | 5%         | 5%       | 4%    | 3%             | 8%          | 4%                | 7%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   | n           |
|                            |       | 13%             | 13%        | 6%         | 8%        | 12%       | 6%          | 6%            | 6%         | 12%        | 89%      | 11%   | 34%            | 59%         | 37%               | 63%         |
| Prefer not to say          | 272   | 39              | 39         | 22         | 14        | 33        | 17          | 22            | 11         | 38         | 242      | 31    | 106            | 94          | 137               | 136         |
|                            | 9%    | 11%             | 9%         | 9%         | 6%        | 12%       | 8%          | 9%            | 8%         | 11%        | 9%       | 7%    | 6%             | 8%          | 9%                | 9%          |
|                            |       | d               |            |            |           | d         |             |               |            | d          |          |       | l              |             |                   |             |
|                            |       | 14%             | 14%        | 8%         | 5%        | 12%       | 6%          | 8%            | 4%         | 14%        | 89%      | 11%   | 39%            | 34%         | 50%               | 50%         |
| NOT ANSWERED [POSTAL ONLY] | 6     | 2               | -          | -          | *         | 1         | 1           | -             | -          | 2          | 6        | 1     | *              | 4           | 2                 | 4           |
|                            | *%    | *%              | -%         | -%         | *%        | *%        | *%          | -%            | -%         | 1%         | *%       | *%    | *%             | *%          | *%                | *%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                            |       | 27%             | -%         | -%         | 7%        | 10%       | 9%          | -%            | -%         | 31%        | 90%      | 10%   | 1%             | 68%         | 31%               | 69%         |

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

**QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)**

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| TOTAL BETTER OFF          | 722   | 94              | 92         | 64         | 56        | 61        | 54          | 65            | 29         | 87         | 601      | 121   | 484            | 233         | 420               | 303         |
|                           | 24%   | 26%             | 21%        | 26%        | 26%       | 22%       | 26%         | 27%           | 22%        | 24%        | 23%      | 29%   | 28%            | 21%         | 28%               | 20%         |
|                           |       | 13%             | 13%        | 9%         | 8%        | 9%        | 8%          | 9%            | 4%         | 12%        | 83%      | 17%   | 67%            | 32%         | 58%               | 42%         |
| TOTAL WORSE OFF           | 732   | 106             | 108        | 55         | 51        | 87        | 44          | 54            | 29         | 80         | 645      | 86    | 468            | 242         | 305               | 427         |
|                           | 24%   | 29%             | 25%        | 22%        | 23%       | 31%       | 21%         | 22%           | 22%        | 22%        | 25%      | 21%   | 27%            | 21%         | 20%               | 28%         |
|                           |       | cfghi           |            |            |           | cd fghi   |             |               |            |            | k        |       | m              |             |                   | n           |
|                           |       | 14%             | 15%        | 7%         | 7%        | 12%       | 6%          | 7%            | 4%         | 11%        | 88%      | 12%   | 64%            | 33%         | 42%               | 58%         |

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

**QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)**

Base : All respondents

|                            | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|----------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                            |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%    |       | a            | b            | c             | d    | e         | f             |
| Unweighted total           | 5233  | 2461         | 2214         | 3966          | 3991 | 2172      | 5004          |
| Effective Weighted Sample  | 3539  | 1661         | 1497         | 2748          | 2752 | 1500      | 3413          |
| Total                      | 3000  | 1396         | 1269         | 2228          | 2243 | 1215      | 2832          |
|                            |       | 47%          | 42%          | 74%           | 75%  | 41%       | 94%           |
| Much better off            | 150   | 70           | 71           | 121           | 117  | 59        | 147           |
|                            | 5%    | 5%           | 6%           | 5%            | 5%   | 5%        | 5%            |
|                            |       | 47%          | 48%          | 81%           | 78%  | 39%       | 98%           |
| Slightly better off        | 573   | 263          | 299          | 493           | 469  | 272       | 570           |
|                            | 19%   | 19%          | 24%          | 22%           | 21%  | 22%       | 20%           |
|                            |       |              | adf          | a             |      | a         |               |
|                            |       | 46%          | 52%          | 86%           | 82%  | 47%       | 99%           |
| About the same             | 1111  | 547          | 479          | 829           | 790  | 415       | 1064          |
|                            | 37%   | 39%          | 38%          | 37%           | 35%  | 34%       | 38%           |
|                            |       | de           | e            | e             |      |           | e             |
|                            |       | 49%          | 43%          | 75%           | 71%  | 37%       | 96%           |
| Slightly worse off         | 443   | 220          | 181          | 335           | 371  | 213       | 425           |
|                            | 15%   | 16%          | 14%          | 15%           | 17%  | 17%       | 15%           |
|                            |       |              |              |               |      | bcf       |               |
|                            |       | 50%          | 41%          | 76%           | 84%  | 48%       | 96%           |
| Much worse off             | 288   | 133          | 111          | 211           | 229  | 125       | 276           |
|                            | 10%   | 10%          | 9%           | 9%            | 10%  | 10%       | 10%           |
|                            |       | 46%          | 39%          | 73%           | 79%  | 43%       | 96%           |
| Don't know                 | 157   | 57           | 51           | 93            | 113  | 61        | 132           |
|                            | 5%    | 4%           | 4%           | 4%            | 5%   | 5%        | 5%            |
|                            |       | 36%          | 32%          | 59%           | 72%  | 39%       | 84%           |
| Prefer not to say          | 272   | 103          | 75           | 142           | 153  | 72        | 213           |
|                            | 9%    | 7%           | 6%           | 6%            | 7%   | 6%        | 8%            |
|                            |       |              |              |               |      |           | be            |
|                            |       | 38%          | 28%          | 52%           | 56%  | 26%       | 78%           |
| NOT ANSWERED [POSTAL ONLY] | 6     | 2            | 2            | 4             | 1    | -         | 5             |
|                            | *%    | *%           | *%           | *%            | *%   | -%        | *%            |
|                            |       | 39%          | 30%          | 61%           | 19%  | -%        | 73%           |
| TOTAL BETTER OFF           | 722   | 333          | 370          | 614           | 586  | 331       | 716           |
|                            | 24%   | 24%          | 29%          | 28%           | 26%  | 27%       | 25%           |
|                            |       |              | adf          | af            |      | a         |               |
|                            |       | 46%          | 51%          | 85%           | 81%  | 46%       | 99%           |

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

QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)

Base : All respondents

|                           | Total      | TV SERVICES          |                      |                       |                 | YOUTUBE            |                        |
|---------------------------|------------|----------------------|----------------------|-----------------------|-----------------|--------------------|------------------------|
|                           |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d       | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |            |                      |                      |                       |                 |                    |                        |
| Unweighted total          | 5233       | 2461                 | 2214                 | 3966                  | 3991            | 2172               | 5004                   |
| Effective Weighted Sample | 3539       | 1661                 | 1497                 | 2748                  | 2752            | 1500               | 3413                   |
| Total                     | 3000       | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75%     | 1215<br>41%        | 2832<br>94%            |
| TOTAL WORSE OFF           | 732<br>24% | 353<br>25%           | 292<br>23%           | 546<br>25%            | 600<br>27%<br>b | 337<br>28%<br>bcf  | 701<br>25%<br>96%      |
|                           |            | 48%                  | 40%                  | 75%                   | 82%             | 46%                |                        |

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



## QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

|                                                               | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                              | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                     | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                         | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                               |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Income Support                                                | 44    | 23     | 20     | 5         | 10    | 19    | 8    | 11               | 8            | 6            | 7    | 3            | 5    | 11  | 21   | 31       | 7         | 3     | 3   |
|                                                               | 1%    | 2%     | 1%     | 2%        | 2%    | 2%    | 1%   | 6%               | 3%           | 2%           | 1%   | 3%           | 1%   | 2%  | 3%   | 1%       | 3%        | 2%    | 3%  |
|                                                               |       |        |        |           |       | f     |      | ij               | j            | j            |      |              |      | kl  | kl   |          |           |       | o   |
|                                                               |       | 53%    | 47%    | 11%       | 22%   | 44%   | 19%  | 24%              | 19%          | 13%          | 16%  | 8%           | 11%  | 24% | 48%  | 71%      | 16%       | 6%    | 7%  |
| Income-based Jobseeker's Allowance                            | 25    | 12     | 13     | 5         | 6     | 8     | 5    | 3                | 2            | 1            | 6    | 4            | 6    | 1   | 14   | 23       | *         | *     | 1   |
|                                                               | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | 3%   | 2%               | 1%           | 3%           | 1%   | 3%           | 1%   | 3%  | 2%   | 1%       | 3%        | 3%    | 1%  |
|                                                               |       |        |        | f         |       |       |      | j                |              |              |      |              |      | klm |      |          |           |       |     |
|                                                               |       | 48%    | 52%    | 21%       | 25%   | 34%   | 20%  | 14%              | 9%           | 6%           | 26%  | 14%          | 24%  | 5%  | 55%  | 93%      | 2%        | 1%    | 4%  |
| Pensions Credit (Guaranteed Credit)                           | 51    | 21     | 30     | 1         | 4     | 7     | 39   | 11               | 12           | 10           | 10   | 9            | 3    | 5   | 33   | 44       | 2         | 3     | 2   |
|                                                               | 2%    | 2%     | 2%     | 3%        | 1%    | 1%    | 4%   | 6%               | 5%           | 3%           | 1%   | 1%           | 3%   | 1%  | 4%   | 2%       | 1%        | 2%    | 2%  |
|                                                               |       |        |        |           |       | cde   |      | j                | j            | j            |      | l            |      | klm |      |          |           |       |     |
|                                                               |       | 42%    | 58%    | 2%        | 8%    | 14%   | 77%  | 21%              | 23%          | 20%          | 19%  | 17%          | 5%   | 10% | 64%  | 86%      | 4%        | 5%    | 4%  |
| Pensions Credit (no Guaranteed Credit)                        | 14    | 6      | 7      | 1         | 3     | 1     | 7    | 4                | 3            | 3            | 2    | -            | 3    | 3   | 8    | 12       | 1         | 1     | *   |
|                                                               | 3%    | 3%     | 3%     | 3%        | 1%    | 3%    | 1%   | 2%               | 1%           | 1%           | 3%   | 3%           | 3%   | 1%  | 1%   | 3%       | 3%        | 3%    | 3%  |
|                                                               |       |        |        | e         |       |       |      | j                | j            |              |      |              |      | k   | kl   |          |           |       |     |
|                                                               |       | 44%    | 53%    | 10%       | 24%   | 9%    | 53%  | 32%              | 19%          | 19%          | 15%  | 3%           | 8%   | 22% | 60%  | 86%      | 6%        | 7%    | 1%  |
| Employment and Support Allowance (ESA)                        | 94    | 42     | 51     | 7         | 8     | 45    | 34   | 19               | 20           | 16           | 11   | 3            | 8    | 10  | 56   | 74       | 10        | 5     | 6   |
|                                                               | 3%    | 3%     | 3%     | 2%        | 1%    | 5%    | 3%   | 10%              | 8%           | 4%           | 1%   | 3%           | 1%   | 2%  | 8%   | 3%       | 4%        | 3%    | 7%  |
|                                                               |       |        |        |           |       | cdf   | d    | ij               | ij           | j            |      |              |      | k   | klm  |          |           |       | oq  |
|                                                               |       | 45%    | 54%    | 7%        | 8%    | 47%   | 36%  | 21%              | 22%          | 17%          | 12%  | 3%           | 9%   | 10% | 59%  | 78%      | 10%       | 5%    | 6%  |
| Universal Credit (and household has other earnings)           | 128   | 47     | 80     | 21        | 42    | 50    | 16   | 19               | 24           | 29           | 34   | 16           | 20   | 28  | 56   | 105      | 9         | 9     | 5   |
|                                                               | 4%    | 3%     | 5%     | 7%        | 7%    | 5%    | 1%   | 10%              | 9%           | 8%           | 3%   | 2%           | 3%   | 6%  | 8%   | 4%       | 3%        | 6%    | 6%  |
|                                                               |       |        | a      | f         | f     | f     |      | j                | j            | j            |      |              |      | kl  | kl   |          |           |       |     |
|                                                               |       | 37%    | 63%    | 16%       | 33%   | 39%   | 12%  | 15%              | 19%          | 23%          | 27%  | 12%          | 16%  | 22% | 44%  | 82%      | 7%        | 7%    | 4%  |
| Universal Credit (and household does not have other earnings) | 92    | 25     | 66     | 18        | 30    | 31    | 13   | 25               | 15           | 15           | 7    | 5            | 12   | 10  | 62   | 78       | 7         | 6     | 2   |
|                                                               | 3%    | 2%     | 4%     | 6%        | 5%    | 3%    | 1%   | 13%              | 6%           | 4%           | 1%   | 1%           | 2%   | 2%  | 8%   | 3%       | 2%        | 4%    | 2%  |
|                                                               |       |        | a      | ef        | ef    | f     |      | hij              | j            | j            |      |              |      | k   | k    | klm      |           |       |     |
|                                                               |       | 28%    | 72%    | 19%       | 33%   | 33%   | 14%  | 28%              | 16%          | 17%          | 7%   | 5%           | 13%  | 11% | 67%  | 85%      | 7%        | 6%    | 2%  |

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

## QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

|                                     | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                     |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%             |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                    | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample           | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                               | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                     |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Personal Independence Payment (PIP) | 147   | 61     | 85     | 10        | 18    | 56    | 61   | 15               | 28           | 34           | 30   | 14           | 18   | 27  | 72   | 110      | 20        | 9     | 8   |
|                                     | 5%    | 4%     | 5%     | 4%        | 3%    | 6%    | 5%   | 8%               | 11%          | 9%           | 2%   | 2%           | 2%   | 5%  | 10%  | 4%       | 7%        | 6%    | 9%  |
|                                     |       |        |        |           |       | d     | d    | j                | j            | j            |      |              |      | kl  | klm  |          | o         |       | o   |
|                                     |       | 41%    | 58%    | 7%        | 13%   | 38%   | 41%  | 10%              | 19%          | 23%          | 20%  | 10%          | 12%  | 18% | 49%  | 75%      | 14%       | 6%    | 5%  |
| Carer's Allowance                   | 98    | 42     | 56     | 6         | 15    | 43    | 34   | 9                | 21           | 21           | 22   | 9            | 12   | 22  | 47   | 77       | 11        | 6     | 4   |
|                                     | 3%    | 3%     | 4%     | 2%        | 3%    | 5%    | 3%   | 4%               | 8%           | 6%           | 2%   | 1%           | 2%   | 4%  | 6%   | 3%       | 4%        | 4%    | 4%  |
|                                     |       |        |        |           |       | cd    |      | j                | j            | j            |      |              |      | kl  | kl   |          |           |       |     |
|                                     |       | 43%    | 57%    | 6%        | 15%   | 43%   | 35%  | 9%               | 22%          | 21%          | 23%  | 10%          | 13%  | 22% | 48%  | 79%      | 11%       | 6%    | 4%  |
| Something else                      | 120   | 53     | 68     | 9         | 16    | 40    | 56   | 6                | 24           | 30           | 46   | 24           | 34   | 22  | 34   | 106      | 7         | 5     | 2   |
|                                     | 4%    | 4%     | 4%     | 3%        | 3%    | 4%    | 5%   | 3%               | 9%           | 8%           | 4%   | 3%           | 4%   | 4%  | 5%   | 4%       | 3%        | 4%    | 3%  |
|                                     |       |        |        |           |       | d     |      | gj               | gj           |              |      |              |      |     |      |          |           |       |     |
|                                     |       | 44%    | 56%    | 7%        | 13%   | 33%   | 46%  | 5%               | 20%          | 25%          | 38%  | 20%          | 28%  | 18% | 28%  | 88%      | 6%        | 4%    | 2%  |
| None – do not receive any benefits  | 1983  | 965    | 1004   | 151       | 387   | 624   | 795  | 80               | 123          | 230          | 1085 | 665          | 577  | 343 | 338  | 1648     | 191       | 92    | 51  |
|                                     | 66%   | 69%    | 65%    | 52%       | 66%   | 67%   | 72%  | 41%              | 49%          | 63%          | 86%  | 83%          | 75%  | 68% | 46%  | 66%      | 71%       | 61%   | 57% |
|                                     |       | b      |        | c         | c     | cde   |      |                  |              | gh           | ghi  | lmn          | mn   | n   |      | r        | qr        |       |     |
|                                     |       | 49%    | 51%    | 8%        | 20%   | 31%   | 40%  | 4%               | 6%           | 12%          | 55%  | 34%          | 29%  | 17% | 17%  | 83%      | 10%       | 5%    | 3%  |
| Don't know                          | 138   | 71     | 63     | 49        | 29    | 38    | 17   | 9                | 6            | 6            | 27   | 19           | 44   | 25  | 30   | 117      | 10        | 5     | 5   |
|                                     | 5%    | 5%     | 4%     | 17%       | 5%    | 4%    | 2%   | 4%               | 2%           | 2%           | 2%   | 2%           | 6%   | 5%  | 4%   | 5%       | 4%        | 4%    | 6%  |
|                                     |       |        |        | def       | f     | f     |      | ij               |              |              |      |              | k    | k   | k    |          |           |       |     |
|                                     |       | 51%    | 46%    | 36%       | 21%   | 28%   | 12%  | 6%               | 4%           | 4%           | 20%  | 14%          | 32%  | 18% | 22%  | 85%      | 7%        | 4%    | 4%  |
| Prefer not to say                   | 281   | 120    | 119    | 32        | 50    | 77    | 84   | 10               | 8            | 10           | 17   | 40           | 51   | 33  | 77   | 231      | 21        | 16    | 12  |
|                                     | 9%    | 9%     | 8%     | 11%       | 9%    | 8%    | 8%   | 5%               | 3%           | 3%           | 1%   | 5%           | 7%   | 6%  | 10%  | 9%       | 8%        | 11%   | 14% |
|                                     |       |        |        | f         |       |       |      | j                | j            |              |      |              |      | klm |      |          |           |       | op  |
|                                     |       | 43%    | 43%    | 11%       | 18%   | 28%   | 30%  | 4%               | 3%           | 3%           | 6%   | 14%          | 18%  | 12% | 27%  | 82%      | 8%        | 6%    | 4%  |
| NOT ANSWERED [POSTAL ONLY]          | 6     | 3      | 4      | -         | -     | -     | 4    | 1                | 1            | *            | *    | *            | 1    | *   | 3    | 5        | *         | 1     | -   |
|                                     | *%    | *%     | *%     | -%        | -%    | -%    | *%   | *%               | 1%           | *%           | *%   | *%           | *%   | *%  | *%   | *%       | *%        | 1%    | -%  |
|                                     |       |        |        |           |       |       | e    | j                | j            |              |      |              |      |     |      |          |           | or    |     |
|                                     |       | 41%    | 59%    | -%        | -%    | -%    | 73%  | 14%              | 21%          | 6%           | 4%   | 7%           | 14%  | 4%  | 47%  | 73%      | 4%        | 23%   | -%  |

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

## QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

|                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                              | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                     | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                         | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                               |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Income Support                                                | 44    | 3               | 10         | 3          | 2         | 6         | 3           | 1             | 1          | 2          | 42       | 2     | 13             | 29          | 12                | 32           |
|                                                               | 1%    | 1%              | 2%         | 1%         | 1%        | 2%        | 1%          | 1%            | 1%         | 1%         | 2%       | 1%    | 1%             | 3%          | 1%                | 2%           |
|                                                               |       |                 |            |            |           |           |             |               |            |            | k        |       |                | l           |                   | n            |
|                                                               |       | 6%              | 23%        | 7%         | 4%        | 13%       | 7%          | 3%            | 2%         | 6%         | 95%      | 5%    | 29%            | 65%         | 28%               | 72%          |
| Income-based Jobseeker's Allowance                            | 25    | 5               | 3          | 1          | -         | 6         | 2           | 1             | 1          | 3          | 24       | 1     | 11             | 14          | 6                 | 19           |
|                                                               | 1%    | 1%              | 1%         | 1%         | 0%        | 2%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                               |       | d               |            |            |           | cd        |             |               |            |            |          |       |                | l           |                   | n            |
|                                                               |       | 19%             | 14%        | 3%         | 0%        | 24%       | 10%         | 4%            | 5%         | 14%        | 97%      | 3%    | 43%            | 57%         | 25%               | 75%          |
| Pensions Credit (Guaranteed Credit)                           | 51    | 3               | 8          | 1          | 3         | 3         | 4           | 8             | 4          | 10         | 45       | 6     | 16             | 35          | 18                | 33           |
|                                                               | 2%    | 1%              | 2%         | 1%         | 1%        | 1%        | 2%          | 3%            | 3%         | 3%         | 2%       | 2%    | 1%             | 3%          | 1%                | 2%           |
|                                                               |       |                 |            |            |           |           |             | ac            | c          | c          |          |       |                | l           |                   | n            |
|                                                               |       | 6%              | 17%        | 3%         | 6%        | 5%        | 8%          | 15%           | 7%         | 19%        | 87%      | 13%   | 31%            | 69%         | 35%               | 65%          |
| Pensions Credit (no Guaranteed Credit)                        | 14    | 1               | 2          | -          | 2         | 3         | 1           | 1             | -          | 2          | 14       | *     | 5              | 9           | 2                 | 12           |
|                                                               | 1%    | 1%              | 1%         | 0%         | 1%        | 1%        | 1%          | 1%            | 0%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                               |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   | n            |
|                                                               |       | 8%              | 16%        | 0%         | 16%       | 19%       | 6%          | 6%            | 0%         | 15%        | 98%      | 2%    | 33%            | 67%         | 13%               | 87%          |
| Employment and Support Allowance (ESA)                        | 94    | 8               | 16         | 5          | 5         | 11        | 9           | 6             | 6          | 10         | 88       | 6     | 16             | 72          | 23                | 72           |
|                                                               | 3%    | 2%              | 4%         | 2%         | 2%        | 4%        | 4%          | 2%            | 4%         | 3%         | 3%       | 2%    | 1%             | 6%          | 2%                | 5%           |
|                                                               |       |                 |            |            |           |           |             |               |            |            | k        |       |                | l           |                   | n            |
|                                                               |       | 9%              | 17%        | 5%         | 5%        | 12%       | 9%          | 6%            | 6%         | 10%        | 93%      | 7%    | 17%            | 76%         | 24%               | 76%          |
| Universal Credit (and household has other earnings)           | 128   | 11              | 20         | 5          | 10        | 11        | 7           | 8             | 7          | 25         | 111      | 18    | 81             | 46          | 43                | 85           |
|                                                               | 4%    | 3%              | 5%         | 2%         | 4%        | 4%        | 3%          | 4%            | 6%         | 7%         | 4%       | 4%    | 5%             | 4%          | 3%                | 6%           |
|                                                               |       |                 |            |            |           |           |             |               | c          | acfg       |          |       |                |             |                   | n            |
|                                                               |       | 9%              | 16%        | 4%         | 7%        | 9%        | 5%          | 7%            | 6%         | 20%        | 86%      | 14%   | 63%            | 36%         | 34%               | 66%          |
| Universal Credit (and household does not have other earnings) | 92    | 6               | 11         | 12         | 5         | 14        | 8           | 10            | 6          | 7          | 85       | 7     | 20             | 68          | 13                | 79           |
|                                                               | 3%    | 2%              | 2%         | 5%         | 2%        | 5%        | 4%          | 4%            | 5%         | 2%         | 3%       | 2%    | 1%             | 6%          | 1%                | 5%           |
|                                                               |       |                 | a          |            |           | adi       |             |               | ai         |            |          |       |                | l           |                   | n            |
|                                                               |       | 6%              | 12%        | 13%        | 5%        | 16%       | 8%          | 10%           | 7%         | 8%         | 92%      | 8%    | 22%            | 74%         | 14%               | 86%          |

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

## QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

|                                     | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                     |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%             |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                    | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample           | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                               | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                     |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Personal Independence Payment (PIP) | 147   | 9               | 15         | 11         | 7         | 13        | 10          | 18            | 7          | 21         | 134      | 13    | 49             | 91          | 43                | 104          |
|                                     | 5%    | 3%              | 3%         | 5%         | 3%        | 4%        | 5%          | 7%            | 5%         | 6%         | 5%       | 3%    | 3%             | 8%          | 3%                | 7%           |
|                                     |       |                 |            |            |           |           |             | abd           |            | a          | k        |       |                | l           |                   | n            |
|                                     |       | 6%              | 10%        | 8%         | 4%        | 9%        | 6%          | 12%           | 5%         | 14%        | 91%      | 9%    | 34%            | 62%         | 30%               | 70%          |
| Carer's Allowance                   | 98    | 17              | 11         | 9          | 5         | 7         | 8           | 7             | 2          | 11         | 90       | 7     | 28             | 68          | 29                | 69           |
|                                     | 3%    | 5%              | 2%         | 4%         | 2%        | 3%        | 4%          | 3%            | 2%         | 3%         | 3%       | 2%    | 2%             | 6%          | 2%                | 5%           |
|                                     |       | h               |            |            |           |           |             |               |            |            | k        |       |                | l           |                   | n            |
|                                     |       | 18%             | 11%        | 9%         | 5%        | 7%        | 8%          | 7%            | 2%         | 11%        | 93%      | 7%    | 29%            | 69%         | 30%               | 70%          |
| Something else                      | 120   | 11              | 21         | 12         | 9         | 10        | 9           | 13            | 3          | 17         | 107      | 13    | 65             | 55          | 59                | 61           |
|                                     | 4%    | 3%              | 5%         | 5%         | 4%        | 4%        | 4%          | 5%            | 3%         | 5%         | 4%       | 3%    | 4%             | 5%          | 4%                | 4%           |
|                                     |       | 9%              | 18%        | 10%        | 8%        | 8%        | 7%          | 11%           | 3%         | 14%        | 89%      | 11%   | 54%            | 45%         | 49%               | 51%          |
| None – do not receive any benefits  | 1983  | 246             | 300        | 176        | 150       | 172       | 133         | 163           | 85         | 223        | 1678     | 304   | 1335           | 628         | 1120              | 862          |
|                                     | 66%   | 69%             | 69%        | 70%        | 68%       | 61%       | 64%         | 68%           | 65%        | 62%        | 65%      | 74%   | 77%            | 55%         | 75%               | 57%          |
|                                     |       | e               | ei         | ei         |           |           |             |               |            |            |          | j     | m              |             | o                 |              |
|                                     |       | 12%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 85%      | 15%   | 67%            | 32%         | 57%               | 43%          |
| Don't know                          | 138   | 21              | 15         | 8          | 12        | 19        | 13          | 8             | 6          | 15         | 124      | 14    | 72             | 55          | 57                | 82           |
|                                     | 5%    | 6%              | 4%         | 3%         | 5%        | 7%        | 6%          | 3%            | 5%         | 4%         | 5%       | 3%    | 4%             | 5%          | 4%                | 5%           |
|                                     |       |                 |            |            |           | cg        |             |               |            |            |          |       |                |             |                   | n            |
|                                     |       | 16%             | 11%        | 6%         | 9%        | 14%       | 9%          | 6%            | 4%         | 11%        | 90%      | 10%   | 52%            | 40%         | 41%               | 59%          |
| Prefer not to say                   | 281   | 34              | 37         | 22         | 19        | 30        | 21          | 17            | 12         | 39         | 247      | 34    | 95             | 108         | 119               | 162          |
|                                     | 9%    | 9%              | 9%         | 9%         | 9%        | 11%       | 10%         | 7%            | 9%         | 11%        | 10%      | 8%    | 5%             | 10%         | 8%                | 11%          |
|                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   | n            |
|                                     |       | 12%             | 13%        | 8%         | 7%        | 11%       | 8%          | 6%            | 4%         | 14%        | 88%      | 12%   | 34%            | 39%         | 42%               | 58%          |
| NOT ANSWERED [POSTAL ONLY]          | 6     | 2               | -          | -          | 2         | -         | -           | -             | *          | 1          | 4        | 2     | 1              | 3           | 4                 | 2            |
|                                     | *%    | *%              | -%         | -%         | 1%        | -%        | -%          | -%            | *%         | *%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                     |       | 27%             | -%         | -%         | 25%       | -%        | -%          | -%            | 7%         | 14%        | 70%      | 30%   | 14%            | 55%         | 63%               | 37%          |

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

## QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

|                                                               | Total | TV SERVICES          |                      |                       |           | YOUTUBE            | ANY SER-<br>VICES |
|---------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|-------------------|
|                                                               |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e |                   |
| Significance Level: 95%                                       |       |                      |                      |                       |           |                    |                   |
| Unweighted total                                              | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004              |
| Effective Weighted Sample                                     | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413              |
| Total                                                         | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832              |
|                                                               |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%               |
| Income Support                                                | 44    | 24                   | 20                   | 31                    | 31        | 24                 | 43                |
|                                                               | 1%    | 2%                   | 2%                   | 1%                    | 1%        | 2%                 | 2%                |
|                                                               |       | 55%                  | 45%                  | 71%                   | 71%       | 55%                | 97%               |
| Income-based Jobseeker's Allowance                            | 25    | 10                   | 11                   | 16                    | 19        | 15                 | 23                |
|                                                               | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                |
|                                                               |       | 40%                  | 43%                  | 66%                   | 78%       | 59%                | 94%               |
| Pensions Credit (Guaranteed Credit)                           | 51    | 20                   | 31                   | 29                    | 27        | 15                 | 48                |
|                                                               | 2%    | 1%                   | 2%                   | 1%                    | 1%        | 1%                 | 2%                |
|                                                               |       |                      | acde                 |                       |           |                    |                   |
|                                                               |       | 38%                  | 61%                  | 57%                   | 54%       | 29%                | 93%               |
| Pensions Credit (no Guaranteed Credit)                        | 14    | 4                    | 9                    | 9                     | 8         | 4                  | 14                |
|                                                               | *%    | *%                   | 1%                   | *%                    | *%        | *%                 | *%                |
|                                                               |       | 30%                  | 62%                  | 63%                   | 59%       | 28%                | 100%              |
| Employment and Support Allowance (ESA)                        | 94    | 44                   | 44                   | 63                    | 59        | 44                 | 91                |
|                                                               | 3%    | 3%                   | 3%                   | 3%                    | 3%        | 4%                 | 3%                |
|                                                               |       | 47%                  | 46%                  | 67%                   | 63%       | 46%                | 96%               |
| Universal Credit (and household has other earnings)           | 128   | 62                   | 50                   | 97                    | 111       | 64                 | 122               |
|                                                               | 4%    | 4%                   | 4%                   | 4%                    | 5%        | 5%                 | 4%                |
|                                                               |       | 48%                  | 39%                  | 76%                   | 86%       | 50%                | 95%               |
| Universal Credit (and household does not have other earnings) | 92    | 32                   | 36                   | 64                    | 75        | 45                 | 87                |
|                                                               | 3%    | 2%                   | 3%                   | 3%                    | 3%        | 4%                 | 3%                |
|                                                               |       |                      |                      | a                     | a         |                    |                   |
|                                                               |       | 34%                  | 40%                  | 69%                   | 82%       | 49%                | 94%               |
| Columns Tested: a,b,c,d,e,f                                   |       |                      |                      |                       |           |                    |                   |

## QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

|                                     | Total | TV SERVICES          |                      |                       |           | YOUTUBE            | ANY SER-<br>VICES |
|-------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|-------------------|
|                                     |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e |                   |
| Significance Level: 95%             |       |                      |                      |                       |           |                    | f                 |
| Unweighted total                    | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004              |
| Effective Weighted Sample           | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413              |
| Total                               | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832              |
|                                     |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%               |
| Personal Independence Payment (PIP) | 147   | 83                   | 64                   | 115                   | 116       | 68                 | 146               |
|                                     | 5%    | 6%                   | 5%                   | 5%                    | 5%        | 6%                 | 5%                |
|                                     |       | 56%                  | 43%                  | 78%                   | 79%       | 46%                | 100%              |
| Carer's Allowance                   | 98    | 55                   | 36                   | 69                    | 72        | 50                 | 94                |
|                                     | 3%    | 4%                   | 3%                   | 3%                    | 3%        | 4%                 | 3%                |
|                                     |       | 56%                  | 37%                  | 70%                   | 74%       | 51%                | 96%               |
| Something else                      | 120   | 53                   | 50                   | 93                    | 94        | 58                 | 111               |
|                                     | 4%    | 4%                   | 4%                   | 4%                    | 4%        | 5%                 | 4%                |
|                                     |       | 44%                  | 41%                  | 78%                   | 78%       | 48%                | 92%               |
| None – do not receive any benefits  | 1983  | 965                  | 891                  | 1580                  | 1548      | 808                | 1923              |
|                                     | 66%   | 69%                  | 70%                  | 71%                   | 69%       | 67%                | 68%               |
|                                     |       |                      | e                    | ef                    |           |                    |                   |
|                                     |       | 49%                  | 45%                  | 80%                   | 78%       | 41%                | 97%               |
| Don't know                          | 138   | 56                   | 35                   | 82                    | 97        | 60                 | 119               |
|                                     | 5%    | 4%                   | 3%                   | 4%                    | 4%        | 5%                 | 4%                |
|                                     |       | b                    |                      |                       | b         | bc                 | b                 |
|                                     |       | 41%                  | 25%                  | 59%                   | 70%       | 44%                | 86%               |
| Prefer not to say                   | 281   | 111                  | 85                   | 149                   | 158       | 79                 | 225               |
|                                     | 9%    | 8%                   | 7%                   | 7%                    | 7%        | 7%                 | 8%                |
|                                     |       | 40%                  | 30%                  | 53%                   | 56%       | 28%                | 80%               |
| NOT ANSWERED [POSTAL ONLY]          | 6     | 2                    | 3                    | 2                     | 1         | -                  | 4                 |
|                                     | *%    | *%                   | *%                   | *%                    | *%        | -%                 | *%                |
|                                     |       |                      | d                    |                       |           |                    |                   |
|                                     |       | 25%                  | 53%                  | 34%                   | 14%       | -%                 | 73%               |

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

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

Base : All respondents

|                                                                                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                      | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                                             | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                                                 | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                                       |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| A DVD player- standard, Blu Ray or HD DVD                                                             | 1689  | 806    | 864    | 115       | 197   | 569   | 777  | 86               | 149          | 215          | 754  | 537          | 389  | 286 | 384  | 1391     | 167       | 86    | 46  |
|                                                                                                       | 56%   | 58%    | 56%    | 40%       | 34%   | 61%   | 70%  | 45%              | 60%          | 59%          | 59%  | 67%          | 50%  | 56% | 53%  | 56%      | 62%       | 57%   | 51% |
|                                                                                                       |       |        |        |           |       | cd    | cde  |                  | g            | g            | g    | lmn          |      | l   |      | r        | or        | r     |     |
|                                                                                                       |       | 48%    | 51%    | 7%        | 12%   | 34%   | 46%  | 5%               | 9%           | 13%          | 45%  | 32%          | 23%  | 17% | 23%  | 82%      | 10%       | 5%    | 3%  |
| A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch) | 1510  | 733    | 752    | 231       | 405   | 593   | 263  | 90               | 106          | 181          | 718  | 374          | 430  | 312 | 318  | 1244     | 143       | 81    | 42  |
|                                                                                                       | 50%   | 52%    | 49%    | 79%       | 69%   | 63%   | 24%  | 46%              | 42%          | 50%          | 57%  | 47%          | 56%  | 62% | 43%  | 50%      | 53%       | 54%   | 47% |
|                                                                                                       |       | b      |        | def       | ef    | f     |      |                  |              |              | ghi  |              | kn   | kln |      |          |           | r     |     |
|                                                                                                       |       | 49%    | 50%    | 15%       | 27%   | 39%   | 17%  | 6%               | 7%           | 12%          | 48%  | 25%          | 28%  | 21% | 21%  | 82%      | 9%        | 5%    | 3%  |
| E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)                 | 1099  | 486    | 605    | 76        | 196   | 366   | 448  | 44               | 64           | 126          | 578  | 393          | 317  | 162 | 185  | 902      | 114       | 51    | 32  |
|                                                                                                       | 37%   | 35%    | 39%    | 26%       | 33%   | 39%   | 40%  | 23%              | 25%          | 35%          | 46%  | 49%          | 41%  | 32% | 25%  | 36%      | 42%       | 34%   | 35% |
|                                                                                                       |       |        | a      |           | c     | cd    | cd   |                  |              | gh           | ghi  | lmn          | mn   | n   |      |          | oqr       |       |     |
|                                                                                                       |       | 44%    | 55%    | 7%        | 18%   | 33%   | 41%  | 4%               | 6%           | 11%          | 53%  | 36%          | 29%  | 15% | 17%  | 82%      | 10%       | 5%    | 3%  |
| An iPod (not an iPhone) or other portable media player                                                | 1054  | 525    | 512    | 86        | 183   | 384   | 389  | 42               | 78           | 121          | 531  | 355          | 268  | 180 | 208  | 870      | 104       | 48    | 32  |
|                                                                                                       | 35%   | 38%    | 33%    | 30%       | 31%   | 41%   | 35%  | 21%              | 31%          | 33%          | 42%  | 45%          | 35%  | 35% | 28%  | 35%      | 38%       | 32%   | 36% |
|                                                                                                       |       | b      |        |           |       | cdf   |      |                  | g            | g            | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                                                                                                       |       | 50%    | 49%    | 8%        | 17%   | 36%   | 37%  | 4%               | 7%           | 11%          | 50%  | 34%          | 25%  | 17% | 20%  | 83%      | 10%       | 5%    | 3%  |
| VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)                     | 237   | 112    | 121    | 34        | 54    | 108   | 37   | 11               | 20           | 31           | 118  | 61           | 61   | 59  | 42   | 200      | 18        | 13    | 7   |
|                                                                                                       | 8%    | 8%     | 8%     | 12%       | 9%    | 11%   | 3%   | 6%               | 8%           | 9%           | 9%   | 8%           | 8%   | 12% | 6%   | 8%       | 7%        | 9%    | 8%  |
|                                                                                                       |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      | kln |      |          |           |       |     |
|                                                                                                       |       | 47%    | 51%    | 14%       | 23%   | 45%   | 16%  | 5%               | 8%           | 13%          | 50%  | 26%          | 26%  | 25% | 18%  | 84%      | 7%        | 5%    | 3%  |
| None of these                                                                                         | 357   | 158    | 186    | 24        | 73    | 77    | 162  | 38               | 39           | 41           | 94   | 66           | 90   | 46  | 118  | 301      | 24        | 18    | 14  |
|                                                                                                       | 12%   | 11%    | 12%    | 8%        | 13%   | 8%    | 15%  | 19%              | 16%          | 11%          | 7%   | 8%           | 12%  | 9%  | 16%  | 12%      | 9%        | 12%   | 16% |
|                                                                                                       |       |        |        |           | ce    |       | ce   | ij               | j            | j            |      |              | k    |     | klm  |          |           |       | op  |
|                                                                                                       |       | 44%    | 52%    | 7%        | 21%   | 21%   | 46%  | 11%              | 11%          | 11%          | 26%  | 18%          | 25%  | 13% | 33%  | 84%      | 7%        | 5%    | 4%  |

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

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

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                 | 41    | 14     | 17     | 7         | 8     | 7     | 9    | 1                | -            | -            | 5    | 1            | 3    | 3   | 12   | 36       | 1         | 2     | 2   |
|                            | 1%    | 1%     | 1%     | 3%        | 1%    | 1%    | 1%   | 1%               | -%           | -%           | *%   | *%           | *%   | 1%  | 2%   | 1%       | *%        | 2%    | 2%  |
|                            |       |        |        | ef        |       |       |      |                  |              |              |      |              |      |     | kl   |          |           |       | p   |
|                            |       | 33%    | 43%    | 18%       | 20%   | 16%   | 21%  | 3%               | -%           | -%           | 13%  | 3%           | 8%   | 7%  | 29%  | 87%      | 2%        | 6%    | 5%  |
| NOT ANSWERED [POSTAL ONLY] | 2     | 1      | 1      | -         | 1     | -     | 1    | -                | -            | -            | 1    | -            | *    | -   | 1    | 2        | -         | -     | *   |
|                            | *%    | *%     | *%     | -%        | *%    | -%    | *%   | -%               | -%           | -%           | *%   | -%           | *%   | -%  | *%   | *%       | -%        | -%    | *%  |
|                            |       | 72%    | 28%    | -%        | 32%   | -%    | 68%  | -%               | -%           | -%           | 31%  | -%           | 3%   | -%  | 65%  | 97%      | -%        | -%    | 3%  |

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



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

Base : All respondents

|                                                                                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                      | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                                             | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                                 | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                                       |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| A DVD player- standard, Blu Ray or HD DVD                                                             | 1689  | 161             | 253        | 170        | 130       | 153       | 124         | 119           | 67         | 213        | 1413     | 276   | 973            | 665         | 969               | 720          |
|                                                                                                       | 56%   | 45%             | 58%        | 67%        | 59%       | 54%       | 59%         | 50%           | 51%        | 59%        | 55%      | 67%   | 56%            | 59%         | 65%               | 48%          |
|                                                                                                       |       |                 | ag         | abdefghi   | agh       | a         | agh         |               |            | agh        |          | j     |                |             | o                 |              |
|                                                                                                       |       | 10%             | 15%        | 10%        | 8%        | 9%        | 7%          | 7%            | 4%         | 13%        | 84%      | 16%   | 58%            | 39%         | 57%               | 43%          |
| A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch) | 1510  | 180             | 210        | 108        | 113       | 151       | 112         | 112           | 67         | 191        | 1357     | 153   | 1057           | 405         | 671               | 839          |
|                                                                                                       | 50%   | 50%             | 48%        | 43%        | 51%       | 54%       | 54%         | 47%           | 51%        | 53%        | 52%      | 37%   | 61%            | 36%         | 45%               | 56%          |
|                                                                                                       |       |                 |            |            | c         | c         | c           |               |            | c          | k        |       | m              |             |                   | n            |
|                                                                                                       |       |                 | 12%        | 14%        | 7%        | 7%        | 10%         | 7%            | 7%         | 4%         | 13%      | 90%   | 70%            | 27%         | 44%               | 56%          |
| E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)                 | 1099  | 145             | 172        | 98         | 77        | 88        | 78          | 74            | 50         | 121        | 926      | 173   | 704            | 366         | 646               | 453          |
|                                                                                                       | 37%   | 40%             | 40%        | 39%        | 35%       | 31%       | 37%         | 31%           | 38%        | 34%        | 36%      | 42%   | 40%            | 32%         | 43%               | 30%          |
|                                                                                                       |       | eg              | eg         | g          |           |           |             |               | g          |            |          | j     | m              |             | o                 |              |
|                                                                                                       |       | 13%             | 16%        | 9%         | 7%        | 8%        | 7%          | 7%            | 5%         | 11%        | 84%      | 16%   | 64%            | 33%         | 59%               | 41%          |
| An iPod (not an iPhone) or other portable media player                                                | 1054  | 126             | 166        | 87         | 82        | 85        | 74          | 76            | 50         | 123        | 887      | 168   | 679            | 345         | 589               | 465          |
|                                                                                                       | 35%   | 35%             | 38%        | 35%        | 37%       | 30%       | 35%         | 32%           | 38%        | 34%        | 34%      | 41%   | 39%            | 30%         | 40%               | 31%          |
|                                                                                                       |       |                 | e          |            |           |           |             |               |            |            |          | j     | m              |             | o                 |              |
|                                                                                                       |       |                 | 12%        | 16%        | 8%        | 8%        | 7%          | 7%            | 5%         | 12%        | 84%      | 16%   | 64%            | 33%         | 56%               | 44%          |
| VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)                     | 237   | 32              | 33         | 23         | 15        | 21        | 22          | 19            | 13         | 23         | 220      | 17    | 169            | 59          | 92                | 145          |
|                                                                                                       | 8%    | 9%              | 8%         | 9%         | 7%        | 7%        | 11%         | 8%            | 10%        | 6%         | 9%       | 4%    | 10%            | 5%          | 6%                | 10%          |
|                                                                                                       |       |                 |            |            |           |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                                                                                                       |       |                 | 13%        | 14%        | 10%       | 6%        | 9%          | 9%            | 8%         | 10%        | 93%      | 7%    | 71%            | 25%         | 39%               | 61%          |

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

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

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| None of these              | 357   | 49              | 51         | 25         | 27        | 38        | 21          | 41            | 15         | 35         | 310      | 47    | 164            | 169         | 147               | 210         |
|                            | 12%   | 14%             | 12%        | 10%        | 12%       | 13%       | 10%         | 17%           | 11%        | 10%        | 12%      | 11%   | 9%             | 15%         | 10%               | 14%         |
|                            |       | 14%             | 14%        | 7%         | 7%        | 11%       | 6%          | bcfhi         | 4%         | 10%        | 87%      | 13%   | 46%            | 47%         | 41%               | 59%         |
| Don't know                 | 41    | 5               | 5          | 4          | *         | 5         | 4           | 3             | 2          | 8          | 37       | 4     | 11             | 15          | 16                | 25          |
|                            | 1%    | 1%              | 1%         | 1%         | *%        | 2%        | 2%          | 1%            | 1%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 2%          |
|                            |       | 12%             | 12%        | 9%         | 1%        | 12%       | 9%          | 8%            | 4%         | 20%        | 89%      | 11%   | 27%            | 37%         | 39%               | 61%         |
| NOT ANSWERED [POSTAL ONLY] | 2     | -               | -          | -          | -         | -         | 1           | 1             | -          | -          | 2        | *     | -              | 1           | 1                 | 1           |
|                            | *%    | -%              | -%         | -%         | -%        | -%        | *%          | 1%            | -%         | -%         | *%       | *%    | -%             | *%          | *%                | *%          |
|                            |       | -%              | -%         | -%         | -%        | -%        | 32%         | 65%           | -%         | -%         | 97%      | 3%    | -%             | 68%         | 31%               | 69%         |

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

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

Base : All respondents

|                                                                                                       | Total       | TV SERVICES              |                           |                           |                            | YOUTUBE                   |                           |
|-------------------------------------------------------------------------------------------------------|-------------|--------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|
|                                                                                                       |             | PAID TRAD<br>TV<br>a     | FREE TRAD<br>TV<br>b      | FREE<br>CATCH-UP<br>c     | SVOD<br>d                  | SERV-<br>ICES<br>e        | ANY SER-<br>VICES<br>f    |
| Significance Level: 95%                                                                               |             |                          |                           |                           |                            |                           |                           |
| Unweighted total                                                                                      | 5233        | 2461                     | 2214                      | 3966                      | 3991                       | 2172                      | 5004                      |
| Effective Weighted Sample                                                                             | 3539        | 1661                     | 1497                      | 2748                      | 2752                       | 1500                      | 3413                      |
| Total                                                                                                 | 3000        | 1396<br>47%              | 1269<br>42%               | 2228<br>74%               | 2243<br>75%                | 1215<br>41%               | 2832<br>94%               |
| A DVD player- standard, Blu Ray or HD DVD                                                             | 1689<br>56% | 905<br>65%<br>def<br>54% | 825<br>65%<br>def<br>49%  | 1390<br>62%<br>def<br>82% | 1273<br>57%<br><br>75%     | 681<br>56%<br><br>40%     | 1649<br>58%<br><br>98%    |
| A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch) | 1510<br>50% | 779<br>56%<br>bf<br>52%  | 574<br>45%<br><br>38%     | 1191<br>53%<br>b<br>79%   | 1322<br>59%<br>abcf<br>88% | 753<br>62%<br>abcf<br>50% | 1460<br>52%<br>b<br>97%   |
| E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)                 | 1099<br>37% | 583<br>42%<br>bf<br>53%  | 486<br>38%<br><br>44%     | 947<br>43%<br>bf<br>86%   | 937<br>42%<br>bf<br>85%    | 487<br>40%<br><br>44%     | 1083<br>38%<br><br>99%    |
| An iPod (not an iPhone) or other portable media player                                                | 1054<br>35% | 569<br>41%<br>f<br>54%   | 479<br>38%<br><br>45%     | 874<br>39%<br>f<br>83%    | 879<br>39%<br>f<br>83%     | 502<br>41%<br>bf<br>48%   | 1030<br>36%<br><br>98%    |
| VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)                     | 237<br>8%   | 136<br>10%<br>b<br>57%   | 97<br>8%<br><br>41%       | 186<br>8%<br><br>79%      | 216<br>10%<br>b<br>91%     | 126<br>10%<br>bcf<br>53%  | 233<br>8%<br><br>98%      |
| None of these                                                                                         | 357<br>12%  | 102<br>7%                | 131<br>10%<br>acde<br>37% | 169<br>8%<br><br>47%      | 187<br>8%<br><br>52%       | 96<br>8%<br><br>27%       | 297<br>10%<br>acde<br>83% |

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

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

Base : All respondents

|                            | Total | TV SERVICES     |                 |                  |      |                          |                   |
|----------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                            |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%    |       |                 |                 |                  |      |                          |                   |
| Unweighted total           | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample  | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                      | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                            |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| Don't know                 | 41    | 6               | 9               | 11               | 12   | 4                        | 20                |
|                            | 1%    | *%              | 1%              | 1%               | 1%   | *%                       | 1%                |
|                            |       | 15%             | 23%             | 27%              | 30%  | 9%                       | 48%               |
| NOT ANSWERED [POSTAL ONLY] | 2     | 2               | -               | 1                | *    | -                        | 2                 |
|                            | *%    | *%              | -%              | *%               | *%   | -%                       | *%                |
|                            |       | 100%            | -%              | 31%              | 3%   | -%                       | 100%              |

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

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

Base : All respondents

|                                                                                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                      | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                                             | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                                                 | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                                       |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| A DVD player- standard, Blu Ray or HD DVD                                                             | 1187  | 591    | 583    | 54        | 121   | 387   | 609  | 68               | 102          | 166          | 527  | 383          | 274  | 202 | 272  | 1000     | 104       | 55    | 28  |
|                                                                                                       | 40%   | 42%    | 38%    | 19%       | 21%   | 41%   | 55%  | 35%              | 41%          | 46%          | 42%  | 48%          | 35%  | 40% | 37%  | 40%      | 38%       | 37%   | 31% |
|                                                                                                       |       | b      |        |           |       | cd    | cde  |                  |              | g            |      | lmn          |      |     |      | r        | r         |       |     |
|                                                                                                       |       | 50%    | 49%    | 5%        | 10%   | 33%   | 51%  | 6%               | 9%           | 14%          | 44%  | 32%          | 23%  | 17% | 23%  | 84%      | 9%        | 5%    | 2%  |
| A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch) | 846   | 518    | 309    | 174       | 291   | 278   | 94   | 59               | 66           | 116          | 373  | 182          | 247  | 180 | 193  | 689      | 91        | 45    | 21  |
|                                                                                                       | 28%   | 37%    | 20%    | 60%       | 50%   | 30%   | 9%   | 30%              | 26%          | 32%          | 29%  | 23%          | 32%  | 36% | 26%  | 28%      | 34%       | 30%   | 23% |
|                                                                                                       |       | b      |        | def       | ef    | f     |      |                  |              |              |      |              | kn   | kn  |      | r        | or        | r     |     |
|                                                                                                       |       | 61%    | 36%    | 21%       | 34%   | 33%   | 11%  | 7%               | 8%           | 14%          | 44%  | 22%          | 29%  | 21% | 23%  | 81%      | 11%       | 5%    | 2%  |
| E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)                 | 734   | 278    | 450    | 38        | 127   | 239   | 322  | 30               | 46           | 91           | 385  | 265          | 219  | 97  | 130  | 598      | 78        | 37    | 21  |
|                                                                                                       | 24%   | 20%    | 29%    | 13%       | 22%   | 26%   | 29%  | 15%              | 18%          | 25%          | 30%  | 33%          | 28%  | 19% | 18%  | 24%      | 29%       | 25%   | 23% |
|                                                                                                       |       |        | a      |           | c     | c     | cd   |                  |              | gh           | ghi  | lmn          | mn   |     |      |          | o         |       |     |
|                                                                                                       |       | 38%    | 61%    | 5%        | 17%   | 33%   | 44%  | 4%               | 6%           | 12%          | 52%  | 36%          | 30%  | 13% | 18%  | 81%      | 11%       | 5%    | 3%  |
| An iPod (not an iPhone) or other portable media player                                                | 628   | 341    | 276    | 46        | 116   | 224   | 236  | 22               | 49           | 85           | 312  | 205          | 166  | 106 | 123  | 510      | 69        | 31    | 18  |
|                                                                                                       | 21%   | 24%    | 18%    | 16%       | 20%   | 24%   | 21%  | 11%              | 20%          | 23%          | 25%  | 26%          | 22%  | 21% | 17%  | 20%      | 26%       | 21%   | 20% |
|                                                                                                       |       | b      |        |           |       | cd    | c    |                  | g            | g            | g    | ln           | n    |     |      |          | o         |       |     |
|                                                                                                       |       | 54%    | 44%    | 7%        | 18%   | 36%   | 38%  | 3%               | 8%           | 13%          | 50%  | 33%          | 26%  | 17% | 20%  | 81%      | 11%       | 5%    | 3%  |
| VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)                     | 101   | 68     | 29     | 14        | 24    | 46    | 14   | 5                | 9            | 11           | 51   | 28           | 26   | 24  | 17   | 86       | 7         | 6     | 2   |
|                                                                                                       | 3%    | 5%     | 2%     | 5%        | 4%    | 5%    | 1%   | 3%               | 4%           | 3%           | 4%   | 4%           | 3%   | 5%  | 2%   | 3%       | 2%        | 4%    | 3%  |
|                                                                                                       |       | b      |        | f         | f     | f     |      |                  |              |              |      |              |      | n   |      |          |           |       |     |
|                                                                                                       |       | 68%    | 29%    | 14%       | 23%   | 46%   | 14%  | 5%               | 9%           | 10%          | 51%  | 28%          | 25%  | 24% | 17%  | 85%      | 7%        | 6%    | 2%  |
| None of these                                                                                         | 775   | 308    | 449    | 71        | 159   | 242   | 274  | 62               | 75           | 83           | 283  | 168          | 203  | 134 | 208  | 654      | 52        | 40    | 29  |
|                                                                                                       | 26%   | 22%    | 29%    | 24%       | 27%   | 26%   | 25%  | 32%              | 30%          | 23%          | 22%  | 21%          | 26%  | 26% | 28%  | 26%      | 19%       | 27%   | 32% |
|                                                                                                       |       |        | a      |           |       |       |      | ij               | ij           |              |      |              | k    | k   | k    | p        |           | p     | op  |
|                                                                                                       |       | 40%    | 58%    | 9%        | 21%   | 31%   | 35%  | 8%               | 10%          | 11%          | 36%  | 22%          | 26%  | 17% | 27%  | 84%      | 7%        | 5%    | 4%  |

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

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

Base : All respondents

|                            |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                 | 45    | 17     | 19     | 8         | 8     | 9     | 10   | 2                | -            | -            | 5    | 2            | 4    | 3   | 15   | 39       | 1         | 2     | 2   |
|                            | 2%    | 1%     | 1%     | 3%        | 1%    | 1%    | 1%   | 1%               | -%           | -%           | *%   | *%           | 1%   | 1%  | 2%   | 2%       | 1%        | 2%    | 2%  |
|                            |       |        |        | ef        |       |       |      | i                |              |              |      |              |      |     | klm  |          |           |       | p   |
|                            |       | 37%    | 41%    | 17%       | 18%   | 19%   | 23%  | 4%               | -%           | -%           | 12%  | 3%           | 9%   | 6%  | 33%  | 87%      | 3%        | 5%    | 5%  |
| NOT ANSWERED [POSTAL ONLY] | 56    | 28     | 29     | *         | 1     | 6     | 43   | 7                | 11           | 6            | 8    | 5            | 9    | 6   | 26   | 43       | 9         | 3     | 2   |
|                            | 2%    | 2%     | 2%     | *%        | *%    | 1%    | 4%   | 4%               | 5%           | 2%           | 1%   | 1%           | 1%   | 1%  | 4%   | 2%       | 3%        | 2%    | 2%  |
|                            |       |        |        |           |       |       | cde  | j                | ij           | j            |      |              |      |     | klm  |          |           |       |     |
|                            |       | 49%    | 51%    | 1%        | 1%    | 10%   | 77%  | 12%              | 20%          | 11%          | 13%  | 9%           | 16%  | 10% | 47%  | 76%      | 16%       | 5%    | 3%  |

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

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

Base : All respondents

|                                                                                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                                                                                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%                                                                               |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total                                                                                      | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                                             | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                                 | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                                       |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| A DVD player- standard, Blu Ray or HD DVD                                                             | 1187  | 113             | 180        | 126        | 99        | 104       | 88          | 86            | 47         | 156        | 976      | 210   | 667            | 484         | 697               | 489          |
|                                                                                                       | 40%   | 32%             | 41%        | 50%        | 45%       | 37%       | 42%         | 36%           | 36%        | 43%        | 38%      | 51%   | 38%            | 43%         | 47%               | 32%          |
|                                                                                                       |       |                 | a          | abefgh     | aegh      |           | a           |               |            | a          |          | j     |                | l           | o                 |              |
|                                                                                                       |       | 10%             | 15%        | 11%        | 8%        | 9%        | 7%          | 7%            | 4%         | 13%        | 82%      | 18%   | 56%            | 41%         | 59%               | 41%          |
| A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch) | 846   | 86              | 122        | 68         | 61        | 80        | 62          | 72            | 41         | 96         | 768      | 78    | 575            | 242         | 335               | 511          |
|                                                                                                       | 28%   | 24%             | 28%        | 27%        | 28%       | 29%       | 30%         | 30%           | 31%        | 27%        | 30%      | 19%   | 33%            | 21%         | 23%               | 34%          |
|                                                                                                       |       |                 |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                       |       | 10%             | 14%        | 8%         | 7%        | 10%       | 7%          | 9%            | 5%         | 11%        | 91%      | 9%    | 68%            | 29%         | 40%               | 60%          |
| E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)                 | 734   | 99              | 110        | 63         | 51        | 55        | 55          | 46            | 34         | 84         | 616      | 119   | 467            | 254         | 428               | 306          |
|                                                                                                       | 24%   | 28%             | 25%        | 25%        | 23%       | 20%       | 26%         | 19%           | 26%        | 23%        | 24%      | 29%   | 27%            | 22%         | 29%               | 20%          |
|                                                                                                       |       | eg              | g          |            |           |           | eg          |               | g          |            |          | j     | m              |             | o                 |              |
|                                                                                                       |       | 13%             | 15%        | 9%         | 7%        | 8%        | 7%          | 6%            | 5%         | 11%        | 84%      | 16%   | 64%            | 35%         | 58%               | 42%          |
| An iPod (not an iPhone) or other portable media player                                                | 628   | 64              | 103        | 52         | 49        | 46        | 48          | 47            | 32         | 71         | 528      | 100   | 407            | 204         | 339               | 289          |
|                                                                                                       | 21%   | 18%             | 24%        | 21%        | 22%       | 16%       | 23%         | 19%           | 24%        | 20%        | 20%      | 24%   | 23%            | 18%         | 23%               | 19%          |
|                                                                                                       |       |                 | ae         |            |           |           | e           |               | e          |            |          | j     | m              |             | o                 |              |
|                                                                                                       |       | 10%             | 16%        | 8%         | 8%        | 7%        | 8%          | 7%            | 5%         | 11%        | 84%      | 16%   | 65%            | 33%         | 54%               | 46%          |
| VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)                     | 101   | 8               | 19         | 13         | 6         | 7         | 11          | 7             | 7          | 8          | 92       | 9     | 76             | 21          | 39                | 62           |
|                                                                                                       | 3%    | 2%              | 4%         | 5%         | 3%        | 2%        | 5%          | 3%            | 5%         | 2%         | 4%       | 2%    | 4%             | 2%          | 3%                | 4%           |
|                                                                                                       |       |                 |            | ai         |           |           | aei         |               |            |            |          |       | m              |             | n                 |              |
|                                                                                                       |       | 8%              | 19%        | 13%        | 6%        | 7%        | 11%         | 7%            | 7%         | 8%         | 91%      | 9%    | 75%            | 20%         | 39%               | 61%          |
| None of these                                                                                         | 775   | 118             | 116        | 48         | 55        | 87        | 44          | 69            | 34         | 83         | 686      | 90    | 432            | 303         | 347               | 428          |
|                                                                                                       | 26%   | 33%             | 27%        | 19%        | 25%       | 31%       | 21%         | 29%           | 26%        | 23%        | 26%      | 22%   | 25%            | 27%         | 23%               | 28%          |
|                                                                                                       |       | cdfi            | c          |            |           | cfi       |             | cf            | c          |            | k        |       |                |             | n                 |              |
|                                                                                                       |       | 15%             | 15%        | 6%         | 7%        | 11%       | 6%          | 9%            | 4%         | 11%        | 88%      | 12%   | 56%            | 39%         | 45%               | 55%          |

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

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

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Don't know                 | 45    | 5               | 6          | 4          | *         | 5         | 5           | 3             | 2          | 9          | 41       | 5     | 12             | 18          | 18                | 27           |
|                            | 2%    | 1%              | 1%         | 1%         | *%        | 2%        | 2%          | 1%            | 1%         | 3%         | 2%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                            |       |                 |            |            | d         |           | d           |               | d          |            |          |       |                | l           |                   |              |
|                            |       | 11%             | 13%        | 8%         | 1%        | 11%       | 12%         | 8%            | 4%         | 21%        | 90%      | 10%   | 27%            | 39%         | 40%               | 60%          |
| NOT ANSWERED [POSTAL ONLY] | 56    | 2               | 8          | 6          | 1         | 5         | 5           | 6             | 1          | 9          | 50       | 6     | 11             | 41          | 23                | 33           |
|                            | 2%    | *%              | 2%         | 2%         | *%        | 2%        | 2%          | 2%            | 1%         | 3%         | 2%       | 2%    | 1%             | 4%          | 2%                | 2%           |
|                            |       |                 |            | ad         |           |           | ad          | ad            |            | ad         |          |       |                | l           |                   |              |
|                            |       | 3%              | 15%        | 10%        | 2%        | 9%        | 9%          | 10%           | 2%         | 16%        | 88%      | 12%   | 20%            | 72%         | 41%               | 59%          |

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



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

Base : All respondents

|                                                                                                       | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-------------------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                                       |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                                               |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                                                      | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample                                                                             | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                                                                                                 | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                                                                                                       |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| A DVD player- standard, Blu Ray or HD DVD                                                             | 1187  | 620             | 615             | 988              | 872  | 453           | 1164              |
|                                                                                                       | 40%   | 44%             | 48%             | 44%              | 39%  | 37%           | 41%               |
|                                                                                                       |       | def             | acdef           | def              |      |               | e                 |
|                                                                                                       |       | 52%             | 52%             | 83%              | 73%  | 38%           | 98%               |
| A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch) | 846   | 401             | 304             | 644              | 735  | 454           | 807               |
|                                                                                                       | 28%   | 29%             | 24%             | 29%              | 33%  | 37%           | 29%               |
|                                                                                                       |       | b               |                 | b                | abcf | abcdf         | b                 |
|                                                                                                       |       | 47%             | 36%             | 76%              | 87%  | 54%           | 95%               |
| E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)                 | 734   | 389             | 323             | 641              | 628  | 318           | 723               |
|                                                                                                       | 24%   | 28%             | 25%             | 29%              | 28%  | 26%           | 26%               |
|                                                                                                       |       |                 |                 | bf               | f    |               |                   |
|                                                                                                       |       | 53%             | 44%             | 87%              | 86%  | 43%           | 98%               |
| An iPod (not an iPhone) or other portable media player                                                | 628   | 347             | 294             | 526              | 527  | 302           | 618               |
|                                                                                                       | 21%   | 25%             | 23%             | 24%              | 23%  | 25%           | 22%               |
|                                                                                                       |       | f               |                 |                  |      | f             |                   |
|                                                                                                       |       | 55%             | 47%             | 84%              | 84%  | 48%           | 98%               |
| VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)                     | 101   | 52              | 43              | 78               | 90   | 56            | 99                |
|                                                                                                       | 3%    | 4%              | 3%              | 4%               | 4%   | 5%            | 3%                |
|                                                                                                       |       | 51%             | 43%             | 78%              | 89%  | 55%           | 98%               |
| None of these                                                                                         | 775   | 309             | 288             | 492              | 532  | 278           | 703               |
|                                                                                                       | 26%   | 22%             | 23%             | 22%              | 24%  | 23%           | 25%               |
|                                                                                                       |       |                 |                 |                  |      |               | ac                |
|                                                                                                       |       | 40%             | 37%             | 63%              | 69%  | 36%           | 91%               |

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

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

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Don't know                 | 45    | 8                    | 10                   | 14                    | 16        | 4                  | 24                     |
|                            | 2%    | 1%                   | 1%                   | 1%                    | 1%        | 0%                 | 1%                     |
|                            |       | 18%                  | 23%                  | 31%                   | 36%       | 9%                 | 53%                    |
| NOT ANSWERED [POSTAL ONLY] | 56    | 25                   | 28                   | 26                    | 21        | 9                  | 51                     |
|                            | 2%    | 2%                   | 2%                   | 1%                    | 1%        | 1%                 | 2%                     |
|                            |       | de                   | cde                  |                       |           |                    | cde                    |
|                            |       | 45%                  | 49%                  | 46%                   | 37%       | 16%                | 90%                    |

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                     | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                           |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Xbox Games Pass           | 355   | 177    | 176    | 58        | 97    | 166   | 32   | 19               | 29           | 51           | 185  | 93           | 90   | 76  | 84   | 287      | 33        | 24    | 12  |
|                           | 13%   | 14%    | 13%    | 20%       | 17%   | 18%   | 4%   | 13%              | 14%          | 16%          | 15%  | 12%          | 12%  | 16% | 14%  | 13%      | 13%       | 18%   | 14% |
|                           |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      | kl  |      |          |           | o     |     |
|                           |       | 50%    | 50%    | 16%       | 27%   | 47%   | 9%   | 5%               | 8%           | 14%          | 52%  | 26%          | 25%  | 22% | 24%  | 81%      | 9%        | 7%    | 3%  |
| PlayStation Now           | 301   | 160    | 139    | 55        | 98    | 125   | 22   | 24               | 20           | 47           | 137  | 85           | 74   | 65  | 69   | 245      | 37        | 11    | 8   |
|                           | 11%   | 13%    | 10%    | 19%       | 17%   | 14%   | 2%   | 16%              | 10%          | 14%          | 11%  | 11%          | 10%  | 14% | 11%  | 11%      | 15%       | 8%    | 10% |
|                           |       | b      |        | ef        | f     | f     |      | hj               |              |              |      |              |      | l   |      |          | oqr       |       |     |
|                           |       | 53%    | 46%    | 18%       | 33%   | 41%   | 7%   | 8%               | 7%           | 16%          | 45%  | 28%          | 25%  | 22% | 23%  | 81%      | 12%       | 4%    | 3%  |
| Steam                     | 279   | 180    | 96     | 63        | 91    | 98    | 25   | 17               | 17           | 34           | 149  | 72           | 115  | 41  | 37   | 230      | 30        | 13    | 6   |
|                           | 10%   | 14%    | 7%     | 22%       | 16%   | 11%   | 3%   | 12%              | 8%           | 10%          | 12%  | 9%           | 16%  | 9%  | 6%   | 10%      | 12%       | 9%    | 7%  |
|                           |       | b      |        | def       | ef    | f     |      |                  |              |              |      | n            | kmn  |     |      | r        | r         |       |     |
|                           |       | 64%    | 34%    | 23%       | 33%   | 35%   | 9%   | 6%               | 6%           | 12%          | 53%  | 26%          | 41%  | 15% | 13%  | 82%      | 11%       | 4%    | 2%  |
| Twitch                    | 176   | 97     | 74     | 47        | 66    | 54    | 10   | 13               | 10           | 22           | 87   | 45           | 63   | 24  | 36   | 151      | 13        | 9     | 3   |
|                           | 6%    | 8%     | 5%     | 16%       | 11%   | 6%    | 1%   | 9%               | 5%           | 7%           | 7%   | 6%           | 9%   | 5%  | 6%   | 7%       | 5%        | 6%    | 4%  |
|                           |       | b      |        | def       | ef    | f     |      |                  |              |              |      |              | kmn  |     |      | r        |           |       |     |
|                           |       | 55%    | 42%    | 26%       | 37%   | 30%   | 5%   | 8%               | 6%           | 12%          | 49%  | 25%          | 36%  | 13% | 20%  | 86%      | 7%        | 5%    | 2%  |
| Apple Arcade              | 61    | 34     | 27     | 13        | 19    | 23    | 7    | 3                | 6            | 7            | 34   | 24           | 19   | 6   | 10   | 51       | 6         | 2     | 2   |
|                           | 2%    | 3%     | 2%     | 4%        | 3%    | 3%    | 1%   | 2%               | 3%           | 2%           | 3%   | 3%           | 3%   | 1%  | 2%   | 2%       | 2%        | 1%    | 3%  |
|                           |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 55%    | 45%    | 21%       | 31%   | 37%   | 11%  | 4%               | 10%          | 12%          | 56%  | 39%          | 31%  | 10% | 17%  | 84%      | 9%        | 3%    | 4%  |
| Google Stadia             | 29    | 22     | 7      | 3         | 9     | 15    | 2    | 4                | 1            | 7            | 13   | 11           | 8    | 5   | 5    | 26       | 1         | 1     | 1   |
|                           | 1%    | 2%     | *%     | 1%        | 1%    | 2%    | *%   | 2%               | *%           | 2%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                           |       | b      |        |           | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 75%    | 24%    | 10%       | 30%   | 51%   | 8%   | 13%              | 3%           | 25%          | 46%  | 40%          | 26%  | 17% | 17%  | 89%      | 5%        | 3%    | 3%  |
| Amazon Luna               | 10    | 7      | 3      | 2         | 3     | 4     | -    | 3                | -            | 1            | 3    | 1            | 2    | 3   | 2    | 10       | -         | -     | -   |
|                           | *%    | 1%     | *%     | 1%        | *%    | *%    | -%   | 2%               | -%           | *%           | *%   | *%           | *%   | 1%  | *%   | *%       | -%        | -%    | -%  |
|                           |       |        |        | f         | f     | f     |      | hij              |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 66%    | 34%    | 20%       | 29%   | 44%   | -%   | 29%              | -%           | 8%           | 33%  | 14%          | 25%  | 30% | 18%  | 100%     | -%        | -%    | -%  |
| ANY OF THESE              | 819   | 438    | 371    | 148       | 251   | 335   | 79   | 50               | 60           | 112          | 413  | 216          | 240  | 168 | 162  | 675      | 83        | 38    | 22  |
|                           | 30%   | 34%    | 26%    | 52%       | 43%   | 37%   | 9%   | 35%              | 29%          | 34%          | 34%  | 28%          | 33%  | 36% | 26%  | 30%      | 33%       | 28%   | 28% |
|                           |       | b      |        | def       | ef    | f     |      |                  |              |              |      |              | kn   | kn  |      |          |           |       |     |
|                           |       | 53%    | 45%    | 18%       | 31%   | 41%   | 10%  | 6%               | 7%           | 14%          | 51%  | 26%          | 29%  | 21% | 20%  | 82%      | 10%       | 5%    | 3%  |

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                     | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                           |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| None of these             | 1752  | 784    | 941    | 109       | 302   | 532   | 786  | 89               | 144          | 209          | 774  | 532          | 460  | 273 | 409  | 1447     | 158       | 92    | 54  |
|                           | 64%   | 62%    | 67%    | 38%       | 52%   | 58%   | 87%  | 61%              | 69%          | 63%          | 63%  | 69%          | 62%  | 59% | 67%  | 64%      | 64%       | 68%   | 67% |
|                           |       | a      | a      | c         | c     | cd    | cde  |                  |              |              |      | lm           |      |     | lm   |          |           |       |     |
|                           |       | 45%    | 54%    | 6%        | 17%   | 30%   | 45%  | 5%               | 8%           | 12%          | 44%  | 30%          | 26%  | 16% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                | 157   | 47     | 90     | 30        | 29    | 45    | 36   | 7                | 4            | 9            | 42   | 23           | 37   | 22  | 41   | 140      | 7         | 5     | 4   |
|                           | 6%    | 4%     | 6%     | 11%       | 5%    | 5%    | 4%   | 5%               | 2%           | 3%           | 3%   | 3%           | 5%   | 5%  | 7%   | 6%       | 3%        | 4%    | 6%  |
|                           |       | a      | a      | def       |       |       |      |                  |              |              |      |              | k    |     | k    | p        |           |       |     |
|                           |       | 30%    | 57%    | 19%       | 19%   | 29%   | 23%  | 4%               | 3%           | 6%           | 27%  | 15%          | 24%  | 14% | 26%  | 89%      | 5%        | 3%    | 3%  |

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                     | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Xbox Games Pass           | 355   | 29              | 59         | 33         | 27        | 34        | 25          | 35            | 20         | 25         | 315      | 40    | 262            | 87          | 152               | 203          |
|                           | 13%   | 8%              | 15%        | 15%        | 13%       | 13%       | 13%         | 16%           | 17%        | 8%         | 13%      | 11%   | 15%            | 9%          | 11%               | 15%          |
|                           |       |                 | ai         | ai         | i         | i         | i           | ai            | ai         |            |          |       | m              |             |                   | n            |
|                           |       | 8%              | 17%        | 9%         | 8%        | 9%        | 7%          | 10%           | 6%         | 7%         | 89%      | 11%   | 74%            | 24%         | 43%               | 57%          |
| PlayStation Now           | 301   | 46              | 41         | 14         | 22        | 24        | 28          | 22            | 10         | 37         | 271      | 30    | 219            | 79          | 116               | 185          |
|                           | 11%   | 14%             | 11%        | 7%         | 11%       | 9%        | 14%         | 10%           | 9%         | 12%        | 12%      | 8%    | 13%            | 9%          | 9%                | 13%          |
|                           |       | c               |            |            |           |           | ch          |               |            | c          | k        |       | m              |             |                   | n            |
|                           |       | 15%             | 14%        | 5%         | 7%        | 8%        | 9%          | 7%            | 3%         | 12%        | 90%      | 10%   | 73%            | 26%         | 39%               | 61%          |
| Steam                     | 279   | 38              | 39         | 20         | 28        | 22        | 23          | 24            | 13         | 24         | 250      | 30    | 199            | 74          | 136               | 143          |
|                           | 10%   | 11%             | 10%        | 9%         | 14%       | 9%        | 12%         | 11%           | 10%        | 8%         | 11%      | 8%    | 12%            | 8%          | 10%               | 10%          |
|                           |       |                 |            |            | i         |           |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 13%             | 14%        | 7%         | 10%       | 8%        | 8%          | 8%            | 4%         | 9%         | 89%      | 11%   | 71%            | 27%         | 49%               | 51%          |
| Twitch                    | 176   | 29              | 35         | 15         | 9         | 14        | 10          | 12            | 7          | 20         | 161      | 15    | 117            | 56          | 71                | 105          |
|                           | 6%    | 9%              | 9%         | 7%         | 4%        | 6%        | 5%          | 5%            | 6%         | 6%         | 7%       | 4%    | 7%             | 6%          | 5%                | 8%           |
|                           |       | d               | df         |            |           |           |             |               |            |            | k        |       |                |             |                   | n            |
|                           |       | 17%             | 20%        | 9%         | 5%        | 8%        | 5%          | 7%            | 4%         | 12%        | 91%      | 9%    | 66%            | 31%         | 41%               | 59%          |
| Apple Arcade              | 61    | 6               | 13         | 4          | 7         | 2         | 10          | 3             | 2          | 5          | 57       | 4     | 49             | 11          | 23                | 38           |
|                           | 2%    | 2%              | 3%         | 2%         | 3%        | 1%        | 5%          | 1%            | 2%         | 2%         | 2%       | 1%    | 3%             | 1%          | 2%                | 3%           |
|                           |       |                 | e          |            | e         |           | aceghi      |               |            |            |          |       | m              |             |                   | n            |
|                           |       | 9%              | 21%        | 6%         | 12%       | 4%        | 16%         | 5%            | 4%         | 8%         | 93%      | 7%    | 79%            | 19%         | 38%               | 62%          |
| Google Stadia             | 29    | *               | 10         | *          | 4         | 2         | 2           | 3             | 1          | 3          | 25       | 4     | 20             | 8           | 11                | 18           |
|                           | 1%    | *%              | 3%         | *%         | 2%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       |                 | ac         |            | ac        |           |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 2%              | 34%        | 1%         | 12%       | 8%        | 8%          | 11%           | 2%         | 10%        | 87%      | 13%   | 69%            | 26%         | 39%               | 61%          |
| Amazon Luna               | 10    | -               | 2          | 1          | 1         | 3         | 1           | -             | *          | 2          | 9        | 1     | 6              | 3           | 3                 | 7            |
|                           | *%    | -%              | *%         | 1%         | *%        | 1%        | 1%          | -%            | *%         | 1%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                           |       | -%              | 18%        | 13%        | 8%        | 27%       | 12%         | -%            | 3%         | 19%        | 92%      | 8%    | 59%            | 34%         | 31%               | 69%          |
| ANY OF THESE              | 819   | 103             | 118        | 57         | 68        | 71        | 67          | 69            | 38         | 84         | 731      | 87    | 597            | 207         | 353               | 466          |
|                           | 30%   | 30%             | 31%        | 26%        | 33%       | 28%       | 35%         | 32%           | 31%        | 26%        | 31%      | 23%   | 35%            | 22%         | 26%               | 34%          |
|                           |       |                 |            |            |           |           | ci          |               |            |            | k        |       | m              |             |                   | n            |
|                           |       | 13%             | 14%        | 7%         | 8%        | 9%        | 8%          | 8%            | 5%         | 10%        | 89%      | 11%   | 73%            | 25%         | 43%               | 57%          |

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |          | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|----------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL    | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k        | l              | m           | n                 | o            |
| Unweighted total          | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117     | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505      | 1968           | 1266        | 1591              | 1706         |
| Total                     | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372      | 1695           | 931         | 1354              | 1373         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%      | 62%            | 34%         | 50%               | 50%          |
| None of these             | 1752  | 214             | 242        | 155        | 131       | 168       | 114         | 141           | 77         | 206        | 1480     | 272      | 1021           | 673         | 945               | 807          |
|                           | 64%   | 63%             | 62%        | 70%<br>bf  | 63%       | 67%       | 59%         | 65%           | 64%        | 64%        | 63%      | 73%<br>j | 60%            | 72%<br>l    | 70%<br>o          | 59%          |
|                           |       | 12%             | 14%        | 9%         | 7%        | 10%       | 6%          | 8%            | 4%         | 12%        | 84%      | 16%      | 58%            | 38%         | 54%               | 46%          |
| Don't know                | 157   | 25              | 28         | 10         | 10        | 14        | 12          | 6             | 7          | 30         | 144      | 13       | 78             | 51          | 56                | 100          |
|                           | 6%    | 7%              | 7%         | 4%         | 5%        | 5%        | 6%          | 3%            | 5%         | 9%<br>cdg  | 6%<br>k  | 3%       | 5%             | 5%          | 4%                | 7%<br>n      |
|                           |       | g               | g          |            |           |           | g           |               |            | cdg        | k        |          |                |             |                   | n            |
|                           |       | 16%             | 18%        | 6%         | 6%        | 9%        | 8%          | 4%            | 4%         | 19%        | 92%      | 8%       | 50%            | 33%         | 36%               | 64%          |

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                    |                        |
| Unweighted total          | 4805  | 2292                 | 1983                 | 3752                  | 3860      | 2105               | 4617                   |
| Effective Weighted Sample | 3295  | 1574                 | 1368                 | 2622                  | 2677      | 1471               | 3193                   |
| Total                     | 2727  | 1297                 | 1118                 | 2110                  | 2174      | 1176               | 2595                   |
|                           |       | 48%                  | 41%                  | 77%                   | 80%       | 43%                | 95%                    |
| Xbox Games Pass           | 355   | 186                  | 139                  | 285                   | 322       | 188                | 345                    |
|                           | 13%   | 14%                  | 12%                  | 14%                   | 15%       | 16%                | 13%                    |
|                           |       |                      |                      |                       | b         | bcf                |                        |
|                           |       | 52%                  | 39%                  | 80%                   | 91%       | 53%                | 97%                    |
| PlayStation Now           | 301   | 158                  | 109                  | 244                   | 283       | 171                | 294                    |
|                           | 11%   | 12%                  | 10%                  | 12%                   | 13%       | 15%                | 11%                    |
|                           |       | b                    |                      |                       | bf        | bcf                |                        |
|                           |       | 52%                  | 36%                  | 81%                   | 94%       | 57%                | 97%                    |
| Steam                     | 279   | 118                  | 96                   | 208                   | 258       | 173                | 276                    |
|                           | 10%   | 9%                   | 9%                   | 10%                   | 12%       | 15%                | 11%                    |
|                           |       |                      |                      |                       | abc       | abcdf              | b                      |
|                           |       | 42%                  | 34%                  | 74%                   | 92%       | 62%                | 99%                    |
| Twitch                    | 176   | 75                   | 59                   | 128                   | 166       | 114                | 173                    |
|                           | 6%    | 6%                   | 5%                   | 6%                    | 8%        | 10%                | 7%                     |
|                           |       |                      |                      |                       | abc       | abcdf              |                        |
|                           |       | 43%                  | 33%                  | 72%                   | 94%       | 65%                | 98%                    |
| Apple Arcade              | 61    | 36                   | 16                   | 54                    | 60        | 33                 | 60                     |
|                           | 2%    | 3%                   | 1%                   | 3%                    | 3%        | 3%                 | 2%                     |
|                           |       | b                    |                      | b                     | b         | b                  |                        |
|                           |       | 59%                  | 26%                  | 89%                   | 98%       | 54%                | 98%                    |
| Google Stadia             | 29    | 10                   | 14                   | 22                    | 23        | 11                 | 27                     |
|                           | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                           |       | 34%                  | 47%                  | 77%                   | 78%       | 37%                | 96%                    |
| Amazon Luna               | 10    | 5                    | 4                    | 9                     | 9         | 4                  | 9                      |
|                           | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                           |       | 47%                  | 42%                  | 86%                   | 86%       | 44%                | 93%                    |
| ANY OF THESE              | 819   | 390                  | 302                  | 633                   | 747       | 452                | 800                    |
|                           | 30%   | 30%                  | 27%                  | 30%                   | 34%       | 38%                | 31%                    |
|                           |       |                      |                      | b                     | abcf      | abcdf              | b                      |
|                           |       | 48%                  | 37%                  | 77%                   | 91%       | 55%                | 98%                    |
| None of these             | 1752  | 839                  | 779                  | 1378                  | 1316      | 672                | 1670                   |
|                           | 64%   | 65%                  | 70%                  | 65%                   | 61%       | 57%                | 64%                    |
|                           |       | de                   | acdef                | de                    | e         |                    | de                     |
|                           |       | 48%                  | 44%                  | 79%                   | 75%       | 38%                | 95%                    |

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | TV SERVICES |                 |                 |                  |      |  | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|---------------------------|-------------|-----------------|-----------------|------------------|------|--|--------------------------|-------------------|
|                           | Total       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD |  |                          |                   |
| Significance Level: 95%   |             | a               | b               | c                | d    |  | e                        | f                 |
| Unweighted total          | 4805        | 2292            | 1983            | 3752             | 3860 |  | 2105                     | 4617              |
| Effective Weighted Sample | 3295        | 1574            | 1368            | 2622             | 2677 |  | 1471                     | 3193              |
| Total                     | 2727        | 1297            | 1118            | 2110             | 2174 |  | 1176                     | 2595              |
|                           |             | 48%             | 41%             | 77%              | 80%  |  | 43%                      | 95%               |
| Don't know                | 157         | 68              | 37              | 99               | 110  |  | 53                       | 126               |
|                           | 6%          | 5%              | 3%              | 5%               | 5%   |  | 4%                       | 5%                |
|                           |             | b               |                 | b                | b    |  |                          | b                 |
|                           |             | 43%             | 24%             | 63%              | 71%  |  | 34%                      | 80%               |

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

|                                                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |      |     |      | NATION      |              |       |     |
|-------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|------------------|------------------|------|--------------|------|-----|------|-------------|--------------|-------|-----|
|                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%                                     |       | a      | b      | c         | d     | e     | f    | g                | h                | i                | j    | k            | l    | m   | n    | o           | p            | q     | r   |
| Unweighted total                                            | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417              | 678              | 2198 | 1379         | 1694 | 634 | 1268 | 3385        | 564          | 623   | 661 |
| Effective Weighted Sample                                   | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277              | 455              | 1528 | 983          | 1230 | 442 | 886  | 2753        | 329          | 413   | 543 |
| Total                                                       | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251              | 363              | 1268 | 797          | 771  | 507 | 731  | 2490        | 270          | 150   | 90  |
|                                                             |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%               | 12%              | 42%  | 27%          | 26%  | 17% | 24%  | 83%         | 9%           | 5%    | 3%  |
| Yes - can use to make and receive calls                     | 1820  | 865    | 934    | 93        | 156   | 580   | 952  | 102              | 149              | 245              | 754  | 559          | 383  | 315 | 458  | 1501        | 169          | 96    | 54  |
|                                                             | 61%   | 62%    | 61%    | 32%       | 27%   | 62%   | 86%  | 53%              | 59%              | 67%              | 59%  | 70%          | 50%  | 62% | 63%  | 60%         | 62%          | 64%   | 60% |
|                                                             |       |        |        |           |       | cd    | cde  |                  |                  | ghj              |      | lmn          |      | l   | l    |             |              |       |     |
|                                                             |       | 48%    | 51%    | 5%        | 9%    | 32%   | 52%  | 6%               | 8%               | 13%              | 41%  | 31%          | 21%  | 17% | 25%  | 82%         | 9%           | 5%    | 3%  |
| Yes - can receive but not make calls/<br>incoming only      | 52    | 24     | 27     | 4         | 10    | 21    | 16   | 2                | 7                | 5                | 16   | 11           | 6    | 9   | 23   | 44          | 5            | 2     | 1   |
|                                                             | 2%    | 2%     | 2%     | 1%        | 2%    | 2%    | 1%   | 1%               | 3%               | 1%               | 1%   | 1%           | 1%   | 2%  | 3%   | 2%          | 2%           | 1%    | 1%  |
|                                                             |       |        |        |           |       |       |      |                  | j                |                  |      |              |      |     | kl   |             |              |       |     |
|                                                             |       | 46%    | 52%    | 7%        | 19%   | 42%   | 32%  | 5%               | 14%              | 10%              | 30%  | 21%          | 11%  | 17% | 45%  | 84%         | 10%          | 4%    | 2%  |
| Yes, but line not working properly/ needs to<br>be repaired | 77    | 34     | 40     | 10        | 19    | 28    | 17   | 5                | 6                | 10               | 36   | 16           | 22   | 16  | 17   | 71          | 2            | 2     | 1   |
|                                                             | 3%    | 2%     | 3%     | 3%        | 3%    | 3%    | 2%   | 3%               | 2%               | 3%               | 3%   | 2%           | 3%   | 3%  | 2%   | 3%          | 1%           | 1%    | 2%  |
|                                                             |       |        |        | f         | f     | f     |      |                  |                  |                  |      |              |      |     |      | p           |              |       |     |
|                                                             |       | 44%    | 52%    | 13%       | 25%   | 36%   | 22%  | 7%               | 7%               | 14%              | 47%  | 21%          | 29%  | 21% | 22%  | 92%         | 3%           | 3%    | 2%  |
| No, do not have landline phone                              | 989   | 446    | 519    | 168       | 389   | 297   | 116  | 79               | 89               | 102              | 452  | 207          | 352  | 160 | 218  | 819         | 91           | 48    | 32  |
|                                                             | 33%   | 32%    | 34%    | 58%       | 66%   | 32%   | 10%  | 41%              | 35%              | 28%              | 36%  | 26%          | 46%  | 32% | 30%  | 33%         | 34%          | 32%   | 35% |
|                                                             |       |        |        | ef        | cef   | f     |      | i                | i                |                  | i    |              | kmn  | k   |      |             |              |       |     |
|                                                             |       | 45%    | 52%    | 17%       | 39%   | 30%   | 12%  | 8%               | 9%               | 10%              | 46%  | 21%          | 36%  | 16% | 22%  | 83%         | 9%           | 5%    | 3%  |
| Don't know                                                  | 59    | 26     | 19     | 16        | 13    | 13    | 5    | 2                | -                | 1                | 10   | 3            | 7    | 7   | 12   | 52          | 3            | 2     | 2   |
|                                                             | 2%    | 2%     | 1%     | 6%        | 2%    | 1%    | *%   | 1%               | -%               | *%               | 1%   | *%           | 1%   | 1%  | 2%   | 2%          | 1%           | 2%    | 2%  |
|                                                             |       |        |        | def       | f     | f     |      |                  |                  |                  |      |              |      | k   | k    |             |              |       |     |
|                                                             |       | 44%    | 32%    | 27%       | 21%   | 22%   | 8%   | 3%               | -%               | 2%               | 17%  | 6%           | 12%  | 12% | 21%  | 88%         | 5%           | 4%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]                                  | 4     | 1      | 3      | -         | -     | -     | 4    | 3                | -                | -                | 1    | -            | 1    | -   | 3    | 4           | -            | -     | -   |
|                                                             | *%    | *%     | *%     | -%        | -%    | -%    | *%   | 1%               | -%               | -%               | *%   | -%           | *%   | -%  | *%   | *%          | -%           | -%    | -%  |
|                                                             |       |        |        |           |       |       | e    | ij               |                  |                  |      |              |      |     |      |             |              |       |     |
|                                                             |       | 33%    | 67%    | -%        | -%    | -%    | 100% | 67%              | -%               | -%               | 33%  | -%           | 33%  | -%  | 67%  | 100%        | -%           | -%    | -%  |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

|                                  | Total       | GENDER      |             | AGE GROUP  |            |            |             | HOUSEHOLD INCOME |              |              |              | SOCIAL GROUP |            |            |            | NATION      |            |            |           |
|----------------------------------|-------------|-------------|-------------|------------|------------|------------|-------------|------------------|--------------|--------------|--------------|--------------|------------|------------|------------|-------------|------------|------------|-----------|
|                                  |             | MALE        | FEMALE      | 16-24      | 25-34      | 35-54      | 55+         | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+         | AB           | C1         | C2         | DE         | ENG LAND    | SCOT LAND  | WALES      | NI        |
|                                  |             | a           | b           | c          | d          | e          | f           | g                | h            | i            | j            | k            | l          | m          | n          | o           | p          | q          | r         |
| Significance Level: 95%          |             |             |             |            |            |            |             |                  |              |              |              |              |            |            |            |             |            |            |           |
| Effective Weighted Sample        | 3539        | 1665        | 1824        | 368        | 675        | 1171       | 1269        | 241              | 277          | 455          | 1528         | 983          | 1230       | 442        | 886        | 2753        | 329        | 413        | 543       |
| <b>HOUSEHOLD PHONE OWNERSHIP</b> |             |             |             |            |            |            |             |                  |              |              |              |              |            |            |            |             |            |            |           |
| FIXED ONLY                       | 37<br>1%    | 14<br>1%    | 16<br>1%    | *<br>*%    | 1<br>*%    | 2<br>*%    | 26<br>2%    | 12<br>6%         | 5<br>2%      | 2<br>1%      | 1<br>*%      | 3<br>*%      | 2<br>*%    | 3<br>1%    | 17<br>2%   | 32<br>1%    | 2<br>1%    | 2<br>1%    | 2<br>2%   |
|                                  |             |             |             |            |            |            | cde         | hij              | j            | j            |              |              |            |            | klm        |             |            |            |           |
|                                  |             | 36%         | 44%         | *%         | 3%         | 4%         | 71%         | 31%              | 14%          | 6%           | 2%           | 7%           | 5%         | 9%         | 47%        | 86%         | 6%         | 4%         | 4%        |
| FIXED & MOBILE                   | 1908<br>64% | 908<br>65%  | 983<br>64%  | 107<br>37% | 184<br>31% | 627<br>67% | 956<br>86%  | 98<br>51%        | 157<br>63%   | 258<br>71%   | 804<br>63%   | 584<br>73%   | 409<br>53% | 337<br>66% | 480<br>66% | 1581<br>63% | 174<br>64% | 98<br>65%  | 55<br>61% |
|                                  |             |             |             |            |            | cd         | cde         |                  | g            | ghj          | g            | lmn          |            | l          | l          |             |            |            |           |
|                                  |             | 48%         | 52%         | 6%         | 10%        | 33%        | 50%         | 5%               | 8%           | 14%          | 42%          | 31%          | 21%        | 18%        | 25%        | 83%         | 9%         | 5%         | 3%        |
| MOBILE ONLY                      | 1013<br>34% | 456<br>33%  | 532<br>35%  | 178<br>61% | 392<br>67% | 305<br>32% | 116<br>10%  | 80<br>41%        | 89<br>35%    | 103<br>28%   | 461<br>36%   | 208<br>26%   | 355<br>46% | 167<br>33% | 225<br>31% | 839<br>34%  | 93<br>35%  | 49<br>32%  | 32<br>35% |
|                                  |             |             |             | ef         | ef         | f          |             | i                | i            |              | i            |              | kmn        | k          | k          |             |            |            |           |
|                                  |             | 45%         | 53%         | 18%        | 39%        | 30%        | 11%         | 8%               | 9%           | 10%          | 46%          | 21%          | 35%        | 17%        | 22%        | 83%         | 9%         | 5%         | 3%        |
| ALL FIXED                        | 1948<br>65% | 922<br>66%  | 1001<br>65% | 107<br>37% | 185<br>32% | 629<br>67% | 985<br>89%  | 110<br>57%       | 162<br>65%   | 260<br>72%   | 805<br>63%   | 587<br>74%   | 411<br>53% | 340<br>67% | 498<br>68% | 1615<br>65% | 176<br>65% | 100<br>67% | 56<br>63% |
|                                  |             |             |             |            |            | cd         | cde         |                  |              | ghj          | g            | lmn          |            | l          | l          |             |            |            |           |
|                                  |             | 47%         | 51%         | 5%         | 10%        | 32%        | 51%         | 6%               | 8%           | 13%          | 41%          | 30%          | 21%        | 17%        | 26%        | 83%         | 9%         | 5%         | 3%        |
| ALL MOBILE                       | 2924<br>97% | 1365<br>98% | 1517<br>98% | 285<br>98% | 576<br>98% | 931<br>99% | 1077<br>97% | 181<br>93%       | 246<br>98%   | 361<br>99%   | 1267<br>100% | 792<br>99%   | 765<br>99% | 504<br>99% | 708<br>97% | 2423<br>97% | 267<br>99% | 147<br>98% | 87<br>96% |
|                                  |             |             |             |            |            | cdf        |             |                  | g            | g            | gh           | n            | n          | n          |            |             | r          |            |           |
|                                  |             | 47%         | 52%         | 10%        | 20%        | 32%        | 37%         | 6%               | 8%           | 12%          | 43%          | 27%          | 26%        | 17%        | 24%        | 83%         | 9%         | 5%         | 3%        |
| NEITHER                          | 35<br>1%    | 16<br>1%    | 6<br>*%     | 6<br>2%    | 9<br>2%    | 5<br>*%    | 5<br>*%     | 1<br>1%          | -<br>-%      | -<br>-%      | 1<br>*%      | 3<br>*%      | 4<br>1%    | -<br>-%    | 5<br>1%    | 32<br>1%    | 1<br>*%    | 1<br>1%    | 2<br>2%   |
|                                  |             | b           |             | ef         | ef         |            |             |                  |              |              |              |              |            |            |            |             |            | p          |           |
|                                  |             | 46%         | 16%         | 18%        | 26%        | 13%        | 13%         | 3%               | -%           | -%           | 2%           | 8%           | 11%        | -%         | 15%        | 90%         | 1%         | 4%         | 5%        |
| ALL FIXED PLUS BB RENTAL         | 2492<br>83% | 1170<br>84% | 1282<br>83% | 167<br>57% | 419<br>71% | 814<br>87% | 1040<br>94% | 145<br>75%       | 205<br>82%   | 323<br>89%   | 1092<br>86%  | 726<br>91%   | 608<br>79% | 426<br>84% | 602<br>82% | 2053<br>82% | 230<br>85% | 132<br>88% | 76<br>84% |
|                                  |             |             |             |            | c          | cd         | cde         |                  |              | gh           | g            | lmn          |            | l          | l          |             |            | o          |           |
|                                  |             | 47%         | 51%         | 7%         | 17%        | 33%        | 42%         | 6%               | 8%           | 13%          | 44%          | 29%          | 24%        | 17%        | 24%        | 82%         | 9%         | 5%         | 3%        |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

|                                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                         | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                    | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                          |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Yes - can use to make and receive calls                  | 1820  | 191             | 285        | 173        | 126       | 162       | 134         | 139           | 74         | 217        | 1508     | 311   | 975            | 792         | 1046              | 773          |
|                                                          | 61%   | 53%             | 65%        | 69%        | 57%       | 58%       | 64%         | 58%           | 57%        | 60%        | 58%      | 76%   | 56%            | 70%         | 70%               | 51%          |
|                                                          |       |                 | ade        | deghi      |           |           | a           |               |            |            | j        |       | l              |             | o                 |              |
|                                                          |       | 10%             | 16%        | 10%        | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 83%      | 17%   | 54%            | 44%         | 57%               | 43%          |
| Yes - can receive but not make calls/ incoming only      | 52    | 8               | 6          | 5          | 6         | 6         | 3           | 3             | *          | 6          | 44       | 8     | 22             | 27          | 21                | 31           |
|                                                          | 2%    | 2%              | 1%         | 2%         | 3%        | 2%        | 2%          | 1%            | 1%         | 2%         | 2%       | 2%    | 1%             | 2%          | 1%                | 2%           |
|                                                          |       | h               |            |            | h         | h         |             |               |            |            |          |       | l              |             |                   |              |
|                                                          |       | 16%             | 12%        | 9%         | 12%       | 11%       | 6%          | 6%            | 1%         | 12%        | 84%      | 16%   | 42%            | 51%         | 41%               | 59%          |
| Yes, but line not working properly/ needs to be repaired | 77    | 8               | 18         | 3          | 5         | 12        | 6           | 6             | 2          | 12         | 68       | 9     | 49             | 22          | 40                | 37           |
|                                                          | 3%    | 2%              | 4%         | 1%         | 2%        | 4%        | 3%          | 3%            | 1%         | 3%         | 3%       | 2%    | 3%             | 2%          | 3%                | 2%           |
|                                                          |       |                 | ch         |            |           | ch        |             |               |            |            |          |       |                |             |                   |              |
|                                                          |       | 11%             | 23%        | 4%         | 6%        | 15%       | 8%          | 8%            | 2%         | 16%        | 88%      | 12%   | 64%            | 29%         | 52%               | 48%          |
| No, do not have landline phone                           | 989   | 148             | 114        | 64         | 81        | 92        | 61          | 90            | 52         | 118        | 909      | 80    | 678            | 269         | 353               | 636          |
|                                                          | 33%   | 41%             | 26%        | 25%        | 37%       | 33%       | 29%         | 37%           | 40%        | 33%        | 35%      | 19%   | 39%            | 24%         | 24%               | 42%          |
|                                                          |       | bcefi           |            |            | bcf       |           |             | bcf           | bcf        |            | k        |       | m              |             | n                 |              |
|                                                          |       | 15%             | 12%        | 6%         | 8%        | 9%        | 6%          | 9%            | 5%         | 12%        | 92%      | 8%    | 69%            | 27%         | 36%               | 64%          |
| Don't know                                               | 59    | 4               | 9          | 6          | 3         | 10        | 6           | 2             | 3          | 9          | 55       | 4     | 20             | 18          | 25                | 34           |
|                                                          | 2%    | 1%              | 2%         | 2%         | 1%        | 4%        | 3%          | 1%            | 2%         | 3%         | 2%       | 1%    | 1%             | 2%          | 2%                | 2%           |
|                                                          |       |                 |            |            |           | ag        |             |               |            |            |          |       |                |             |                   |              |
|                                                          |       | 7%              | 16%        | 10%        | 5%        | 17%       | 10%         | 3%            | 4%         | 16%        | 93%      | 7%    | 33%            | 30%         | 42%               | 58%          |
| NOT ANSWERED [POSTAL ONLY]                               | 4     | -               | 3          | 1          | -         | -         | -           | -             | -          | -          | 4        | -     | -              | 4           | 4                 | -            |
|                                                          | 1%    | 0%              | 1%         | 0%         | 0%        | 0%        | 0%          | 0%            | 0%         | 0%         | 1%       | 0%    | 0%             | 1%          | 1%                | 0%           |
|                                                          |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                                          |       | 0%              | 78%        | 22%        | 0%        | 0%        | 0%          | 0%            | 0%         | 0%         | 100%     | 0%    | 0%             | 100%        | 100%              | 0%           |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
|                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Significance Level: 95%   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| HOUSEHOLD PHONE OWNERSHIP |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |
| FIXED ONLY                | 37    | 2               | 10         | 4          | 2         | 3         | 3           | 2             | 1          | 7          | 35       | 2     | 1              | 29          | 12                | 26          |
|                           | 1%    | 1%              | 2%         | 2%         | 1%        | 1%        | 1%          | 1%            | 1%         | 2%         | 1%       | 1%    | *              | 3%          | 1%                | 2%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   | n           |
|                           |       | 5%              | 26%        | 10%        | 5%        | 7%        | 7%          | 4%            | 3%         | 19%        | 94%      | 6%    | 4%             | 78%         | 32%               | 68%         |
| FIXED & MOBILE            | 1908  | 205             | 298        | 175        | 134       | 177       | 140         | 147           | 76         | 228        | 1581     | 326   | 1045           | 811         | 1095              | 813         |
|                           | 64%   | 57%             | 69%        | 70%        | 61%       | 63%       | 67%         | 61%           | 57%        | 63%        | 61%      | 79%   | 60%            | 72%         | 74%               | 54%         |
|                           |       |                 | adgh       | adgh       |           |           | ah          |               |            |            |          | j     |                | l           | o                 |             |
|                           |       | 11%             | 16%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 83%      | 17%   | 55%            | 43%         | 57%               | 43%         |
| MOBILE ONLY               | 1013  | 150             | 115        | 65         | 83        | 99        | 62          | 90            | 54         | 121        | 932      | 81    | 690            | 279         | 365               | 648         |
|                           | 34%   | 42%             | 26%        | 26%        | 38%       | 35%       | 29%         | 38%           | 41%        | 33%        | 36%      | 20%   | 40%            | 25%         | 25%               | 43%         |
|                           |       | bcfi            |            |            | bcf       | bc        |             | bcf           | bcfi       | bc         | k        |       | m              |             | n                 |             |
|                           |       | 15%             | 11%        | 6%         | 8%        | 10%       | 6%          | 9%            | 5%         | 12%        | 92%      | 8%    | 68%            | 28%         | 36%               | 64%         |
| ALL FIXED                 | 1948  | 207             | 308        | 181        | 136       | 180       | 143         | 148           | 77         | 235        | 1619     | 329   | 1046           | 840         | 1107              | 841         |
|                           | 65%   | 58%             | 71%        | 72%        | 62%       | 64%       | 68%         | 62%           | 58%        | 65%        | 63%      | 80%   | 60%            | 74%         | 74%               | 56%         |
|                           |       |                 | adegeh     | adegeh     |           |           | ah          |               |            |            |          | j     |                | l           | o                 |             |
|                           |       | 11%             | 16%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 83%      | 17%   | 54%            | 43%         | 57%               | 43%         |
| ALL MOBILE                | 2924  | 355             | 416        | 241        | 218       | 276       | 202         | 237           | 130        | 349        | 2517     | 407   | 1734           | 1094        | 1464              | 1460        |
|                           | 97%   | 99%             | 96%        | 96%        | 99%       | 98%       | 96%         | 99%           | 99%        | 96%        | 97%      | 99%   | 99%            | 97%         | 98%               | 97%         |
|                           |       | bcfi            |            |            | bcfi      |           |             | bc            | bc         |            |          | j     | m              |             | o                 |             |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 59%            | 37%         | 50%               | 50%         |
| NEITHER                   | 35    | 2               | 9          | 5          | -         | 3         | 5           | 2             | 1          | 6          | 33       | 3     | 8              | 8           | 13                | 23          |
|                           | 1%    | *               | 2%         | 2%         | -%        | 1%        | 2%          | 1%            | 1%         | 2%         | 1%       | 1%    | *              | 1%          | 1%                | 1%          |
|                           |       |                 | d          | d          |           |           | ad          |               |            | d          |          |       |                |             |                   |             |
|                           |       | 5%              | 26%        | 15%        | -%        | 8%        | 13%         | 5%            | 2%         | 17%        | 93%      | 7%    | 24%            | 22%         | 36%               | 64%         |
| ALL FIXED PLUS BB RENTAL  | 2492  | 277             | 369        | 217        | 181       | 221       | 174         | 196           | 106        | 312        | 2121     | 370   | 1464           | 955         | 1330              | 1162        |
|                           | 83%   | 77%             | 85%        | 86%        | 82%       | 79%       | 83%         | 82%           | 81%        | 86%        | 82%      | 90%   | 84%            | 84%         | 89%               | 77%         |
|                           |       |                 | ae         | ae         |           |           |             |               |            | ae         |          | j     |                |             | o                 |             |
|                           |       | 11%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 13%        | 85%      | 15%   | 59%            | 38%         | 53%               | 47%         |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

|                                                          | Total | TV SERVICES  |              |               |      |                   |               |
|----------------------------------------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                                                          |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                                                          |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%                                  |       |              |              |               |      |                   |               |
| Unweighted total                                         | 5233  | 2461         | 2214         | 3966          | 3991 | 2172              | 5004          |
| Effective Weighted Sample                                | 3539  | 1661         | 1497         | 2748          | 2752 | 1500              | 3413          |
| Total                                                    | 3000  | 1396         | 1269         | 2228          | 2243 | 1215              | 2832          |
|                                                          |       | 47%          | 42%          | 74%           | 75%  | 41%               | 94%           |
| Yes - can use to make and receive calls                  | 1820  | 985          | 867          | 1432          | 1321 | 680               | 1760          |
|                                                          | 61%   | 71%          | 68%          | 64%           | 59%  | 56%               | 62%           |
|                                                          |       | cdef         | cdef         | de            |      |                   | de            |
|                                                          |       | 54%          | 48%          | 79%           | 73%  | 37%               | 97%           |
| Yes - can receive but not make calls/ incoming only      | 52    | 25           | 20           | 33            | 40   | 21                | 50            |
|                                                          | 2%    | 2%           | 2%           | 1%            | 2%   | 2%                | 2%            |
|                                                          |       | 49%          | 38%          | 64%           | 78%  | 41%               | 96%           |
| Yes, but line not working properly/ needs to be repaired | 77    | 42           | 29           | 59            | 56   | 34                | 73            |
|                                                          | 3%    | 3%           | 2%           | 3%            | 2%   | 3%                | 3%            |
|                                                          |       | 55%          | 38%          | 77%           | 73%  | 45%               | 95%           |
| No, do not have landline phone                           | 989   | 335          | 343          | 684           | 803  | 467               | 919           |
|                                                          | 33%   | 24%          | 27%          | 31%           | 36%  | 38%               | 32%           |
|                                                          |       |              |              | ab            | abcf | abcf              | ab            |
|                                                          |       | 34%          | 35%          | 69%           | 81%  | 47%               | 93%           |
| Don't know                                               | 59    | 8            | 10           | 19            | 23   | 14                | 30            |
|                                                          | 2%    | 1%           | 1%           | 1%            | 1%   | 1%                | 1%            |
|                                                          |       | 14%          | 17%          | 33%           | 38%  | 23%               | 50%           |
| NOT ANSWERED [POSTAL ONLY]                               | 4     | -            | 1            | -             | -    | -                 | 1             |
|                                                          | *%    | -%           | *%           | -%            | -%   | -%                | *%            |
|                                                          |       | -%           | 22%          | -%            | -%   | -%                | 22%           |
| <b>HOUSEHOLD PHONE OWNERSHIP</b>                         |       |              |              |               |      |                   |               |
| FIXED ONLY                                               | 37    | 4            | 20           | 10            | 5    | 4                 | 24            |
|                                                          | 1%    | *%           | 2%           | *%            | *%   | *%                | 1%            |
|                                                          |       |              | acdef        |               |      |                   | ade           |
|                                                          |       | 10%          | 54%          | 27%           | 12%  | 11%               | 65%           |

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

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

Base : All respondents

|                           | Total | TV SERVICES  |              |               |      |                   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
| Significance Level: 95%   |       | a            | b            | c             | d    | e                 | f             |
| Effective Weighted Sample | 3539  | 1661         | 1497         | 2748          | 2752 | 1500              | 3413          |
| FIXED & MOBILE            | 1908  | 1048         | 894          | 1513          | 1412 | 731               | 1857          |
|                           | 64%   | 75%          | 70%          | 68%           | 63%  | 60%               | 66%           |
|                           |       | bcdef        | def          | de            |      |                   | de            |
|                           |       | 55%          | 47%          | 79%           | 74%  | 38%               | 97%           |
| MOBILE ONLY               | 1013  | 341          | 351          | 700           | 821  | 480               | 942           |
|                           | 34%   | 24%          | 28%          | 31%           | 37%  | 40%               | 33%           |
|                           |       |              | a            | ab            | abcf | abcf              | ab            |
|                           |       | 34%          | 35%          | 69%           | 81%  | 47%               | 93%           |
| ALL FIXED                 | 1948  | 1052         | 915          | 1524          | 1417 | 735               | 1882          |
|                           | 65%   | 75%          | 72%          | 68%           | 63%  | 60%               | 66%           |
|                           |       | bcdef        | cdef         | de            |      |                   | de            |
|                           |       | 54%          | 47%          | 78%           | 73%  | 38%               | 97%           |
| ALL MOBILE                | 2924  | 1390         | 1245         | 2213          | 2232 | 1211              | 2799          |
|                           | 97%   | 100%         | 98%          | 99%           | 99%  | 100%              | 99%           |
|                           |       | bf           |              | bf            | bf   | bf                | b             |
|                           |       | 48%          | 43%          | 76%           | 76%  | 41%               | 96%           |
| NEITHER                   | 35    | 2            | 3            | 3             | 5    | *                 | 7             |
|                           | 1%    | *%           | *%           | *%            | *%   | *%                | *%            |
|                           |       | 6%           | 8%           | 8%            | 15%  | *%                | 20%           |
| ALL FIXED PLUS BB RENTAL  | 2492  | 1290         | 1098         | 1956          | 1896 | 1004              | 2408          |
|                           | 83%   | 92%          | 87%          | 88%           | 85%  | 83%               | 85%           |
|                           |       | bcdef        | e            | def           |      |                   | e             |
|                           |       | 52%          | 44%          | 78%           | 76%  | 40%               | 97%           |

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

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

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

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total          | 1791  | 819    | 921    | 343       | 646   | 555   | 206 | 162              | 145              | 201              | 775  | 338          | 752 | 206 | 396 | 1207        | 159          | 188   | 237 |
| Effective Weighted Sample | 1246  | 565    | 652    | 235       | 460   | 388   | 136 | 109              | 101              | 138              | 561  | 244          | 563 | 149 | 291 | 975         | 110          | 133   | 192 |
| Total                     | 1048  | 472    | 538    | 185       | 401   | 309   | 121 | 81               | 89               | 103              | 462  | 210          | 359 | 167 | 230 | 871         | 94           | 50    | 34  |
|                           |       | 45%    | 51%    | 18%       | 38%   | 30%   | 12% | 8%               | 8%               | 10%              | 44%  | 20%          | 34% | 16% | 22% | 83%         | 9%           | 5%    | 3%  |
| Yes                       | 544   | 248    | 281    | 61        | 234   | 185   | 55  | 36               | 43               | 64               | 287  | 139          | 197 | 86  | 104 | 437         | 54           | 32    | 20  |
|                           | 52%   | 53%    | 52%    | 33%       | 58%   | 60%   | 46% | 44%              | 49%              | 62%              | 62%  | 66%          | 55% | 51% | 45% | 50%         | 58%          | 65%   | 58% |
|                           |       |        |        | cf        | cf    | cf    | c   |                  |                  | gh               | gh   | lmn          | n   |     |     |             |              | o     | o   |
|                           |       | 46%    | 52%    | 11%       | 43%   | 34%   | 10% | 7%               | 8%               | 12%              | 53%  | 26%          | 36% | 16% | 19% | 80%         | 10%          | 6%    | 4%  |
| No                        | 395   | 186    | 203    | 87        | 136   | 101   | 62  | 41               | 36               | 35               | 147  | 64           | 125 | 73  | 105 | 342         | 29           | 13    | 11  |
|                           | 38%   | 39%    | 38%    | 47%       | 34%   | 33%   | 51% | 51%              | 41%              | 34%              | 32%  | 30%          | 35% | 43% | 46% | 39%         | 31%          | 27%   | 32% |
|                           |       |        |        | de        |       |       | de  | ij               |                  |                  |      |              |     | kl  | kl  | q           |              |       |     |
|                           |       | 47%    | 51%    | 22%       | 34%   | 26%   | 16% | 10%              | 9%               | 9%               | 37%  | 16%          | 32% | 18% | 27% | 87%         | 7%           | 3%    | 3%  |
| Don't know                | 109   | 38     | 54     | 37        | 31    | 24    | 4   | 4                | 9                | 4                | 28   | 8            | 38  | 9   | 21  | 91          | 11           | 4     | 3   |
|                           | 10%   | 8%     | 10%    | 20%       | 8%    | 8%    | 3%  | 5%               | 10%              | 4%               | 6%   | 4%           | 10% | 5%  | 9%  | 10%         | 12%          | 8%    | 10% |
|                           |       |        |        | def       |       |       |     |                  |                  |                  |      |              | k   | k   |     |             |              |       |     |
|                           |       | 35%    | 49%    | 33%       | 29%   | 22%   | 4%  | 4%               | 8%               | 4%               | 26%  | 7%           | 34% | 8%  | 20% | 83%         | 10%          | 4%    | 3%  |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

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

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | ~c         | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 1791  | 161             | 139        | 99         | 132       | 134       | 117         | 148           | 147        | 130        | 1520     | 271   | 1169           | 550         | 625               | 1166        |
| Effective Weighted Sample | 1246  | 142             | 113        | 84         | 116       | 116       | 102         | 126           | 125        | 116        | 1135     | 112   | 829            | 390         | 418               | 831         |
| Total                     | 1048  | 152             | 124        | 70         | 83        | 102       | 66          | 92            | 55         | 127        | 964      | 84    | 698            | 287         | 378               | 670         |
|                           |       | 14%             | 12%        | **         | 8%        | 10%       | 6%          | 9%            | 5%         | 12%        | 92%      | 8%    | 67%            | 27%         | 36%               | 64%         |
| Yes                       | 544   | 70              | 61         | **         | 44        | 42        | 31          | 48            | 30         | 77         | 502      | 42    | 418            | 115         | 222               | 321         |
|                           | 52%   | 46%             | 49%        | **         | 53%       | 41%       | 47%         | 52%           | 54%        | 60%        | 52%      | 50%   | 60%            | 40%         | 59%               | 48%         |
|                           |       |                 |            |            |           |           |             |               | e          | aef        |          |       | m              |             | o                 |             |
|                           |       | 13%             | 11%        | **         | 8%        | 8%        | 6%          | 9%            | 5%         | 14%        | 92%      | 8%    | 77%            | 21%         | 41%               | 59%         |
| No                        | 395   | 74              | 46         | **         | 35        | 43        | 25          | 40            | 22         | 29         | 359      | 36    | 233            | 135         | 111               | 284         |
|                           | 38%   | 49%             | 37%        | **         | 42%       | 42%       | 38%         | 43%           | 39%        | 23%        | 37%      | 43%   | 33%            | 47%         | 29%               | 42%         |
|                           |       | i               | i          |            | i         | i         | i           | i             | i          |            |          |       | l              |             | n                 |             |
|                           |       | 19%             | 12%        | **         | 9%        | 11%       | 6%          | 10%           | 5%         | 7%         | 91%      | 9%    | 59%            | 34%         | 28%               | 72%         |
| Don't know                | 109   | 8               | 17         | **         | 4         | 17        | 10          | 4             | 4          | 21         | 104      | 6     | 47             | 37          | 44                | 65          |
|                           | 10%   | 5%              | 14%        | **         | 5%        | 17%       | 15%         | 5%            | 7%         | 17%        | 11%      | 7%    | 7%             | 13%         | 12%               | 10%         |
|                           |       |                 | adg        |            |           | adgh      | adgh        |               |            | adgh       |          |       | l              |             |                   |             |
|                           |       | 8%              | 15%        | **         | 3%        | 16%       | 9%          | 4%            | 3%         | 19%        | 95%      | 5%    | 43%            | 34%         | 40%               | 60%         |

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

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

|                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total          | 1791  | 605             | 613             | 1226             | 1454 | 860                      | 1661              |
| Effective Weighted Sample | 1246  | 419             | 443             | 882              | 1035 | 615                      | 1182              |
| Total                     | 1048  | 343             | 353             | 703              | 826  | 480                      | 948               |
|                           |       | 33%             | 34%             | 67%              | 79%  | 46%                      | 90%               |
| Yes                       | 544   | 238             | 183             | 432              | 479  | 269                      | 526               |
|                           | 52%   | 69%             | 52%             | 61%              | 58%  | 56%                      | 55%               |
|                           |       | bcdef           |                 | bef              | b    |                          |                   |
|                           |       | 44%             | 34%             | 79%              | 88%  | 50%                      | 97%               |
| No                        | 395   | 85              | 146             | 218              | 281  | 171                      | 349               |
|                           | 38%   | 25%             | 41%             | 31%              | 34%  | 36%                      | 37%               |
|                           |       |                 | acd             | a                | a    | a                        | ac                |
|                           |       | 22%             | 37%             | 55%              | 71%  | 43%                      | 88%               |
| Don't know                | 109   | 20              | 24              | 54               | 67   | 40                       | 74                |
|                           | 10%   | 6%              | 7%              | 8%               | 8%   | 8%                       | 8%                |
|                           |       | 18%             | 22%             | 49%              | 61%  | 37%                      | 67%               |

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

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

Base : Those with a landline phone at home that can used to make and receive calls (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 2898  | 1411   | 1458   | 176       | 249   | 1031  | 1416 | 149              | 210          | 399          | 1285 | 942          | 816 | 359 | 674 | 1814     | 350       | 376   | 358 |
| Effective Weighted Sample | 1967  | 952    | 996    | 113       | 183   | 709   | 944  | 103              | 135          | 273          | 891  | 674          | 583 | 253 | 460 | 1516     | 190       | 250   | 300 |
| Total                     | 1616  | 778    | 822    | 93        | 155   | 565   | 788  | 75               | 120          | 215          | 725  | 537          | 356 | 286 | 375 | 1332     | 151       | 86    | 47  |
|                           |       | 48%    | 51%    | 6%        | 10%   | 35%   | 49%  | 5%               | 7%           | 13%          | 45%  | 33%          | 22% | 18% | 23% | 82%      | 9%        | 5%    | 3%  |
| Yes                       | 917   | 434    | 472    | 25        | 43    | 255   | 584  | 37               | 71           | 128          | 378  | 317          | 194 | 148 | 220 | 760      | 87        | 42    | 28  |
|                           | 57%   | 56%    | 57%    | 26%       | 28%   | 45%   | 74%  | 50%              | 59%          | 59%          | 52%  | 59%          | 55% | 52% | 59% | 57%      | 57%       | 49%   | 59% |
|                           |       |        |        |           |       | cd    | cde  |                  |              | j            |      | m            |     |     |     | q        |           |       | q   |
|                           |       | 47%    | 51%    | 3%        | 5%    | 28%   | 64%  | 4%               | 8%           | 14%          | 41%  | 35%          | 21% | 16% | 24% | 83%      | 9%        | 5%    | 3%  |
| No                        | 694   | 340    | 349    | 68        | 110   | 308   | 203  | 38               | 49           | 86           | 347  | 219          | 162 | 136 | 153 | 569      | 63        | 43    | 19  |
|                           | 43%   | 44%    | 42%    | 73%       | 71%   | 54%   | 26%  | 50%              | 41%          | 40%          | 48%  | 41%          | 45% | 48% | 41% | 43%      | 42%       | 51%   | 40% |
|                           |       |        |        | ef        | ef    | f     |      |                  |              | i            |      |              |     |     |     |          |           | or    |     |
|                           |       | 49%    | 50%    | 10%       | 16%   | 44%   | 29%  | 5%               | 7%           | 12%          | 50%  | 32%          | 23% | 20% | 22% | 82%      | 9%        | 6%    | 3%  |
| Don't know                | 5     | 4      | 1      | *         | 2     | 2     | 1    | *                | -            | 1            | *    | *            | *   | 1   | 2   | 3        | 1         | -     | *   |
|                           | *%    | 1%     | *%     | *%        | 1%    | *%    | *%   | *%               | -%           | 1%           | *%   | *%           | *%  | *%  | 1%  | *%       | 1%        | -%    | 1%  |
|                           |       |        |        |           | f     |       |      |                  |              |              |      |              |     |     |     |          |           |       |     |
|                           |       | 84%    | 15%    | 8%        | 37%   | 44%   | 12%  | 1%               | -%           | 27%          | 10%  | 1%           | 2%  | 27% | 39% | 67%      | 27%       | -%    | 6%  |

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

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

Base : Those with a landline phone at home that can used to make and receive calls (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 2898  | 182             | 265        | 215        | 194       | 185       | 215         | 207           | 163        | 188        | 2079     | 819   | 1560           | 1270        | 1718              | 1180        |
| Effective Weighted Sample | 1967  | 161             | 240        | 196        | 177       | 162       | 195         | 185           | 143        | 167        | 1594     | 378   | 1085           | 846         | 1133              | 834         |
| Total                     | 1616  | 178             | 246        | 151        | 117       | 142       | 119         | 120           | 66         | 193        | 1336     | 280   | 948            | 632         | 941               | 675         |
|                           |       | 11%             | 15%        | 9%         | 7%        | 9%        | 7%          | 7%            | 4%         | 12%        | 83%      | 17%   | 59%            | 39%         | 58%               | 42%         |
| Yes                       | 917   | 98              | 140        | 91         | 63        | 77        | 75          | 74            | 35         | 108        | 720      | 197   | 457            | 436         | 587               | 330         |
|                           | 57%   | 55%             | 57%        | 60%        | 54%       | 54%       | 63%         | 61%           | 53%        | 56%        | 54%      | 70%   | 48%            | 69%         | 62%               | 49%         |
|                           |       | 11%             | 15%        | 10%        | 7%        | 8%        | 8%          | 8%            | 4%         | 12%        | 79%      | 21%   | 50%            | 48%         | 64%               | 36%         |
| No                        | 694   | 79              | 104        | 60         | 53        | 64        | 44          | 47            | 31         | 85         | 611      | 83    | 489            | 194         | 353               | 342         |
|                           | 43%   | 44%             | 42%        | 40%        | 46%       | 45%       | 37%         | 39%           | 47%        | 44%        | 46%      | 30%   | 52%            | 31%         | 37%               | 51%         |
|                           |       | 11%             | 15%        | 9%         | 8%        | 9%        | 6%          | 7%            | 5%         | 12%        | 88%      | 12%   | 70%            | 28%         | 51%               | 49%         |
| Don't know                | 5     | *               | 1          | *          | -         | 1         | *           | -             | -          | -          | 5        | *     | 2              | 3           | 1                 | 4           |
|                           | *%    | *%              | 1%         | *%         | -%        | 1%        | *%          | -%            | -%         | -%         | *%       | *%    | *%             | *%          | *%                | 1%          |
|                           |       | 9%              | 27%        | 10%        | -%        | 16%       | 6%          | -%            | -%         | -%         | 97%      | 3%    | 44%            | 56%         | 21%               | 79%         |

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

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

Base : Those with a landline phone at home that can used to make and receive calls (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                               |                        |
| Unweighted total          | 2898  | 1602                 | 1353                 | 2414                  | 2271      | 1174                          | 2834                   |
| Effective Weighted Sample | 1967  | 1091                 | 914                  | 1657                  | 1544      | 802                           | 1923                   |
| Total                     | 1616  | 906                  | 758                  | 1339                  | 1272      | 651                           | 1578                   |
|                           |       | 56%                  | 47%                  | 83%                   | 79%       | 40%                           | 98%                    |
| Yes                       | 917   | 493                  | 468                  | 763                   | 672       | 315                           | 891                    |
|                           | 57%   | 54%                  | 62%                  | 57%                   | 53%       | 48%                           | 56%                    |
|                           |       | e                    | acdef                | de                    | e         |                               | de                     |
|                           |       | 54%                  | 51%                  | 83%                   | 73%       | 34%                           | 97%                    |
| No                        | 694   | 412                  | 289                  | 575                   | 597       | 335                           | 683                    |
|                           | 43%   | 45%                  | 38%                  | 43%                   | 47%       | 51%                           | 43%                    |
|                           |       | b                    |                      | b                     | bcd       | abdcf                         | b                      |
|                           |       | 59%                  | 42%                  | 83%                   | 86%       | 48%                           | 98%                    |
| Don't know                | 5     | *                    | 1                    | 1                     | 3         | 1                             | 3                      |
|                           | *%    | *%                   | *%                   | *%                    | *%        | *%                            | *%                     |
|                           |       | 8%                   | 21%                  | 24%                   | 60%       | 17%                           | 63%                    |

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

## QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

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

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4405  | 2108   | 2233   | 317       | 697   | 1481  | 1839 | 282              | 349          | 595          | 1911 | 1264         | 1349 | 537 | 1065 | 2789     | 490       | 556   | 570 |
| Effective Weighted Sample | 2974  | 1417   | 1520   | 213       | 508   | 1016  | 1199 | 184              | 229          | 398          | 1324 | 903          | 968  | 374 | 734  | 2292     | 280       | 369   | 474 |
| Total                     | 2492  | 1170   | 1282   | 167       | 419   | 814   | 1040 | 145              | 205          | 323          | 1092 | 726          | 608  | 426 | 602  | 2053     | 230       | 132   | 76  |
|                           |       | 47%    | 51%    | 7%        | 17%   | 33%   | 42%  | 6%               | 8%           | 13%          | 44%  | 29%          | 24%  | 17% | 24%  | 82%      | 9%        | 5%    | 3%  |
| BT                        | 739   | 356    | 376    | 51        | 100   | 194   | 375  | 30               | 50           | 104          | 339  | 261          | 184  | 105 | 152  | 602      | 70        | 37    | 30  |
|                           | 30%   | 30%    | 29%    | 30%       | 24%   | 24%   | 36%  | 20%              | 24%          | 32%          | 31%  | 36%          | 30%  | 25% | 25%  | 29%      | 30%       | 28%   | 39% |
|                           |       |        |        | e         |       |       | de   |                  |              | gh           | gh   | lmn          | mn   |     |      |          |           |       | opq |
|                           |       | 48%    | 51%    | 7%        | 14%   | 26%   | 51%  | 4%               | 7%           | 14%          | 46%  | 35%          | 25%  | 14% | 21%  | 81%      | 9%        | 5%    | 4%  |
| Virgin Media              | 501   | 236    | 260    | 48        | 85    | 173   | 193  | 24               | 42           | 56           | 234  | 135          | 118  | 111 | 114  | 418      | 55        | 16    | 11  |
|                           | 20%   | 20%    | 20%    | 29%       | 20%   | 21%   | 19%  | 16%              | 20%          | 17%          | 21%  | 19%          | 19%  | 26% | 19%  | 20%      | 24%       | 12%   | 15% |
|                           |       |        |        | def       |       |       |      |                  |              |              |      |              |      | klm |      | qr       | qr        |       |     |
|                           |       | 47%    | 52%    | 10%       | 17%   | 34%   | 38%  | 5%               | 8%           | 11%          | 47%  | 27%          | 24%  | 22% | 23%  | 83%      | 11%       | 3%    | 2%  |
| Sky                       | 443   | 197    | 242    | 15        | 88    | 178   | 157  | 33               | 33           | 60           | 193  | 122          | 97   | 88  | 117  | 346      | 44        | 38    | 14  |
|                           | 18%   | 17%    | 19%    | 9%        | 21%   | 22%   | 15%  | 23%              | 16%          | 18%          | 18%  | 17%          | 16%  | 21% | 19%  | 17%      | 19%       | 29%   | 19% |
|                           |       |        |        | cf        | cf    | c     |      |                  |              |              |      |              |      | l   |      |          |           | opr   |     |
|                           |       | 45%    | 55%    | 3%        | 20%   | 40%   | 35%  | 7%               | 8%           | 13%          | 44%  | 28%          | 22%  | 20% | 26%  | 78%      | 10%       | 9%    | 3%  |
| TalkTalk                  | 244   | 109    | 132    | 15        | 39    | 88    | 99   | 17               | 29           | 30           | 98   | 56           | 60   | 35  | 76   | 211      | 16        | 10    | 6   |
|                           | 10%   | 9%     | 10%    | 9%        | 9%    | 11%   | 9%   | 12%              | 14%          | 9%           | 9%   | 8%           | 10%  | 8%  | 13%  | 10%      | 7%        | 8%    | 8%  |
|                           |       |        |        |           |       |       |      | ij               |              |              |      |              |      | km  |      |          |           |       |     |
|                           |       | 45%    | 54%    | 6%        | 16%   | 36%   | 40%  | 7%               | 12%          | 12%          | 40%  | 23%          | 25%  | 14% | 31%  | 87%      | 7%        | 4%    | 3%  |
| Plusnet                   | 121   | 58     | 63     | 7         | 21    | 44    | 49   | 5                | 13           | 24           | 51   | 31           | 34   | 22  | 31   | 101      | 9         | 8     | 3   |
|                           | 5%    | 5%     | 5%     | 4%        | 5%    | 5%    | 5%   | 3%               | 6%           | 7%           | 5%   | 4%           | 6%   | 5%  | 5%   | 5%       | 4%        | 6%    | 4%  |
|                           |       |        |        |           |       |       |      | j                |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 48%    | 52%    | 6%        | 18%   | 37%   | 40%  | 4%               | 11%          | 19%          | 42%  | 26%          | 28%  | 18% | 25%  | 83%      | 8%        | 6%    | 3%  |
| Vodafone                  | 112   | 56     | 49     | 5         | 24    | 42    | 36   | 5                | 6            | 13           | 58   | 37           | 26   | 17  | 26   | 97       | 7         | 5     | 2   |
|                           | 4%    | 5%     | 4%     | 3%        | 6%    | 5%    | 3%   | 3%               | 3%           | 4%           | 5%   | 5%           | 4%   | 4%  | 4%   | 5%       | 3%        | 4%    | 3%  |
|                           |       |        |        | f         | f     |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 50%    | 44%    | 5%        | 22%   | 38%   | 32%  | 5%               | 5%           | 12%          | 52%  | 33%          | 23%  | 15% | 24%  | 87%      | 7%        | 5%    | 2%  |
| EE                        | 99    | 44     | 53     | 8         | 12    | 33    | 44   | 9                | 11           | 11           | 38   | 34           | 22   | 15  | 23   | 75       | 13        | 7     | 3   |
|                           | 4%    | 4%     | 4%     | 5%        | 3%    | 4%    | 4%   | 6%               | 5%           | 3%           | 4%   | 5%           | 4%   | 4%  | 4%   | 4%       | 6%        | 6%    | 4%  |
|                           |       | 45%    | 54%    | 8%        | 12%   | 33%   | 45%  | 9%               | 11%          | 11%          | 39%  | 35%          | 22%  | 15% | 24%  | 76%      | 13%       | 8%    | 3%  |
| NOW TV                    | 49    | 25     | 21     | 6         | 17    | 14    | 9    | 4                | 6            | 5            | 21   | 11           | 16   | 8   | 10   | 42       | 5         | 1     | 1   |
|                           | 2%    | 2%     | 2%     | 3%        | 4%    | 2%    | 1%   | 3%               | 3%           | 1%           | 2%   | 2%           | 3%   | 2%  | 2%   | 2%       | 2%        | 1%    | 1%  |
|                           |       |        |        | f         | ef    |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 51%    | 42%    | 11%       | 36%   | 29%   | 18%  | 8%               | 12%          | 9%           | 42%  | 23%          | 32%  | 16% | 21%  | 86%      | 10%       | 2%    | 2%  |
| Post Office               | 31    | 11     | 19     | 1         | 7     | 6     | 16   | 5                | 2            | 4            | 6    | 2            | 8    | 7   | 10   | 27       | 1         | 1     | 2   |
|                           | 1%    | 1%     | 1%     | 1%        | 2%    | 1%    | 2%   | 3%               | 1%           | 1%           | 1%   | 2%           | 1%   | 2%  | 2%   | 1%       | 2%        | 1%    | 2%  |
|                           |       |        |        | j         |       |       |      | j                |              |              |      | k            | k    | k   |      |          |           | p     |     |
|                           |       | 38%    | 61%    | 4%        | 22%   | 21%   | 53%  | 16%              | 8%           | 12%          | 19%  | 6%           | 25%  | 22% | 33%  | 88%      | 3%        | 4%    | 5%  |

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

## QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

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

|                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                  | 4405  | 2108   | 2233   | 317       | 697   | 1481  | 1839 | 282              | 349          | 595          | 1911 | 1264         | 1349 | 537 | 1065 | 2789     | 490       | 556   | 570 |
| Effective Weighted Sample         | 2974  | 1417   | 1520   | 213       | 508   | 1016  | 1199 | 184              | 229          | 398          | 1324 | 903          | 968  | 374 | 734  | 2292     | 280       | 369   | 474 |
| Total                             | 2492  | 1170   | 1282   | 167       | 419   | 814   | 1040 | 145              | 205          | 323          | 1092 | 726          | 608  | 426 | 602  | 2053     | 230       | 132   | 76  |
|                                   |       | 47%    | 51%    | 7%        | 17%   | 33%   | 42%  | 6%               | 8%           | 13%          | 44%  | 29%          | 24%  | 17% | 24%  | 82%      | 9%        | 5%    | 3%  |
| Utility Warehouse                 | 28    | 15     | 14     | -         | -     | 10    | 18   | 2                | 3            | 4            | 12   | 6            | 9    | 3   | 9    | 23       | 3         | 2     | -   |
|                                   | 1%    | 1%     | 1%     | -%        | -%    | 1%    | 2%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 2%    | -%  |
|                                   |       |        |        |           |       | d     | d    |                  |              |              |      |              |      |     |      | r        | r         | r     |     |
|                                   |       | 52%    | 48%    | -%        | -%    | 37%   | 63%  | 7%               | 11%          | 13%          | 41%  | 22%          | 32%  | 10% | 32%  | 81%      | 11%       | 7%    | -%  |
| KCOM                              | 12    | 7      | 5      | 1         | 1     | 5     | 5    | -                | 1            | 3            | 7    | 2            | 4    | 2   | 3    | 12       | -         | -     | -   |
|                                   | *%    | 1%     | *%     | *%        | *%    | 1%    | 1%   | -%               | 1%           | 1%           | 1%   | *%           | 1%   | *%  | 1%   | 1%       | -%        | -%    | -%  |
|                                   |       | 56%    | 44%    | 4%        | 12%   | 41%   | 43%  | -%               | 9%           | 25%          | 60%  | 20%          | 35%  | 15% | 27%  | 100%     | -%        | -%    | -%  |
| Shell Energy                      | 11    | 5      | 6      | 1         | 4     | 3     | 3    | *                | 1            | 3            | 4    | 3            | 2    | 2   | 4    | 9        | *         | 1     | *   |
|                                   | *%    | *%     | *%     | *%        | 1%    | *%    | *%   | *%               | *%           | 1%           | *%   | *%           | *%   | *%  | 1%   | *%       | *%        | 1%    | 1%  |
|                                   |       | 49%    | 51%    | 7%        | 35%   | 31%   | 26%  | 4%               | 5%           | 31%          | 36%  | 24%          | 22%  | 14% | 40%  | 85%      | 3%        | 7%    | 4%  |
| SSE                               | 7     | 3      | 4      | -         | 2     | 2     | 3    | 2                | -            | 1            | 2    | 2            | *    | 1   | 3    | 4        | 1         | 1     | -   |
|                                   | *%    | *%     | *%     | -%        | *%    | *%    | *%   | 1%               | -%           | *%           | *%   | *%           | *%   | *%  | *%   | *%       | *%        | 1%    | -%  |
|                                   |       |        |        |           |       |       |      | j                |              |              |      |              |      |     |      |          |           | or    |     |
|                                   |       | 46%    | 54%    | -%        | 24%   | 30%   | 46%  | 27%              | -%           | 11%          | 25%  | 23%          | 6%   | 18% | 45%  | 67%      | 14%       | 19%   | -%  |
| The Phone Co-op/ The Co-operative | 1     | 1      | 1      | -         | 1     | -     | 1    | -                | -            | 1            | -    | -            | 1    | -   | 1    | 1        | -         | -     | -   |
|                                   | *%    | *%     | *%     | -%        | *%    | -%    | *%   | -%               | -%           | *%           | -%   | -%           | *%   | -%  | *%   | *%       | -%        | -%    | -%  |
|                                   |       |        |        |           |       |       |      |                  |              | j            |      |              |      |     |      |          |           |       |     |
|                                   |       | 43%    | 57%    | -%        | 43%   | -%    | 57%  | -%               | -%           | 100%         | -%   | -%           | 43%  | -%  | 57%  | 100%     | -%        | -%    | -%  |
| Tesco                             | 1     | *      | 1      | -         | -     | 1     | -    | *                | -            | 1            | -    | -            | *    | -   | 1    | 1        | -         | -     | -   |
|                                   | *%    | *%     | *%     | -%        | -%    | *%    | -%   | *%               | -%           | *%           | -%   | -%           | *%   | -%  | *%   | *%       | -%        | -%    | -%  |
|                                   |       | 28%    | 72%    | -%        | -%    | 100%  | -%   | 28%              | -%           | 72%          | -%   | -%           | 28%  | -%  | 72%  | 100%     | -%        | -%    | -%  |
| Other                             | 32    | 16     | 16     | 3         | 6     | 7     | 13   | 3                | 1            | 1            | 20   | 11           | 13   | 3   | 4    | 28       | 2         | 2     | *   |
|                                   | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | 1%   | 2%               | 1%           | *%           | 2%   | 2%           | 2%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                   |       |        |        |           |       |       |      | i                |              |              | i    |              |      | n   |      |          |           |       |     |
|                                   |       | 50%    | 50%    | 9%        | 18%   | 21%   | 42%  | 11%              | 4%           | 2%           | 62%  | 35%          | 40%  | 9%  | 13%  | 88%      | 5%        | 6%    | 1%  |
| Don't know                        | 44    | 16     | 18     | 8         | 12    | 12    | 5    | 3                | 2            | 1            | 9    | 11           | 11   | 5   | 8    | 39       | 1         | 2     | 2   |
|                                   | 2%    | 1%     | 1%     | 5%        | 3%    | 1%    | *%   | 2%               | 1%           | *%           | 1%   | 1%           | 2%   | 1%  | 1%   | 2%       | 1%        | 1%    | 2%  |
|                                   |       |        |        | ef        | f     | f     |      | i                |              |              |      |              |      |     |      |          |           |       |     |
|                                   |       | 37%    | 40%    | 18%       | 27%   | 27%   | 11%  | 7%               | 5%           | 2%           | 20%  | 24%          | 25%  | 12% | 18%  | 89%      | 3%        | 4%    | 4%  |
| NOT ANSWERED [POSTAL ONLY]        | 19    | 14     | 5      | -         | -     | 1     | 15   | 4                | 5            | 3            | 1    | 3            | 3    | 4   | 10   | 16       | 3         | -     | *   |
|                                   | 1%    | 1%     | *%     | -%        | -%    | *%    | 1%   | 3%               | 2%           | 1%           | *%   | *%           | *%   | 1%  | 2%   | 1%       | 1%        | -%    | 1%  |
|                                   |       | b      |        |           |       |       | de   | j                | j            | j            |      |              |      | kl  |      |          |           |       |     |
|                                   |       | 73%    | 27%    | -%        | -%    | 4%    | 79%  | 23%              | 25%          | 18%          | 3%   | 14%          | 14%  | 19% | 52%  | 85%      | 13%       | -%    | 2%  |

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

## QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

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

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4405  | 284             | 394        | 312        | 296       | 284       | 313         | 331           | 266        | 309        | 3293     | 1112  | 2457           | 1831        | 2369              | 2036         |
| Effective Weighted Sample | 2974  | 254             | 347        | 278        | 265       | 245       | 281         | 291           | 230        | 267        | 2483     | 498   | 1702           | 1205        | 1552              | 1424         |
| Total                     | 2492  | 277             | 369        | 217        | 181       | 221       | 174         | 196           | 106        | 312        | 2121     | 370   | 1464           | 955         | 1330              | 1162         |
|                           |       | 11%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 13%        | 85%      | 15%   | 59%            | 38%         | 53%               | 47%          |
| BT                        | 739   | 81              | 131        | 82         | 46        | 63        | 59          | 43            | 25         | 73         | 540      | 200   | 413            | 308         | 480               | 259          |
|                           | 30%   | 29%             | 35%        | 38%        | 26%       | 28%       | 34%         | 22%           | 24%        | 23%        | 25%      | 54%   | 28%            | 32%         | 36%               | 22%          |
|                           |       |                 | dghi       | adeghi     |           |           | dghi        |               |            |            |          | j     |                | l           | o                 |              |
|                           |       | 11%             | 18%        | 11%        | 6%        | 8%        | 8%          | 6%            | 3%         | 10%        | 73%      | 27%   | 56%            | 42%         | 65%               | 35%          |
| Virgin Media              | 501   | 75              | 65         | 28         | 39        | 54        | 36          | 39            | 27         | 54         | 491      | 9     | 323            | 165         | 234               | 267          |
|                           | 20%   | 27%             | 18%        | 13%        | 22%       | 25%       | 21%         | 20%           | 25%        | 17%        | 23%      | 3%    | 22%            | 17%         | 18%               | 23%          |
|                           |       | bcgi            |            |            | c         | bci       | c           | c             | bci        |            | k        |       | m              |             | n                 |              |
|                           |       | 15%             | 13%        | 6%         | 8%        | 11%       | 7%          | 8%            | 5%         | 11%        | 98%      | 2%    | 65%            | 33%         | 47%               | 53%          |
| Sky                       | 443   | 31              | 72         | 26         | 30        | 30        | 33          | 32            | 19         | 73         | 394      | 49    | 275            | 154         | 222               | 221          |
|                           | 18%   | 11%             | 20%        | 12%        | 16%       | 14%       | 19%         | 16%           | 18%        | 23%        | 19%      | 13%   | 19%            | 16%         | 17%               | 19%          |
|                           |       |                 | ac         |            |           |           | ac          |               | a          | acdeg      | k        |       |                |             |                   |              |
|                           |       | 7%              | 16%        | 6%         | 7%        | 7%        | 8%          | 7%            | 4%         | 16%        | 89%      | 11%   | 62%            | 35%         | 50%               | 50%          |
| TalkTalk                  | 244   | 27              | 26         | 28         | 21        | 27        | 9           | 26            | 11         | 35         | 213      | 31    | 139            | 96          | 103               | 141          |
|                           | 10%   | 10%             | 7%         | 13%        | 12%       | 12%       | 5%          | 13%           | 11%        | 11%        | 10%      | 8%    | 10%            | 10%         | 8%                | 12%          |
|                           |       |                 | bf         | bf         | bf        | bf        |             | bf            | f          | f          |          |       |                |             | n                 |              |
|                           |       | 11%             | 11%        | 12%        | 9%        | 11%       | 4%          | 11%           | 5%         | 14%        | 87%      | 13%   | 57%            | 39%         | 42%               | 58%          |
| Plusnet                   | 121   | 10              | 22         | 16         | 14        | 13        | 6           | 8             | 4          | 8          | 104      | 17    | 67             | 53          | 73                | 48           |
|                           | 5%    | 4%              | 6%         | 7%         | 8%        | 6%        | 4%          | 4%            | 4%         | 3%         | 5%       | 5%    | 5%             | 6%          | 5%                | 4%           |
|                           |       |                 | i          | ai         | afgi      |           |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 8%              | 18%        | 13%        | 12%       | 10%       | 5%          | 6%            | 3%         | 7%         | 86%      | 14%   | 55%            | 44%         | 60%               | 40%          |
| Vodafone                  | 112   | 18              | 16         | 8          | 7         | 3         | 8           | 11            | 4          | 23         | 100      | 12    | 78             | 28          | 64                | 48           |
|                           | 4%    | 6%              | 4%         | 4%         | 4%        | 1%        | 5%          | 6%            | 3%         | 7%         | 5%       | 3%    | 5%             | 3%          | 5%                | 4%           |
|                           |       | e               | e          |            |           |           | e           | e             |            | ce         |          |       | m              |             |                   |              |
|                           |       | 16%             | 14%        | 7%         | 6%        | 2%        | 7%          | 10%           | 3%         | 21%        | 89%      | 11%   | 70%            | 25%         | 57%               | 43%          |
| EE                        | 99    | 10              | 7          | 10         | 9         | 6         | 9           | 8             | 7          | 9          | 73       | 25    | 52             | 46          | 55                | 43           |
|                           | 4%    | 4%              | 2%         | 5%         | 5%        | 3%        | 5%          | 4%            | 6%         | 3%         | 3%       | 7%    | 4%             | 5%          | 4%                | 4%           |
|                           |       |                 |            |            | b         |           | b           |               | b          |            |          | j     |                |             |                   |              |
|                           |       | 10%             | 7%         | 10%        | 9%        | 6%        | 9%          | 8%            | 7%         | 9%         | 74%      | 26%   | 53%            | 47%         | 56%               | 44%          |
| NOW TV                    | 49    | 6               | 5          | 6          | 6         | 4         | 1           | 5             | 2          | 8          | 46       | 3     | 34             | 14          | 17                | 32           |
|                           | 2%    | 2%              | 1%         | 3%         | 3%        | 2%        | 1%          | 2%            | 2%         | 2%         | 2%       | 1%    | 2%             | 1%          | 1%                | 3%           |
|                           |       |                 |            |            | f         |           |             |               |            |            | k        |       |                |             | n                 |              |
|                           |       | 13%             | 10%        | 11%        | 11%       | 8%        | 2%          | 10%           | 5%         | 15%        | 94%      | 6%    | 69%            | 28%         | 35%               | 65%          |

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

## QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

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

|                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                  | 4405  | 284             | 394        | 312        | 296       | 284       | 313         | 331           | 266        | 309        | 3293     | 1112  | 2457           | 1831        | 2369              | 2036         |
| Effective Weighted Sample         | 2974  | 254             | 347        | 278        | 265       | 245       | 281         | 291           | 230        | 267        | 2483     | 498   | 1702           | 1205        | 1552              | 1424         |
| Total                             | 2492  | 277             | 369        | 217        | 181       | 221       | 174         | 196           | 106        | 312        | 2121     | 370   | 1464           | 955         | 1330              | 1162         |
|                                   |       | 11%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 13%        | 85%      | 15%   | 59%            | 38%         | 53%               | 47%          |
| Post Office                       | 31    | 5               | 1          | -          | *         | 5         | 1           | 3             | 2          | 10         | 29       | 1     | 11             | 19          | 12                | 18           |
|                                   | 1%    | 2%              | *%         | -%         | *%        | 2%        | 1%          | 2%            | 2%         | 3%         | 1%       | *%    | 1%             | 2%          | 1%                | 2%           |
|                                   |       | cd              |            |            |           | bcd       |             | c             | c          | bcd        | k        |       |                | l           |                   |              |
|                                   |       | 17%             | 4%         | -%         | 1%        | 15%       | 3%          | 11%           | 6%         | 32%        | 97%      | 3%    | 36%            | 63%         | 40%               | 60%          |
| Utility Warehouse                 | 28    | 1               | 5          | 3          | 1         | 3         | 2           | -             | -          | 8          | 25       | 3     | 13             | 13          | 14                | 14           |
|                                   | 1%    | *%              | 1%         | 1%         | 1%        | 1%        | 1%          | -%            | -%         | 3%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                   |       |                 | g          | g          |           |           |             |               |            | agh        |          |       |                |             |                   |              |
|                                   |       | 4%              | 18%        | 11%        | 5%        | 10%       | 6%          | -%            | -%         | 28%        | 88%      | 12%   | 45%            | 47%         | 50%               | 50%          |
| KCOM                              | 12    | -               | -          | -          | 1         | -         | -           | 12            | -          | -          | 11       | 1     | 8              | 4           | 6                 | 6            |
|                                   | *%    | -%              | -%         | -%         | *%        | -%        | -%          | 6%            | -%         | -%         | 1%       | *%    | 1%             | *%          | *%                | 1%           |
|                                   |       |                 |            |            |           |           | abcde       | fghi          |            |            |          |       |                |             |                   |              |
|                                   |       | -%              | -%         | -%         | 4%        | -%        | -%          | 96%           | -%         | -%         | 93%      | 7%    | 65%            | 35%         | 51%               | 49%          |
| Shell Energy                      | 11    | 2               | 3          | 1          | 1         | 2         | 2           | -             | -          | -          | 10       | 1     | 6              | 5           | 4                 | 7            |
|                                   | *%    | 1%              | 1%         | *%         | *%        | 1%        | 1%          | -%            | -%         | -%         | *%       | *%    | *%             | 1%          | *%                | 1%           |
|                                   |       | 20%             | 23%        | 5%         | 5%        | 17%       | 16%         | -%            | -%         | -%         | 88%      | 12%   | 53%            | 47%         | 35%               | 65%          |
| SSE                               | 7     | -               | 1          | -          | 1         | 1         | 1           | -             | 1          | -          | 5        | 1     | 1              | 5           | 3                 | 3            |
|                                   | *%    | -%              | *%         | -%         | *%        | *%        | 1%          | -%            | 1%         | -%         | *%       | *%    | *%             | 1%          | *%                | *%           |
|                                   |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                                   |       | -%              | 13%        | -%         | 8%        | 11%       | 18%         | -%            | 16%        | -%         | 80%      | 20%   | 18%            | 82%         | 50%               | 50%          |
| The Phone Co-op/ The Co-operative | 1     | 1               | -          | -          | -         | -         | -           | -             | -          | -          | 1        | -     | 1              | -           | -                 | 1            |
|                                   | *%    | 1%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | *%       | -%    | *%             | -%          | -%                | *%           |
|                                   |       | 100%            | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 100%     | -%    | 100%           | -%          | -%                | 100%         |
| Tesco                             | 1     | -               | 1          | -          | *         | -         | -           | -             | -          | -          | 1        | -     | -              | 1           | -                 | 1            |
|                                   | *%    | -%              | *%         | -%         | *%        | -%        | -%          | -%            | -%         | -%         | *%       | -%    | -%             | *%          | -%                | *%           |
|                                   |       | -%              | 72%        | -%         | 28%       | -%        | -%          | -%            | -%         | -%         | 100%     | -%    | -%             | 100%        | -%                | 100%         |
| Other                             | 32    | 4               | 3          | 5          | 4         | 3         | 3           | 3             | *          | 2          | 21       | 10    | 19             | 11          | 21                | 11           |
|                                   | 1%    | 1%              | 1%         | 2%         | 2%        | 2%        | 2%          | 2%            | *%         | 1%         | 1%       | 3%    | 1%             | 1%          | 2%                | 1%           |
|                                   |       |                 |            |            |           |           |             |               |            |            |          | j     |                |             |                   |              |
|                                   |       | 11%             | 9%         | 16%        | 12%       | 11%       | 11%         | 11%           | 1%         | 6%         | 68%      | 32%   | 61%            | 35%         | 66%               | 34%          |

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



## QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

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

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 4405  | 284             | 394        | 312        | 296       | 284       | 313         | 331           | 266        | 309        | 3293     | 1112  | 2457           | 1831        | 2369              | 2036         |
| Effective Weighted Sample  | 2974  | 254             | 347        | 278        | 265       | 245       | 281         | 291           | 230        | 267        | 2483     | 498   | 1702           | 1205        | 1552              | 1424         |
| Total                      | 2492  | 277             | 369        | 217        | 181       | 221       | 174         | 196           | 106        | 312        | 2121     | 370   | 1464           | 955         | 1330              | 1162         |
|                            |       | 11%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 13%        | 85%      | 15%   | 59%            | 38%         | 53%               | 47%          |
| Don't know                 | 44    | 5               | 8          | 3          | 2         | 4         | 1           | 4             | 2          | 9          | 41       | 3     | 21             | 16          | 10                | 34           |
|                            | 2%    | 2%              | 2%         | 1%         | 1%        | 2%        | 1%          | 2%            | 2%         | 3%         | 2%       | 1%    | 1%             | 2%          | 1%                | 3%           |
|                            |       | 12%             | 19%        | 7%         | 4%        | 10%       | 3%          | 9%            | 6%         | 20%        | 93%      | 7%    | 48%            | 37%         | 22%               | 78%          |
| NOT ANSWERED [POSTAL ONLY] | 19    | 2               | 3          | 2          | -         | 4         | 1           | 2             | 1          | 2          | 16       | 3     | 2              | 17          | 12                | 7            |
|                            | 1%    | 1%              | 1%         | 1%         | -%        | 2%        | *%          | 1%            | 1%         | 1%         | 1%       | 1%    | *%             | 2%          | 1%                | 1%           |
|                            |       | 8%              | 16%        | 9%         | -%        | 21%       | 3%          | 13%           | 6%         | 8%         | 83%      | 17%   | 12%            | 88%         | 61%               | 39%          |

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

## QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

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

|                           | Total      | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|---------------------------|------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                           |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |            |                      |                      |                       |             |                    |                        |
| Unweighted total          | 4405       | 2261                 | 1922                 | 3485                  | 3394        | 1793               | 4278                   |
| Effective Weighted Sample | 2974       | 1526                 | 1288                 | 2405                  | 2325        | 1231               | 2896                   |
| Total                     | 2492       | 1290<br>52%          | 1098<br>44%          | 1956<br>78%           | 1896<br>76% | 1004<br>40%        | 2408<br>97%            |
| BT                        | 739<br>30% | 366<br>28%           | 396<br>36%           | 587<br>30%            | 554<br>29%  | 275<br>27%         | 723<br>30%             |
|                           |            |                      | acdef                |                       |             |                    |                        |
|                           |            | 50%                  | 54%                  | 79%                   | 75%         | 37%                | 98%                    |
| Virgin Media              | 501<br>20% | 375<br>29%           | 146<br>13%           | 432<br>22%            | 408<br>22%  | 226<br>23%         | 492<br>20%             |
|                           |            | bcdef                |                      | b                     | b           | b                  | b                      |
|                           |            | 75%                  | 29%                  | 86%                   | 82%         | 45%                | 98%                    |
| Sky                       | 443<br>18% | 350<br>27%           | 96<br>9%             | 349<br>18%            | 368<br>19%  | 162<br>16%         | 431<br>18%             |
|                           |            | bcdef                |                      | b                     | be          | b                  | b                      |
|                           |            | 79%                  | 22%                  | 79%                   | 83%         | 37%                | 97%                    |
| TalkTalk                  | 244<br>10% | 84<br>6%             | 129<br>12%           | 178<br>9%             | 172<br>9%   | 106<br>11%         | 233<br>10%             |
|                           |            |                      | acdf                 | a                     | a           | a                  | a                      |
|                           |            | 34%                  | 53%                  | 73%                   | 70%         | 44%                | 95%                    |
| Plusnet                   | 121<br>5%  | 25<br>2%             | 78<br>7%             | 89<br>5%              | 85<br>5%    | 54<br>5%           | 119<br>5%              |
|                           |            |                      | acdf                 | a                     | a           | a                  | a                      |
|                           |            | 21%                  | 64%                  | 74%                   | 71%         | 45%                | 98%                    |
| Vodafone                  | 112<br>4%  | 23<br>2%             | 68<br>6%             | 90<br>5%              | 89<br>5%    | 54<br>5%           | 107<br>4%              |
|                           |            |                      | acf                  | a                     | a           | a                  | a                      |
|                           |            | 20%                  | 61%                  | 80%                   | 80%         | 48%                | 95%                    |
| EE                        | 99<br>4%   | 21<br>2%             | 63<br>6%             | 85<br>4%              | 71<br>4%    | 39<br>4%           | 94<br>4%               |
|                           |            |                      | adeff                | a                     | a           | a                  | a                      |
|                           |            | 21%                  | 64%                  | 86%                   | 72%         | 39%                | 95%                    |
| NOW TV                    | 49<br>2%   | 9<br>1%              | 26<br>2%             | 36<br>2%              | 40<br>2%    | 23<br>2%           | 46<br>2%               |
|                           |            |                      | a                    | a                     | a           | a                  | a                      |
|                           |            | 18%                  | 54%                  | 74%                   | 83%         | 47%                | 95%                    |

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

## QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

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

|                                   | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|-----------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                   |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%           |       |                      |                      |                       |           |                    |                        |
| Unweighted total                  | 4405  | 2261                 | 1922                 | 3485                  | 3394      | 1793               | 4278                   |
| Effective Weighted Sample         | 2974  | 1526                 | 1288                 | 2405                  | 2325      | 1231               | 2896                   |
| Total                             | 2492  | 1290                 | 1098                 | 1956                  | 1896      | 1004               | 2408                   |
|                                   |       | 52%                  | 44%                  | 78%                   | 76%       | 40%                | 97%                    |
| Post Office                       | 31    | 4                    | 19                   | 18                    | 17        | 10                 | 26                     |
|                                   | 1%    | *%                   | 2%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                                   |       |                      | acd                  | a                     | a         | a                  | a                      |
|                                   |       | 11%                  | 62%                  | 58%                   | 56%       | 33%                | 87%                    |
| Utility Warehouse                 | 28    | 8                    | 18                   | 21                    | 15        | 5                  | 28                     |
|                                   | 1%    | 1%                   | 2%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                                   |       |                      | ade                  |                       |           |                    |                        |
|                                   |       | 28%                  | 64%                  | 75%                   | 52%       | 18%                | 99%                    |
| KCOM                              | 12    | 6                    | 8                    | 9                     | 10        | 6                  | 12                     |
|                                   | *%    | *%                   | 1%                   | *%                    | 1%        | 1%                 | 1%                     |
|                                   |       | 49%                  | 62%                  | 74%                   | 81%       | 47%                | 100%                   |
| Shell Energy                      | 11    | 1                    | 6                    | 10                    | 9         | 6                  | 11                     |
|                                   | *%    | *%                   | 1%                   | 1%                    | *%        | 1%                 | *%                     |
|                                   |       |                      | a                    | a                     | a         | a                  |                        |
|                                   |       | 12%                  | 59%                  | 92%                   | 84%       | 59%                | 100%                   |
| SSE                               | 7     | 2                    | 3                    | 4                     | 4         | 2                  | 6                      |
|                                   | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                                   |       | 34%                  | 45%                  | 68%                   | 61%       | 26%                | 87%                    |
| The Phone Co-op/ The Co-operative | 1     | -                    | 1                    | 1                     | 1         | 1                  | 1                      |
|                                   | *%    | -%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                                   |       | -%                   | 100%                 | 100%                  | 100%      | 100%               | 100%                   |
| Tesco                             | 1     | -                    | 1                    | 1                     | *         | -                  | 1                      |
|                                   | *%    | -%                   | *%                   | *%                    | *%        | -%                 | *%                     |
|                                   |       | -%                   | 100%                 | 100%                  | 28%       | -%                 | 100%                   |
| Other                             | 32    | 8                    | 10                   | 23                    | 28        | 16                 | 30                     |
|                                   | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 2%                 | 1%                     |
|                                   |       |                      |                      |                       | a         | a                  | a                      |
|                                   |       | 24%                  | 33%                  | 72%                   | 88%       | 50%                | 96%                    |
| Don't know                        | 44    | 7                    | 14                   | 17                    | 23        | 16                 | 32                     |
|                                   | 2%    | 1%                   | 1%                   | 1%                    | 1%        | 2%                 | 1%                     |
|                                   |       |                      | a                    |                       | a         | ac                 | a                      |
|                                   |       | 16%                  | 33%                  | 39%                   | 53%       | 37%                | 73%                    |

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

## QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

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

|                            | TV SERVICES |                 |                 |                  |      |                          |                   |
|----------------------------|-------------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                            | Total       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%    |             | a               | b               | c                | d    | e                        | f                 |
| Unweighted total           | 4405        | 2261            | 1922            | 3485             | 3394 | 1793                     | 4278              |
| Effective Weighted Sample  | 2974        | 1526            | 1288            | 2405             | 2325 | 1231                     | 2896              |
| Total                      | 2492        | 1290            | 1098            | 1956             | 1896 | 1004                     | 2408              |
|                            |             | 52%             | 44%             | 78%              | 76%  | 40%                      | 97%               |
| NOT ANSWERED [POSTAL ONLY] | 19          | 2               | 14              | 5                | *    | 2                        | 16                |
|                            | 1%          | *%              | 1%              | *%               | *%   | *%                       | 1%                |
|                            |             | d               | acde            | d                |      | d                        | acd               |
|                            |             | 12%             | 73%             | 29%              | *%   | 11%                      | 85%               |

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

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

Base : All respondents

|                            |       | GENDER |      | AGE GROUP |       |       |       | HOUSEHOLD INCOME |                |                  |                  | SOCIAL GROUP |      |      |     | NATION |             |              |       |      |
|----------------------------|-------|--------|------|-----------|-------|-------|-------|------------------|----------------|------------------|------------------|--------------|------|------|-----|--------|-------------|--------------|-------|------|
|                            |       | Total  | MALE | FEMALE    | 16-24 | 25-34 | 35-54 | 55+              | UNDER<br>10.4K | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+         | AB   | C1   | C2  | DE     | ENG<br>LAND | SCOT<br>LAND | WALES | NI   |
| Significance Level: 95%    |       |        | a    | b         | c     | d     | e     | f                | g              | h                | i                | j            | k    | l    | m   | n      | o           | p            | q     | r    |
| Unweighted total           |       | 5233   | 2473 | 2668      | 545   | 939   | 1699  | 1951             | 369            | 417              | 678              | 2198         | 1379 | 1694 | 634 | 1268   | 3385        | 564          | 623   | 661  |
| Effective Weighted Sample  |       | 3539   | 1665 | 1824      | 368   | 675   | 1171  | 1269             | 241            | 277              | 455              | 1528         | 983  | 1230 | 442 | 886    | 2753        | 329          | 413   | 543  |
| Total                      |       | 3000   | 1395 | 1542      | 291   | 586   | 938   | 1110             | 193            | 251              | 363              | 1268         | 797  | 771  | 507 | 731    | 2490        | 270          | 150   | 90   |
|                            |       |        | 47%  | 51%       | 10%   | 20%   | 31%   | 37%              | 6%             | 8%               | 12%              | 42%          | 27%  | 26%  | 17% | 24%    | 83%         | 9%           | 5%    | 3%   |
| One                        | (1.0) | 436    | 183  | 247       | 20    | 55    | 92    | 255              | 63             | 83               | 76               | 84           | 77   | 98   | 51  | 169    | 342         | 50           | 27    | 16   |
|                            |       | 15%    | 13%  | 16%       | 7%    | 9%    | 10%   | 23%              | 33%            | 33%              | 21%              | 7%           | 10%  | 13%  | 10% | 23%    | 14%         | 19%          | 18%   | 18%  |
|                            |       |        | a    |           |       |       |       | cde              | ij             | ij               | j                |              | k    |      | klm |        | o           | o            | o     |      |
|                            |       |        | 42%  | 57%       | 5%    | 13%   | 21%   | 58%              | 14%            | 19%              | 17%              | 19%          | 18%  | 22%  | 12% | 39%    | 79%         | 12%          | 6%    | 4%   |
| Two                        | (2.0) | 1346   | 644  | 688       | 88    | 304   | 349   | 578              | 72             | 105              | 195              | 575          | 357  | 351  | 245 | 334    | 1124        | 117          | 66    | 39   |
|                            |       | 45%    | 46%  | 45%       | 30%   | 52%   | 37%   | 52%              | 37%            | 42%              | 54%              | 45%          | 45%  | 46%  | 48% | 46%    | 45%         | 43%          | 44%   | 44%  |
|                            |       |        |      |           | ce    | c     | ce    |                  |                | ghj              | g                |              |      |      |     |        |             | 84%          | 9%    | 5%   |
|                            |       |        | 48%  | 51%       | 7%    | 23%   | 26%   | 43%              | 5%             | 8%               | 14%              | 43%          | 27%  | 26%  | 18% | 25%    | 84%         | 9%           | 5%    | 3%   |
| Three                      | (3.0) | 584    | 289  | 285       | 69    | 131   | 234   | 141              | 26             | 39               | 54               | 303          | 171  | 156  | 104 | 124    | 485         | 56           | 27    | 16   |
|                            |       | 19%    | 21%  | 18%       | 24%   | 22%   | 25%   | 13%              | 14%            | 15%              | 15%              | 24%          | 21%  | 20%  | 20% | 17%    | 19%         | 21%          | 18%   | 18%  |
|                            |       |        |      |           | f     | f     | f     |                  |                |                  |                  | ghi          | n    |      |     |        |             |              |       |      |
|                            |       |        | 49%  | 49%       | 12%   | 22%   | 40%   | 24%              | 5%             | 7%               | 9%               | 52%          | 29%  | 27%  | 18% | 21%    | 83%         | 10%          | 5%    | 3%   |
| Four or more               | (4.0) | 559    | 249  | 298       | 108   | 86    | 255   | 103              | 20             | 19               | 36               | 306          | 186  | 160  | 104 | 81     | 472         | 44           | 27    | 15   |
|                            |       | 19%    | 18%  | 19%       | 37%   | 15%   | 27%   | 9%               | 10%            | 8%               | 10%              | 24%          | 23%  | 21%  | 21% | 11%    | 19%         | 16%          | 18%   | 17%  |
|                            |       |        |      |           | def   | f     | df    |                  |                |                  |                  | ghi          | n    | n    | n   |        |             |              |       |      |
|                            |       |        | 45%  | 53%       | 19%   | 15%   | 46%   | 18%              | 4%             | 3%               | 6%               | 55%          | 33%  | 29%  | 19% | 15%    | 84%         | 8%           | 5%    | 3%   |
| None                       | (0.0) | 73     | 30   | 22        | 6     | 11    | 6     | 31               | 13             | 5                | 2                | 2            | 5    | 6    | 3   | 23     | 64          | 3            | 3     | 3    |
|                            |       | 2%     | 2%   | 1%        | 2%    | 2%    | 1%    | 3%               | 7%             | 2%               | 1%               | *            | 1%   | 1%   | 1%  | 3%     | 3%          | 1%           | 2%    | 4%   |
|                            |       |        |      |           | e     | e     |       | e                | hij            | j                |                  |              |      |      | klm |        |             |              |       | p    |
|                            |       |        | 41%  | 30%       | 9%    | 15%   | 9%    | 43%              | 17%            | 7%               | 3%               | 2%           | 8%   | 8%   | 4%  | 31%    | 88%         | 4%           | 4%    | 5%   |
| NOT ANSWERED [POSTAL ONLY] |       | 2      | 1    | 2         | -     | -     | 1     | 2                | -              | -                | -                | -            | -    | -    | -   | -      | 2           | -            | -     | -    |
|                            |       | *%     | *%   | *%        | -%    | -%    | *%    | *%               | -%             | -%               | -%               | -%           | -%   | -%   | -%  | -%     | *%          | -%           | -%    | -%   |
|                            |       |        | 26%  | 74%       | -%    | -%    | 26%   | 74%              | -%             | -%               | -%               | -%           | -%   | -%   | -%  | -%     | 100%        | -%           | -%    | -%   |
| Mean mobiles in household  |       | 2.4    | 2.4  | 2.4       | 2.9   | 2.4   | 2.7   | 2.0              | 1.9            | 1.9              | 2.1              | 2.7          | 2.6  | 2.5  | 2.5 | 2.1    | 2.4         | 2.3          | 2.3   | 2.3  |
|                            |       |        |      |           | def   | f     | df    |                  |                |                  | gh               | ghi          | ln   | n    | n   |        | r           |              |       |      |
| Standard deviation         |       | 1.02   | .99  | 1.01      | 1.06  | .91   | 1.00  | .92              | 1.06           | .93              | .87              | .92          | .97  | .98  | .95 | .98    | 1.02        | .99          | 1.03  | 1.06 |
| Standard error             |       | .01    | .02  | .02       | .05   | .03   | .02   | .02              | .06            | .05              | .03              | .02          | .03  | .02  | .04 | .03    | .02         | .04          | .04   | .04  |

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

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

Base : All respondents

|                            |       | ENGLAND REGIONS |          |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|----------------------------|-------|-----------------|----------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                            |       | Total           | LONDON   | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%    |       |                 | a        | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total           |       | 5233            | 375      | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610        |
| Effective Weighted Sample  |       | 3539            | 331      | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836        |
| Total                      |       | 3000            | 359      | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588  | 412            | 1744    | 1131              | 1489 | 1511        |
|                            |       |                 | 12%      | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 58%     | 38%               | 50%  | 50%         |
| One                        | (1.0) | 436             | 37       | 66         | 48         | 27        | 33        | 19          | 37            | 26         | 49         | 375   | 60             | 167     | 249               | 186  | 250         |
|                            |       | 15%             | 10%      | 15%        | 19%        | 12%       | 12%       | 9%          | 15%           | 20%        | 14%        | 15%   | 15%            | 10%     | 22%               | 12%  | 17%         |
|                            |       |                 |          | f          | adef       |           |           | f           | adefi         |            |            |       |                | l       |                   | n    |             |
|                            |       |                 | 9%       | 15%        | 11%        | 6%        | 7%        | 4%          | 8%            | 6%         | 11%        | 86%   | 14%            | 38%     | 57%               | 43%  | 57%         |
| Two                        | (2.0) | 1346            | 131      | 202        | 99         | 112       | 131       | 94          | 123           | 58         | 173        | 1143  | 202            | 767     | 538               | 696  | 650         |
|                            |       | 45%             | 37%      | 46%        | 40%        | 51%       | 47%       | 45%         | 51%           | 44%        | 48%        | 44%   | 49%            | 44%     | 48%               | 47%  | 43%         |
|                            |       |                 |          | a          |            | ac        | a         | a           | ac            |            | ac         |       | j              |         | l                 | o    |             |
|                            |       |                 | 10%      | 15%        | 7%         | 8%        | 10%       | 7%          | 9%            | 4%         | 13%        | 85%   | 15%            | 57%     | 40%               | 52%  | 48%         |
| Three                      | (3.0) | 584             | 84       | 74         | 61         | 36        | 52        | 51          | 40            | 17         | 70         | 498   | 86             | 402     | 162               | 303  | 282         |
|                            |       | 19%             | 23%      | 17%        | 24%        | 16%       | 18%       | 24%         | 17%           | 13%        | 19%        | 19%   | 21%            | 23%     | 14%               | 20%  | 19%         |
|                            |       |                 | bdgh     |            | bdgh       |           |           | bdgh        |               | h          |            |       | m              |         |                   |      |             |
|                            |       |                 | 14%      | 13%        | 10%        | 6%        | 9%        | 9%          | 7%            | 3%         | 12%        | 85%   | 15%            | 69%     | 28%               | 52%  | 48%         |
| Four or more               | (4.0) | 559             | 103      | 75         | 33         | 43        | 60        | 37          | 38            | 28         | 56         | 500   | 59             | 399     | 145               | 280  | 279         |
|                            |       | 19%             | 29%      | 17%        | 13%        | 19%       | 21%       | 18%         | 16%           | 22%        | 15%        | 19%   | 14%            | 23%     | 13%               | 19%  | 18%         |
|                            |       |                 | bcdefghi |            |            | c         | c         |             | ci            |            |            | k     |                | m       |                   |      |             |
|                            |       |                 | 18%      | 13%        | 6%         | 8%        | 11%       | 7%          | 7%            | 5%         | 10%        | 89%   | 11%            | 71%     | 26%               | 50%  | 50%         |
| None                       | (0.0) | 73              | 4        | 19         | 9          | 2         | 5         | 7           | 3             | 2          | 13         | 68    | 5              | 10      | 37                | 24   | 48          |
|                            |       | 2%              | 1%       | 4%         | 4%         | 1%        | 2%        | 4%          | 1%            | 1%         | 4%         | 3%    | 1%             | 1%      | 3%                | 2%   | 3%          |
|                            |       |                 |          | adgh       | ad         |           |           | ad          |               | ad         |            | k     |                | l       |                   | n    |             |
|                            |       |                 | 5%       | 26%        | 12%        | 3%        | 7%        | 10%         | 4%            | 3%         | 18%        | 93%   | 7%             | 14%     | 51%               | 34%  | 66%         |
| NOT ANSWERED [POSTAL ONLY] |       | 2               | -        | -          | 2          | -         | 1         | -           | -             | -          | -          | 2     | -              | -       | -                 | -    | 2           |
|                            |       | *%              | -%       | -%         | 1%         | -%        | *%        | -%          | -%            | -%         | -%         | *%    | -%             | -%      | -%                | -%   | *%          |
|                            |       |                 | -%       | -%         | 74%        | -%        | 26%       | -%          | -%            | -%         | -%         | 100%  | -%             | -%      | -%                | -%   | 100%        |
| Mean mobiles in household  |       | 2.4             | 2.7      | 2.3        | 2.2        | 2.4       | 2.5       | 2.4         | 2.3           | 2.3        | 2.3        | 2.4   | 2.3            | 2.6     | 2.1               | 2.4  | 2.3         |
|                            |       |                 | bcdefghi |            |            | c         | bcgi      | bc          |               |            |            |       |                | m       |                   | o    |             |
| Standard deviation         |       | 1.02            | 1.03     | 1.05       | 1.03       | .97       | 1.01      | 1.00        | .96           | 1.07       | 1.00       | 1.04  | .93            | .96     | 1.00              | .98  | 1.06        |
| Standard error             |       | .01             | .05      | .05        | .05        | .05       | .05       | .05         | .05           | .06        | .05        | .02   | .03            | .02     | .02               | .02  | .02         |

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

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

Base : All respondents

|                             |       | TV SERVICES |                 |                 |                  |      |                          |                   |
|-----------------------------|-------|-------------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                             |       | Total       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%     |       |             | a               | b               | c                | d    | e                        | f                 |
| Unweighted total            |       | 5233        | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample   |       | 3539        | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                       |       | 3000        | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                             |       |             | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| One                         | (1.0) | 436         | 151             | 221             | 264              | 226  | 136                      | 400               |
|                             |       | 15%         | 11%             | 17%             | 12%              | 10%  | 11%                      | 14%               |
|                             |       |             |                 | acdef           | d                |      |                          | acde              |
|                             |       |             | 35%             | 51%             | 61%              | 52%  | 31%                      | 92%               |
| Two                         | (2.0) | 1346        | 630             | 573             | 1019             | 1012 | 521                      | 1285              |
|                             |       | 45%         | 45%             | 45%             | 46%              | 45%  | 43%                      | 45%               |
|                             |       |             | 47%             | 43%             | 76%              | 75%  | 39%                      | 96%               |
| Three                       | (3.0) | 584         | 308             | 239             | 474              | 497  | 265                      | 571               |
|                             |       | 19%         | 22%             | 19%             | 21%              | 22%  | 22%                      | 20%               |
|                             |       |             | b               |                 |                  | b    | b                        |                   |
|                             |       |             | 53%             | 41%             | 81%              | 85%  | 45%                      | 98%               |
| Four or more                | (4.0) | 559         | 301             | 212             | 457              | 497  | 289                      | 544               |
|                             |       | 19%         | 22%             | 17%             | 21%              | 22%  | 24%                      | 19%               |
|                             |       |             | b               |                 | b                | bf   | bcf                      | b                 |
|                             |       |             | 54%             | 38%             | 82%              | 89%  | 52%                      | 97%               |
| None                        | (0.0) | 73          | 6               | 23              | 13               | 10   | 4                        | 31                |
|                             |       | 2%          | *%              | 2%              | 1%               | *%   | *%                       | 1%                |
|                             |       |             |                 | acdef           |                  |      |                          | acde              |
|                             |       |             | 8%              | 32%             | 18%              | 14%  | 6%                       | 43%               |
| NOT ANSWERED [POSTAL ONLY]  |       | 2           | -               | 1               | 1                | 1    | -                        | 1                 |
|                             |       | *%          | -%              | *%              | *%               | *%   | -%                       | *%                |
|                             |       |             | -%              | 26%             | 26%              | 26%  | -%                       | 26%               |
| Mean mobiles in household   |       | 2.4         | 2.5             | 2.3             | 2.5              | 2.6  | 2.6                      | 2.4               |
|                             |       |             | bf              |                 | bf               | bcf  | bcf                      | b                 |
| Standard deviation          |       | 1.02        | .96             | 1.00            | .97              | .96  | .98                      | .99               |
| Standard error              |       | .01         | .02             | .02             | .02              | .02  | .02                      | .01               |
| Columns Tested: a,b,c,d,e,f |       |             |                 |                 |                  |      |                          |                   |

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

Base : All respondents

|                            |       | GENDER |      | AGE GROUP |       |       |       | HOUSEHOLD INCOME |             |              |              | SOCIAL GROUP |      |      |     | NATION |          |           |       |     |
|----------------------------|-------|--------|------|-----------|-------|-------|-------|------------------|-------------|--------------|--------------|--------------|------|------|-----|--------|----------|-----------|-------|-----|
|                            |       | Total  | MALE | FEMALE    | 16-24 | 25-34 | 35-54 | 55+              | UNDER 10.4K | 10.4K-15.59K | 15.6K-25.99K | 26K+         | AB   | C1   | C2  | DE     | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       |        | a    | b         | c     | d     | e     | f                | g           | h            | i            | j            | k    | l    | m   | n      | o        | p         | q     | r   |
| Unweighted total           |       | 5233   | 2473 | 2668      | 545   | 939   | 1699  | 1951             | 369         | 417          | 678          | 2198         | 1379 | 1694 | 634 | 1268   | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  |       | 3539   | 1665 | 1824      | 368   | 675   | 1171  | 1269             | 241         | 277          | 455          | 1528         | 983  | 1230 | 442 | 886    | 2753     | 329       | 413   | 543 |
| Total                      |       | 3000   | 1395 | 1542      | 291   | 586   | 938   | 1110             | 193         | 251          | 363          | 1268         | 797  | 771  | 507 | 731    | 2490     | 270       | 150   | 90  |
|                            |       |        | 47%  | 51%       | 10%   | 20%   | 31%   | 37%              | 6%          | 8%           | 12%          | 42%          | 27%  | 26%  | 17% | 24%    | 83%      | 9%        | 5%    | 3%  |
| No                         | (0.0) | 49     | 19   | 29        | 2     | 3     | 9     | 32               | 3           | 9            | 7            | 3            | 4    | 8    | 5   | 23     | 44       | 1         | 2     | 1   |
|                            |       | 2%     | 1%   | 2%        | 1%    | 1%    | 1%    | 3%               | 2%          | 3%           | 2%           | 1%           | 1%   | 1%   | 3%  | 3%     | 2%       | 1%        | 2%    | 1%  |
|                            |       |        |      |           |       |       |       | cde              | j           | j            | j            |              |      |      |     | klm    |          |           |       |     |
|                            |       |        | 39%  | 58%       | 5%    | 7%    | 19%   | 65%              | 6%          | 18%          | 15%          | 6%           | 8%   | 17%  | 10% | 48%    | 90%      | 3%        | 5%    | 2%  |
| 1                          | (1.0) | 2129   | 959  | 1142      | 234   | 406   | 639   | 809              | 152         | 198          | 256          | 857          | 507  | 559  | 395 | 545    | 1747     | 205       | 112   | 66  |
|                            |       | 71%    | 69%  | 74%       | 80%   | 69%   | 68%   | 73%              | 78%         | 79%          | 70%          | 68%          | 64%  | 73%  | 78% | 75%    | 70%      | 76%       | 75%   | 73% |
|                            |       |        |      | a         | def   |       |       | e                | ij          | ij           |              |              |      | k    | kl  | k      |          | o         |       |     |
|                            |       |        | 45%  | 54%       | 11%   | 19%   | 30%   | 38%              | 7%          | 9%           | 12%          | 40%          | 24%  | 26%  | 19% | 26%    | 82%      | 10%       | 5%    | 3%  |
| 2                          | (2.0) | 582    | 297  | 278       | 35    | 139   | 209   | 191              | 22          | 33           | 80           | 326          | 227  | 164  | 76  | 101    | 491      | 47        | 29    | 15  |
|                            |       | 19%    | 21%  | 18%       | 12%   | 24%   | 22%   | 17%              | 11%         | 13%          | 22%          | 26%          | 28%  | 21%  | 15% | 14%    | 20%      | 17%       | 19%   | 17% |
|                            |       |        | b    |           |       | cf    | cf    | c                |             |              | gh           | gh           | lmn  | mn   |     |        |          |           |       |     |
|                            |       |        | 51%  | 48%       | 6%    | 24%   | 36%   | 33%              | 4%          | 6%           | 14%          | 56%          | 39%  | 28%  | 13% | 17%    | 84%      | 8%        | 5%    | 3%  |
| 3                          | (3.0) | 102    | 60   | 39        | 4     | 21    | 47    | 27               | 3           | 5            | 12           | 48           | 32   | 18   | 19  | 28     | 87       | 10        | 3     | 3   |
|                            |       | 3%     | 4%   | 3%        | 1%    | 4%    | 5%    | 2%               | 2%          | 2%           | 3%           | 4%           | 4%   | 2%   | 4%  | 4%     | 3%       | 4%        | 2%    | 3%  |
|                            |       |        | b    |           |       | c     | cf    |                  |             |              |              |              | l    |      |     | l      |          |           |       |     |
|                            |       |        | 59%  | 38%       | 4%    | 20%   | 46%   | 27%              | 3%          | 5%           | 12%          | 47%          | 31%  | 17%  | 18% | 27%    | 85%      | 10%       | 3%    | 3%  |
| 4 or more                  | (4.0) | 62     | 30   | 30        | 10    | 7     | 27    | 18               | 1           | 1            | 6            | 33           | 22   | 16   | 9   | 11     | 54       | 5         | 1     | 1   |
|                            |       | 2%     | 2%   | 2%        | 3%    | 1%    | 3%    | 2%               | 1%          | 1%           | 2%           | 3%           | 3%   | 2%   | 2%  | 1%     | 2%       | 2%        | 1%    | 2%  |
|                            |       |        |      |           | df    |       | df    |                  |             |              |              | gh           | n    |      |     |        |          |           |       |     |
|                            |       |        | 49%  | 48%       | 15%   | 11%   | 44%   | 29%              | 1%          | 2%           | 9%           | 53%          | 36%  | 26%  | 15% | 17%    | 88%      | 8%        | 2%    | 2%  |
| No mobiles in household    | (0.0) | 73     | 30   | 22        | 6     | 11    | 6     | 31               | 13          | 5            | 2            | 2            | 5    | 6    | 3   | 23     | 64       | 3         | 3     | 3   |
|                            |       | 2%     | 2%   | 1%        | 2%    | 2%    | 1%    | 3%               | 7%          | 2%           | 1%           | 1%           | 1%   | 1%   | 1%  | 3%     | 3%       | 1%        | 2%    | 4%  |
|                            |       |        |      |           | e     | e     |       | e                | hij         | j            |              |              |      |      |     | klm    |          |           |       | p   |
|                            |       |        | 41%  | 30%       | 9%    | 15%   | 9%    | 43%              | 17%         | 7%           | 3%           | 2%           | 8%   | 8%   | 4%  | 31%    | 88%      | 4%        | 4%    | 5%  |
| NOT ANSWERED [POSTAL ONLY] |       | 3      | 1    | 2         | -     | -     | 1     | 2                | -           | -            | -            | -            | -    | -    | -   | *      | 2        | -         | *     | -   |
|                            |       | 1%     | 1%   | 1%        | 0%    | 0%    | 1%    | 1%               | 0%          | 0%           | 0%           | 0%           | 0%   | 0%   | 0%  | 0%     | 1%       | 0%        | 1%    | 0%  |
|                            |       |        | 22%  | 78%       | 0%    | 0%    | 22%   | 78%              | 0%          | 0%           | 0%           | 0%           | 0%   | 0%   | 0%  | 0%     | 17%      | 83%       | 0%    | 17% |
| Mean mobiles used          |       | 1.3    | 1.3  | 1.3       | 1.2   | 1.3   | 1.4   | 1.2              | 1.1         | 1.1          | 1.3          | 1.4          | 1.4  | 1.3  | 1.3 | 1.2    | 1.3      | 1.3       | 1.2   | 1.2 |
|                            |       |        | b    |           |       | cf    | cdf   |                  |             |              | gh           | ghi          | lmn  | n    |     |        | q        |           |       |     |
| Standard deviation         |       | .69    | .71  | .65       | .67   | .64   | .74   | .65              | .54         | .54          | .65          | .69          | .72  | .65  | .64 | .67    | .70      | .64       | .57   | .66 |
| Standard error             |       | .01    | .01  | .01       | .03   | .02   | .02   | .01              | .03         | .03          | .03          | .01          | .02  | .02  | .03 | .02    | .01      | .03       | .02   | .03 |

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



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

Base : All respondents

|                              |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%      | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Effective Weighted Sample    | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886 | 2753     | 329       | 413   | 543 |
| <b>PERSONALLY USE MOBILE</b> |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |     |          |           |       |     |
| Yes                          | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685 | 2379     | 266       | 144   | 86  |
|                              | 96%   | 96%    | 97%    | 97%       | 98%   | 98%   | 94%  | 92%              | 94%          | 97%          | 100% | 99%          | 98%  | 98% | 94% | 96%      | 99%       | 96%   | 95% |
|                              |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24% | 83%      | 9%        | 5%    | 3%  |
| No                           | 122   | 49     | 51     | 9         | 14    | 16    | 63   | 16               | 14           | 9            | 5    | 9            | 14   | 8   | 46  | 108      | 4         | 5     | 4   |
|                              | 4%    | 3%     | 3%     | 3%        | 2%    | 2%    | 6%   | 8%               | 6%           | 3%           | 1%   | 1%           | 2%   | 2%  | 6%  | 4%       | 1%        | 3%    | 5%  |
|                              |       | 40%    | 42%    | 7%        | 11%   | 13%   | 51%  | 13%              | 11%          | 8%           | 4%   | 8%           | 12%  | 7%  | 38% | 89%      | 3%        | 4%    | 4%  |

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

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

Base : All respondents

|                            |       | ENGLAND REGIONS |        |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|----------------------------|-------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                            |       | Total           | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%    |       |                 | a      | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total           |       | 5233            | 375    | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610        |
| Effective Weighted Sample  |       | 3539            | 331    | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836        |
| Total                      |       | 3000            | 359    | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588  | 412            | 1744    | 1131              | 1489 | 1511        |
|                            |       |                 | 12%    | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 58%     | 38%               | 50%  | 50%         |
| No                         | (0.0) | 49              | 3      | 11         | 5          | 1         | 4         | 8           | 4             | 1          | 7          | 42    | 7              | 5       | 39                | 22   | 27          |
|                            |       | 2%              | 1%     | 3%         | 2%         | 1%        | 1%        | 4%          | 1%            | 1%         | 2%         | 2%    | 2%             | 1%      | 3%                | 1%   | 2%          |
|                            |       |                 |        | d          |            |           |           | adh         |               |            |            |       |                |         | l                 |      |             |
|                            |       |                 | 7%     | 23%        | 11%        | 2%        | 8%        | 16%         | 7%            | 3%         | 14%        | 85%   | 15%            | 10%     | 80%               | 45%  | 55%         |
| 1                          | (1.0) | 2129            | 250    | 304        | 173        | 160       | 193       | 143         | 169           | 94         | 262        | 1829  | 300            | 1195    | 864               | 1052 | 1077        |
|                            |       | 71%             | 70%    | 70%        | 69%        | 73%       | 68%       | 68%         | 70%           | 71%        | 72%        | 71%   | 73%            | 69%     | 76%               | 71%  | 71%         |
|                            |       |                 |        |            |            |           |           |             |               |            |            |       |                |         | l                 |      |             |
|                            |       |                 | 12%    | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 56%     | 41%               | 49%  | 51%         |
| 2                          | (2.0) | 582             | 77     | 80         | 47         | 46        | 62        | 38          | 52            | 27         | 62         | 508   | 74             | 425     | 144               | 306  | 276         |
|                            |       | 19%             | 21%    | 18%        | 19%        | 21%       | 22%       | 18%         | 21%           | 20%        | 17%        | 20%   | 18%            | 24%     | 13%               | 21%  | 18%         |
|                            |       |                 |        |            |            |           |           |             |               |            |            |       |                | m       |                   |      |             |
|                            |       |                 | 13%    | 14%        | 8%         | 8%        | 11%       | 7%          | 9%            | 5%         | 11%        | 87%   | 13%            | 73%     | 25%               | 53%  | 47%         |
| 3                          | (3.0) | 102             | 13     | 12         | 8          | 10        | 11        | 11          | 8             | 3          | 12         | 84    | 18             | 67      | 29                | 49   | 53          |
|                            |       | 3%              | 4%     | 3%         | 3%         | 5%        | 4%        | 5%          | 3%            | 2%         | 3%         | 3%    | 4%             | 4%      | 3%                | 3%   | 4%          |
|                            |       |                 |        |            |            |           |           | h           |               |            |            |       |                | m       |                   |      |             |
|                            |       |                 | 12%    | 11%        | 8%         | 10%       | 10%       | 11%         | 8%            | 3%         | 12%        | 82%   | 18%            | 65%     | 28%               | 48%  | 52%         |
| 4 or more                  | (4.0) | 62              | 12     | 9          | 7          | 2         | 6         | 2           | 5             | 5          | 6          | 53    | 9              | 43      | 18                | 35   | 27          |
|                            |       | 2%              | 3%     | 2%         | 3%         | 1%        | 2%        | 1%          | 2%            | 4%         | 2%         | 2%    | 2%             | 2%      | 2%                | 2%   | 2%          |
|                            |       |                 | df     |            | d          |           |           |             |               | df         |            |       |                |         |                   |      |             |
|                            |       |                 | 20%    | 15%        | 11%        | 2%        | 10%       | 3%          | 8%            | 8%         | 10%        | 86%   | 14%            | 69%     | 29%               | 56%  | 44%         |
| No mobiles in household    | (0.0) | 73              | 4      | 19         | 9          | 2         | 5         | 7           | 3             | 2          | 13         | 68    | 5              | 10      | 37                | 24   | 48          |
|                            |       | 2%              | 1%     | 4%         | 4%         | 1%        | 2%        | 4%          | 1%            | 1%         | 4%         | 3%    | 1%             | 1%      | 3%                | 2%   | 3%          |
|                            |       |                 |        | adgh       | ad         |           |           | ad          |               |            | ad         | k     |                |         | l                 |      | n           |
|                            |       |                 | 5%     | 26%        | 12%        | 3%        | 7%        | 10%         | 4%            | 3%         | 18%        | 93%   | 7%             | 14%     | 51%               | 34%  | 66%         |
| NOT ANSWERED [POSTAL ONLY] |       | 3               | -      | -          | 2          | -         | 1         | -           | -             | -          | -          | 3     | -              | -       | *                 | *    | 2           |
|                            |       | 1%              | 0%     | 0%         | 1%         | 0%        | 1%        | 0%          | 0%            | 0%         | 0%         | 1%    | 0%             | 0%      | 0%                | 0%   | 0%          |
|                            |       |                 | 0%     | 0%         | 61%        | 0%        | 22%       | 0%          | 0%            | 0%         | 0%         | 0%    | 100%           | 0%      | 0%                | 17%  | 17%         |
| Mean mobiles used          |       | 1.3             | 1.4    | 1.2        | 1.3        | 1.3       | 1.3       | 1.2         | 1.3           | 1.3        | 1.2        | 1.3   | 1.3            | 1.4     | 1.2               | 1.3  | 1.3         |
|                            |       |                 | bfi    |            |            |           |           |             |               |            |            |       |                | m       |                   | o    |             |
| Standard deviation         |       | .69             | .74    | .71        | .74        | .61       | .70       | .70         | .68           | .74        | .68        | .69   | .69            | .69     | .64               | .69  | .69         |
| Standard error             |       | .01             | .04    | .03        | .04        | .03       | .04       | .04         | .03           | .04        | .04        | .01   | .02            | .01     | .01               | .01  | .01         |

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

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

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836        |
| PERSONALLY USE MOBILE     |       |                 |            |            |           |           |             |               |            |            |       |                |         |                   |      |             |
| Yes                       | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475  | 400            | 1729    | 1055              | 1442 | 1433        |
|                           | 96%   | 98%             | 93%        | 94%        | 99%       | 96%       | 93%         | 97%           | 97%        | 94%        | 96%   | 97%            | 99%     | 93%               | 97%  | 95%         |
|                           |       | b c f i         |            |            | b c f i   | b f       |             | b c f         | b c f      |            |       |                | m       |                   | o    |             |
|                           |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 60%     | 37%               | 50%  | 50%         |
| No                        | 122   | 7               | 30         | 14         | 3         | 9         | 15          | 7             | 3          | 20         | 110   | 12             | 15      | 76                | 46   | 75          |
|                           | 4%    | 2%              | 7%         | 6%         | 1%        | 3%        | 7%          | 3%            | 3%         | 6%         | 4%    | 3%             | 1%      | 7%                | 3%   | 5%          |
|                           |       |                 | a d e g h  | a d        |           |           | a d e g h   |               |            | a d        |       |                | l       |                   | n    |             |
|                           |       | 6%              | 25%        | 12%        | 2%        | 8%        | 12%         | 6%            | 3%         | 16%        | 90%   | 10%            | 12%     | 63%               | 38%  | 62%         |

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

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

Base : All respondents

|                             |       | TV SERVICES |                      |                      |                       |           |                               |                        |
|-----------------------------|-------|-------------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                             |       | Total       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%     |       |             |                      |                      |                       |           |                               |                        |
| Unweighted total            |       | 5233        | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample   |       | 3539        | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                       |       | 3000        | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                             |       |             | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| No                          | (0.0) | 49          | 14                   | 22                   | 15                    | 9         | 7                             | 37                     |
|                             |       | 2%          | 1%                   | 2%                   | 1%                    | *%        | 1%                            | 1%                     |
|                             |       |             | d                    | cde                  |                       |           |                               | cde                    |
|                             |       |             | 29%                  | 45%                  | 31%                   | 19%       | 15%                           | 76%                    |
| 1                           | (1.0) | 2129        | 997                  | 903                  | 1600                  | 1616      | 856                           | 2036                   |
|                             |       | 71%         | 71%                  | 71%                  | 72%                   | 72%       | 70%                           | 72%                    |
|                             |       |             | 47%                  | 42%                  | 75%                   | 76%       | 40%                           | 96%                    |
| 2                           | (2.0) | 582         | 290                  | 255                  | 468                   | 468       | 270                           | 566                    |
|                             |       | 19%         | 21%                  | 20%                  | 21%                   | 21%       | 22%                           | 20%                    |
|                             |       |             | 50%                  | 44%                  | 80%                   | 80%       | 46%                           | 97%                    |
| 3                           | (3.0) | 102         | 57                   | 41                   | 78                    | 84        | 48                            | 99                     |
|                             |       | 3%          | 4%                   | 3%                   | 3%                    | 4%        | 4%                            | 3%                     |
|                             |       |             | 56%                  | 40%                  | 76%                   | 82%       | 47%                           | 97%                    |
| 4 or more                   | (4.0) | 62          | 32                   | 23                   | 52                    | 55        | 30                            | 61                     |
|                             |       | 2%          | 2%                   | 2%                   | 2%                    | 2%        | 2%                            | 2%                     |
|                             |       |             | 51%                  | 38%                  | 85%                   | 89%       | 48%                           | 98%                    |
| No mobiles in household     | (0.0) | 73          | 6                    | 23                   | 13                    | 10        | 4                             | 31                     |
|                             |       | 2%          | *%                   | 2%                   | 1%                    | *%        | *%                            | 1%                     |
|                             |       |             |                      | acdef                |                       |           |                               | acde                   |
|                             |       |             | 8%                   | 32%                  | 18%                   | 14%       | 6%                            | 43%                    |
|                             |       | 3           | -                    | 1                    | 1                     | 1         | -                             | 1                      |
|                             |       | *%          | -%                   | *%                   | *%                    | *%        | -%                            | *%                     |
|                             |       |             | -%                   | 39%                  | 39%                   | 39%       | -%                            | 39%                    |
|                             |       | 1.3         | 1.3                  | 1.3                  | 1.3                   | 1.3       | 1.4                           | 1.3                    |
|                             |       |             | b                    |                      | b                     | bf        | bf                            |                        |
| Standard deviation          |       | .69         | .69                  | .67                  | .68                   | .68       | .69                           | .68                    |
| Standard error              |       | .01         | .01                  | .01                  | .01                   | .01       | .01                           | .01                    |
| Columns Tested: a,b,c,d,e,f |       |             |                      |                      |                       |           |                               |                        |

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

Base : All respondents

|                              | Total | TV SERVICES          |                      |                       |           |                               |                        |
|------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                              |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%      |       |                      |                      |                       |           |                               |                        |
| Effective Weighted Sample    | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| <b>PERSONALLY USE MOBILE</b> |       |                      |                      |                       |           |                               |                        |
| Yes                          | 2875  | 1376                 | 1223                 | 2198                  | 2223      | 1204                          | 2762                   |
|                              | 96%   | 99%                  | 96%                  | 99%                   | 99%       | 99%                           | 98%                    |
|                              |       | bf                   |                      | bf                    | bf        | bf                            | b                      |
|                              |       | 48%                  | 43%                  | 76%                   | 77%       | 42%                           | 96%                    |
| No                           | 122   | 20                   | 45                   | 28                    | 19        | 12                            | 69                     |
|                              | 4%    | 1%                   | 4%                   | 1%                    | 1%        | 1%                            | 2%                     |
|                              |       |                      | acdef                |                       |           |                               | acde                   |
|                              |       |                      | 17%                  | 37%                   | 23%       | 16%                           | 57%                    |

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

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

Base : Those who personally use a mobile phone (excluding those completing a paper questionnaire)

|                                                                                          | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                  |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                         | 4699  | 2227   | 2408   | 526       | 922   | 1628  | 1580 | 292              | 349          | 605          | 2124 | 1311         | 1595 | 569 | 1047 | 3042     | 514       | 556   | 587 |
| Effective Weighted Sample                                                                | 3248  | 1532   | 1674   | 360       | 678   | 1123  | 1057 | 202              | 239          | 412          | 1497 | 940          | 1170 | 408 | 741  | 2531     | 300       | 384   | 489 |
| Total                                                                                    | 2648  | 1241   | 1370   | 279       | 570   | 899   | 872  | 140              | 200          | 325          | 1226 | 765          | 728  | 460 | 586  | 2192     | 247       | 131   | 78  |
|                                                                                          |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 8%           | 12%          | 46%  | 29%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| It was bought as a brand new phone (as part of contract including calls, texts and data) | 1391  | 614    | 760    | 149       | 331   | 513   | 386  | 62               | 107          | 184          | 683  | 391          | 386  | 277 | 290  | 1128     | 140       | 79    | 44  |
|                                                                                          | 53%   | 49%    | 55%    | 53%       | 58%   | 57%   | 44%  | 44%              | 54%          | 57%          | 56%  | 51%          | 53%  | 60% | 49%  | 51%      | 57%       | 60%   | 56% |
|                                                                                          |       | a      | f      | f         | f     | f     |      |                  | g            | g            | g    |              |      | kl  |      |          |           | o     | o   |
|                                                                                          |       | 44%    | 55%    | 11%       | 24%   | 37%   | 28%  | 4%               | 8%           | 13%          | 49%  | 28%          | 28%  | 20% | 21%  | 81%      | 10%       | 6%    | 3%  |
| It was bought as a brand new phone (not as part of a contract, just the phone itself)    | 843   | 429    | 401    | 80        | 159   | 259   | 335  | 35               | 58           | 95           | 393  | 268          | 241  | 126 | 163  | 715      | 72        | 34    | 21  |
|                                                                                          | 32%   | 35%    | 29%    | 29%       | 28%   | 29%   | 38%  | 25%              | 29%          | 29%          | 32%  | 35%          | 33%  | 27% | 28%  | 33%      | 29%       | 26%   | 27% |
|                                                                                          |       | b      |        |           |       |       | cde  |                  |              |              | g    | mn           | mn   |     |      | qr       |           |       |     |
|                                                                                          |       | 51%    | 48%    | 10%       | 19%   | 31%   | 40%  | 4%               | 7%           | 11%          | 47%  | 32%          | 29%  | 15% | 19%  | 85%      | 9%        | 4%    | 3%  |
| It was bought as a refurbished/ used phone                                               | 197   | 100    | 94     | 27        | 42    | 63    | 61   | 24               | 21           | 20           | 74   | 50           | 51   | 30  | 58   | 171      | 13        | 10    | 4   |
|                                                                                          | 7%    | 8%     | 7%     | 10%       | 7%    | 7%    | 7%   | 17%              | 10%          | 6%           | 6%   | 7%           | 7%   | 7%  | 10%  | 8%       | 5%        | 7%    | 5%  |
|                                                                                          |       |        |        |           |       |       |      | ij               | ij           |              |      |              |      |     | kl   | r        |           |       |     |
|                                                                                          |       | 51%    | 48%    | 14%       | 21%   | 32%   | 31%  | 12%              | 11%          | 10%          | 38%  | 26%          | 26%  | 15% | 29%  | 87%      | 6%        | 5%    | 2%  |
| It was passed on to me/ hand me down                                                     | 177   | 72     | 102    | 17        | 30    | 45    | 83   | 18               | 13           | 25           | 59   | 42           | 40   | 18  | 69   | 144      | 18        | 8     | 7   |
|                                                                                          | 7%    | 6%     | 7%     | 6%        | 5%    | 5%    | 10%  | 13%              | 7%           | 8%           | 5%   | 6%           | 6%   | 4%  | 12%  | 7%       | 7%        | 6%    | 9%  |
|                                                                                          |       |        |        |           |       |       | cde  | hij              |              | j            |      |              |      |     | klm  |          |           |       | o   |
|                                                                                          |       | 41%    | 58%    | 9%        | 17%   | 26%   | 47%  | 10%              | 7%           | 14%          | 33%  | 24%          | 23%  | 10% | 39%  | 81%      | 10%       | 4%    | 4%  |
| Something else                                                                           | 24    | 21     | 4      | -         | 3     | 13    | 7    | *                | *            | 1            | 17   | 11           | 5    | 7   | 2    | 21       | 2         | 1     | 1   |
|                                                                                          | 1%    | 2%     | 1%     | 0%        | 1%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                                                          |       | b      |        |           |       | c     |      |                  |              |              |      | n            |      | n   |      |          |           |       |     |
|                                                                                          |       | 84%    | 16%    | 0%        | 14%   | 55%   | 31%  | 2%               | 2%           | 4%           | 68%  | 43%          | 22%  | 27% | 7%   | 86%      | 8%        | 3%    | 4%  |
| Don't know                                                                               | 16    | 6      | 9      | 5         | 5     | 5     | *    | 2                | 1            | -            | 1    | 2            | 3    | 2   | 4    | 14       | 1         | -     | *   |
|                                                                                          | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | 1%   | 1%               | 1%           | 0%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 0%    | 1%  |
|                                                                                          |       |        |        | ef        | f     | f     |      | ij               |              |              |      |              |      |     |      |          |           |       |     |
|                                                                                          |       | 37%    | 57%    | 33%       | 30%   | 29%   | 2%   | 10%              | 3%           | 0%           | 3%   | 14%          | 21%  | 13% | 28%  | 91%      | 7%        | 0%    | 2%  |

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

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

Base : Those who personally use a mobile phone (excluding those completing a paper questionnaire)

|                                                                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                         | 4699  | 350             | 415        | 311        | 337       | 319       | 332         | 356           | 311        | 311        | 3604     | 1095  | 2792           | 1790        | 2372              | 2327         |
| Effective Weighted Sample                                                                | 3248  | 310             | 372        | 282        | 303       | 276       | 300         | 313           | 268        | 280        | 2758     | 495   | 1960           | 1229        | 1582              | 1669         |
| Total                                                                                    | 2648  | 337             | 372        | 213        | 207       | 245       | 184         | 210           | 120        | 306        | 2281     | 367   | 1681           | 891         | 1328              | 1320         |
|                                                                                          |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 63%            | 34%         | 50%               | 50%          |
| It was bought as a brand new phone (as part of contract including calls, texts and data) | 1391  | 147             | 190        | 108        | 104       | 127       | 108         | 102           | 69         | 172        | 1193     | 198   | 978            | 382         | 685               | 705          |
|                                                                                          | 53%   | 44%             | 51%        | 51%        | 50%       | 52%       | 59%         | 49%           | 58%        | 56%        | 52%      | 54%   | 58%            | 43%         | 52%               | 53%          |
|                                                                                          |       |                 |            |            |           | a         | abdg        |               | ag         | a          |          |       | m              |             |                   |              |
|                                                                                          |       | 11%             | 14%        | 8%         | 7%        | 9%        | 8%          | 7%            | 5%         | 12%        | 86%      | 14%   | 70%            | 27%         | 49%               | 51%          |
| It was bought as a brand new phone (not as part of a contract, just the phone itself)    | 843   | 143             | 123        | 78         | 69        | 76        | 50          | 68            | 33         | 75         | 729      | 114   | 491            | 325         | 450               | 393          |
|                                                                                          | 32%   | 42%             | 33%        | 37%        | 33%       | 31%       | 27%         | 32%           | 28%        | 24%        | 32%      | 31%   | 29%            | 37%         | 34%               | 30%          |
|                                                                                          |       | bdefghi         | i          | fhi        | i         |           |             | i             |            |            |          |       | l              | l           | o                 |              |
|                                                                                          |       | 17%             | 15%        | 9%         | 8%        | 9%        | 6%          | 8%            | 4%         | 9%         | 87%      | 13%   | 58%            | 39%         | 53%               | 47%          |
| It was bought as a refurbished/ used phone                                               | 197   | 26              | 29         | 12         | 18        | 18        | 14          | 18            | 8          | 26         | 173      | 24    | 109            | 81          | 85                | 112          |
|                                                                                          | 7%    | 8%              | 8%         | 6%         | 9%        | 7%        | 8%          | 9%            | 6%         | 9%         | 8%       | 7%    | 6%             | 9%          | 6%                | 8%           |
|                                                                                          |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   | n            |
|                                                                                          |       | 13%             | 15%        | 6%         | 9%        | 9%        | 7%          | 9%            | 4%         | 13%        | 88%      | 12%   | 55%            | 41%         | 43%               | 57%          |
| It was passed on to me/ hand me down                                                     | 177   | 15              | 26         | 12         | 14        | 18        | 6           | 17            | 6          | 29         | 152      | 26    | 76             | 93          | 90                | 87           |
|                                                                                          | 7%    | 4%              | 7%         | 6%         | 7%        | 8%        | 3%          | 8%            | 5%         | 10%        | 7%       | 7%    | 5%             | 10%         | 7%                | 7%           |
|                                                                                          |       |                 | f          | f          | f         | f         |             | f             |            | af         |          |       | l              | l           |                   |              |
|                                                                                          |       | 8%              | 14%        | 7%         | 8%        | 10%       | 3%          | 10%           | 4%         | 17%        | 86%      | 14%   | 43%            | 53%         | 51%               | 49%          |
| Something else                                                                           | 24    | 2               | 4          | 2          | 2         | 2         | 4           | 3             | 1          | 1          | 20       | 5     | 22             | 2           | 11                | 13           |
|                                                                                          | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 2%          | 2%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                                                          |       |                 |            |            |           |           | i           |               |            |            |          |       | m              |             |                   |              |
|                                                                                          |       | 9%              | 17%        | 7%         | 7%        | 9%        | 16%         | 14%           | 5%         | 3%         | 81%      | 19%   | 91%            | 9%          | 45%               | 55%          |
| Don't know                                                                               | 16    | 4               | -          | 1          | -         | 3         | 2           | 1             | 2          | 3          | 14       | 1     | 5              | 8           | 6                 | 10           |
|                                                                                          | 1%    | 1%              | 0%         | 1%         | 0%        | 1%        | 1%          | 1%            | 2%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                                                          |       | b               |            |            |           | b         |             |               | bd         |            |          |       | l              |             |                   |              |
|                                                                                          |       | 23%             | 0%         | 3%         | 0%        | 18%       | 11%         | 3%            | 14%        | 19%        | 91%      | 9%    | 29%            | 49%         | 39%               | 61%          |

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

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

Base : Those who personally use a mobile phone (excluding those completing a paper questionnaire)

|                                                                                          | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                          |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                                                                                          |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                                                                  |       |                 |                 |                  |      |               |                   |
| Unweighted total                                                                         | 4699  | 2268            | 1953            | 3719             | 3827 | 2092          | 4558              |
| Effective Weighted Sample                                                                | 3248  | 1558            | 1348            | 2598             | 2653 | 1463          | 3154              |
| Total                                                                                    | 2648  | 1284            | 1100            | 2092             | 2157 | 1170          | 2560              |
|                                                                                          |       | 48%             | 42%             | 79%              | 81%  | 44%           | 97%               |
| It was bought as a brand new phone (as part of contract including calls, texts and data) | 1391  | 773             | 538             | 1158             | 1205 | 638           | 1365              |
|                                                                                          | 53%   | 60%             | 49%             | 55%              | 56%  | 54%           | 53%               |
|                                                                                          |       | bcdef           |                 | b                | b    | b             | b                 |
|                                                                                          |       | 56%             | 39%             | 83%              | 87%  | 46%           | 98%               |
| It was bought as a brand new phone (not as part of a contract, just the phone itself)    | 843   | 342             | 385             | 649              | 653  | 378           | 812               |
|                                                                                          | 32%   | 27%             | 35%             | 31%              | 30%  | 32%           | 32%               |
|                                                                                          |       |                 | acdf            | a                | a    | a             | a                 |
|                                                                                          |       | 41%             | 46%             | 77%              | 77%  | 45%           | 96%               |
| It was bought as a refurbished/ used phone                                               | 197   | 73              | 79              | 132              | 142  | 88            | 183               |
|                                                                                          | 7%    | 6%              | 7%              | 6%               | 7%   | 8%            | 7%                |
|                                                                                          |       |                 |                 |                  |      | a             |                   |
|                                                                                          |       | 37%             | 40%             | 67%              | 72%  | 45%           | 93%               |
| It was passed on to me/ hand me down                                                     | 177   | 73              | 84              | 123              | 126  | 52            | 165               |
|                                                                                          | 7%    | 6%              | 8%              | 6%               | 6%   | 4%            | 6%                |
|                                                                                          |       |                 | acde            |                  |      |               | e                 |
|                                                                                          |       | 41%             | 47%             | 70%              | 71%  | 29%           | 93%               |
| Something else                                                                           | 24    | 15              | 9               | 21               | 21   | 12            | 23                |
|                                                                                          | 1%    | 1%              | 1%              | 1%               | 1%   | 1%            | 1%                |
|                                                                                          |       | 61%             | 39%             | 86%              | 84%  | 48%           | 95%               |
| Don't know                                                                               | 16    | 7               | 4               | 8                | 11   | 3             | 12                |
|                                                                                          | 1%    | 1%              | *%              | *%               | *%   | *%            | *%                |
|                                                                                          |       | 47%             | 25%             | 53%              | 68%  | 19%           | 79%               |

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



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

Base : Those who personally use a mobile phone

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                     | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                           |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| EE                        | 619   | 293    | 322    | 67        | 121   | 211   | 210  | 41               | 44           | 64           | 283  | 179          | 161  | 107 | 143  | 527      | 48        | 36    | 8   |
|                           | 22%   | 22%    | 22%    | 24%       | 21%   | 23%   | 20%  | 23%              | 19%          | 18%          | 22%  | 23%          | 21%  | 21% | 21%  | 22%      | 18%       | 25%   | 10% |
|                           |       |        |        |           |       |       |      |                  |              |              | i    |              |      |     |      | r        | r         | pr    |     |
|                           |       | 47%    | 52%    | 11%       | 19%   | 34%   | 34%  | 7%               | 7%           | 10%          | 46%  | 29%          | 26%  | 17% | 23%  | 85%      | 8%        | 6%    | 1%  |
| O2                        | 539   | 242    | 291    | 49        | 116   | 178   | 188  | 27               | 43           | 78           | 256  | 153          | 148  | 102 | 108  | 422      | 59        | 20    | 38  |
|                           | 19%   | 18%    | 20%    | 17%       | 20%   | 19%   | 18%  | 15%              | 18%          | 22%          | 20%  | 19%          | 20%  | 20% | 16%  | 18%      | 22%       | 14%   | 44% |
|                           |       |        |        |           |       |       |      |                  |              | g            |      | n            | n    | n   |      |          | q         |       | opq |
|                           |       | 45%    | 54%    | 9%        | 22%   | 33%   | 35%  | 5%               | 8%           | 14%          | 47%  | 28%          | 27%  | 19% | 20%  | 78%      | 11%       | 4%    | 7%  |
| Vodafone                  | 435   | 207    | 217    | 32        | 94    | 144   | 158  | 24               | 31           | 49           | 230  | 147          | 113  | 70  | 91   | 363      | 42        | 19    | 10  |
|                           | 15%   | 15%    | 15%    | 11%       | 16%   | 16%   | 15%  | 14%              | 13%          | 14%          | 18%  | 19%          | 15%  | 14% | 13%  | 15%      | 16%       | 13%   | 12% |
|                           |       |        |        |           | c     | c     |      |                  |              |              | hi   | lmn          |      |     |      | r        |           |       |     |
|                           |       | 48%    | 50%    | 7%        | 22%   | 33%   | 36%  | 6%               | 7%           | 11%          | 53%  | 34%          | 26%  | 16% | 21%  | 84%      | 10%       | 4%    | 2%  |
| Three/ 3                  | 291   | 138    | 146    | 37        | 66    | 107   | 72   | 21               | 32           | 25           | 132  | 87           | 65   | 53  | 72   | 247      | 21        | 15    | 8   |
|                           | 10%   | 10%    | 10%    | 13%       | 12%   | 12%   | 7%   | 12%              | 14%          | 7%           | 10%  | 11%          | 9%   | 11% | 11%  | 10%      | 8%        | 11%   | 9%  |
|                           |       |        |        | f         | f     | f     |      | i                | i            |              | i    |              |      |     |      |          |           |       |     |
|                           |       | 47%    | 50%    | 13%       | 23%   | 37%   | 25%  | 7%               | 11%          | 9%           | 45%  | 30%          | 23%  | 18% | 25%  | 85%      | 7%        | 5%    | 3%  |
| Tesco                     | 195   | 91     | 104    | 13        | 26    | 50    | 103  | 13               | 25           | 25           | 68   | 34           | 44   | 37  | 72   | 157      | 17        | 15    | 6   |
|                           | 7%    | 7%     | 7%     | 5%        | 5%    | 5%    | 10%  | 7%               | 11%          | 7%           | 5%   | 4%           | 6%   | 7%  | 11%  | 7%       | 6%        | 11%   | 7%  |
|                           |       |        |        |           |       | cde   |      |                  | j            |              |      |              |      | k   | kl   |          |           | op    |     |
|                           |       | 47%    | 53%    | 7%        | 13%   | 26%   | 53%  | 7%               | 13%          | 13%          | 35%  | 18%          | 22%  | 19% | 37%  | 80%      | 9%        | 8%    | 3%  |
| Virgin Media/ Any Virgin  | 182   | 86     | 94     | 17        | 29    | 47    | 86   | 13               | 12           | 25           | 71   | 49           | 46   | 34  | 42   | 144      | 25        | 10    | 2   |
|                           | 6%    | 6%     | 6%     | 6%        | 5%    | 5%    | 8%   | 7%               | 5%           | 7%           | 6%   | 6%           | 6%   | 7%  | 6%   | 6%       | 9%        | 7%    | 3%  |
|                           |       |        |        |           |       | de    |      |                  |              |              |      |              |      |     |      | r        | or        | r     |     |
|                           |       | 47%    | 52%    | 9%        | 16%   | 26%   | 47%  | 7%               | 7%           | 14%          | 39%  | 27%          | 26%  | 19% | 23%  | 79%      | 14%       | 6%    | 1%  |
| Giffgaff                  | 151   | 72     | 78     | 19        | 47    | 48    | 35   | 8                | 15           | 17           | 50   | 30           | 51   | 19  | 38   | 129      | 16        | 3     | 3   |
|                           | 5%    | 5%     | 5%     | 7%        | 8%    | 5%    | 3%   | 4%               | 6%           | 5%           | 4%   | 4%           | 7%   | 4%  | 6%   | 5%       | 6%        | 2%    | 3%  |
|                           |       |        |        | f         | ef    | f     |      |                  |              |              |      |              | km   |     |      | qr       | q         |       |     |
|                           |       | 48%    | 52%    | 12%       | 31%   | 32%   | 24%  | 5%               | 10%          | 11%          | 33%  | 20%          | 34%  | 12% | 25%  | 85%      | 11%       | 2%    | 2%  |
| BT                        | 109   | 58     | 48     | 12        | 10    | 21    | 63   | 6                | 7            | 27           | 34   | 30           | 30   | 13  | 26   | 92       | 8         | 5     | 3   |
|                           | 4%    | 4%     | 3%     | 4%        | 2%    | 2%    | 6%   | 4%               | 3%           | 8%           | 3%   | 4%           | 4%   | 3%  | 4%   | 4%       | 3%        | 4%    | 4%  |
|                           |       |        |        | de        |       | de    |      |                  |              | ghj          |      |              |      |     |      |          |           |       |     |
|                           |       | 53%    | 44%    | 11%       | 9%    | 20%   | 58%  | 6%               | 6%           | 25%          | 31%  | 27%          | 27%  | 12% | 24%  | 84%      | 8%        | 5%    | 3%  |

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

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

Base : Those who personally use a mobile phone

|                                | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%        |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total               | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample      | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                          | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Sky Mobile                     | 98    | 40     | 57     | 8         | 14    | 42    | 33   | 11               | 7            | 11           | 43   | 21           | 26   | 20  | 27   | 79       | 8         | 8     | 3   |
|                                | 3%    | 3%     | 4%     | 3%        | 3%    | 5%    | 3%   | 6%               | 3%           | 3%           | 3%   | 3%           | 3%   | 4%  | 4%   | 3%       | 3%        | 6%    | 4%  |
|                                |       |        |        |           |       | d     |      |                  |              |              |      |              |      |     |      |          |           | o     |     |
|                                |       | 40%    | 58%    | 8%        | 15%   | 42%   | 33%  | 11%              | 7%           | 11%          | 44%  | 21%          | 27%  | 20% | 28%  | 80%      | 8%        | 8%    | 3%  |
| iD Mobile (Carphone Warehouse) | 53    | 21     | 29     | 6         | 13    | 13    | 19   | 3                | 6            | 5            | 23   | 12           | 17   | 9   | 12   | 47       | 4         | 2     | 1   |
|                                | 2%    | 2%     | 2%     | 2%        | 2%    | 1%    | 2%   | 1%               | 2%           | 1%           | 2%   | 2%           | 2%   | 2%  | 2%   | 2%       | 1%        | 1%    | 1%  |
|                                |       | 40%    | 55%    | 11%       | 24%   | 25%   | 36%  | 5%               | 11%          | 9%           | 43%  | 23%          | 32%  | 17% | 22%  | 88%      | 7%        | 3%    | 2%  |
| Plusnet                        | 41    | 21     | 21     | 3         | 4     | 12    | 22   | 2                | 4            | 9            | 18   | 10           | 13   | 7   | 9    | 35       | 3         | 2     | 1   |
|                                | 1%    | 2%     | 1%     | 1%        | 1%    | 1%    | 2%   | 1%               | 1%           | 2%           | 1%   | 1%           | 2%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                |       |        |        |           |       | d     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                |       | 50%    | 50%    | 8%        | 9%    | 29%   | 54%  | 5%               | 8%           | 21%          | 43%  | 25%          | 32%  | 17% | 22%  | 85%      | 8%        | 5%    | 2%  |
| Voxi                           | 30    | 12     | 19     | 12        | 9     | 7     | 2    | 1                | 1            | 2            | 8    | 5            | 9    | 8   | 8    | 27       | 1         | 1     | 1   |
|                                | 1%    | 1%     | 1%     | 4%        | 2%    | 1%    | *%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 2%  | 1%   | 1%       | *%        | 1%    | 1%  |
|                                |       |        |        | def       | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                |       | 39%    | 61%    | 39%       | 29%   | 25%   | 8%   | 4%               | 4%           | 7%           | 26%  | 15%          | 30%  | 25% | 26%  | 90%      | 4%        | 4%    | 2%  |
| Lebara                         | 25    | 14     | 12     | 1         | 10    | 9     | 6    | 1                | 2            | 2            | 9    | 6            | 5    | 6   | 6    | 24       | *         | 1     | *   |
|                                | 1%    | 1%     | 1%     | *%        | 2%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | *%        | *%    | *%  |
|                                |       |        |        |           | cf    |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                |       | 53%    | 47%    | 4%        | 40%   | 34%   | 22%  | 5%               | 8%           | 8%           | 36%  | 25%          | 20%  | 23% | 25%  | 96%      | *%        | 2%    | 1%  |
| Smarty                         | 23    | 11     | 12     | 3         | 5     | 11    | 5    | 1                | *            | 2            | 15   | 7            | 8    | 1   | 6    | 17       | 4         | 1     | *   |
|                                | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | *%   | 1%               | *%           | 1%           | 1%   | 1%           | 1%   | *%  | 1%   | 1%       | 2%        | 1%    | *%  |
|                                |       |        |        |           |       | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                |       | 49%    | 51%    | 11%       | 21%   | 47%   | 20%  | 4%               | 2%           | 9%           | 65%  | 33%          | 37%  | 5%  | 24%  | 73%      | 19%       | 6%    | 1%  |
| Utility Warehouse              | 17    | 8      | 9      | -         | -     | 3     | 14   | -                | 3            | 4            | 3    | 3            | 7    | 1   | 5    | 12       | 4         | 1     | -   |
|                                | 1%    | 1%     | 1%     | -%        | -%    | *%    | 1%   | -%               | 1%           | 1%           | *%   | *%           | 1%   | *%  | 1%   | *%       | 2%        | *%    | -%  |
|                                |       |        |        |           |       | cde   |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                |       | 49%    | 51%    | -%        | -%    | 17%   | 83%  | -%               | 21%          | 23%          | 20%  | 18%          | 41%  | 6%  | 28%  | 71%      | 25%       | 4%    | -%  |
| TalkTalk                       | 15    | 8      | 7      | 1         | 3     | 1     | 7    | 2                | *            | 2            | 3    | 4            | 2    | 1   | 3    | 12       | -         | 3     | *   |
|                                | 1%    | 1%     | *%     | *%        | *%    | *%    | 1%   | 1%               | *%           | 1%           | *%   | 1%           | *%   | *%  | *%   | 1%       | -%        | 2%    | *%  |
|                                |       |        |        |           |       | j     |      |                  |              |              |      |              |      |     |      |          |           | opr   |     |
|                                |       | 52%    | 48%    | 9%        | 17%   | 10%   | 46%  | 13%              | 2%           | 13%          | 19%  | 30%          | 12%  | 6%  | 18%  | 81%      | -%        | 17%   | 2%  |

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

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

Base : Those who personally use a mobile phone

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample  | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                      | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                            |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Talk Mobile                | 15    | 10     | 5      | -         | 2     | 6     | 7    | -                | 1            | 2            | 9    | 3            | 4    | 2   | 6    | 13       | 1         | *     | -   |
|                            | 1%    | 1%     | *%     | -%        | *%    | 1%    | 1%   | -%               | 1%           | *%           | 1%   | *%           | 1%   | *%  | 1%   | 1%       | 1%        | *%    | -%  |
|                            |       | 66%    | 34%    | -%        | 13%   | 43%   | 44%  | -%               | 9%           | 12%          | 61%  | 23%          | 27%  | 12% | 38%  | 89%      | 10%       | 1%    | -%  |
| Asda Mobile                | 8     | 5      | 3      | *         | 1     | 2     | 5    | *                | 1            | 3            | 3    | 2            | 2    | 4   | 1    | 7        | 1         | *     | -   |
|                            | *%    | *%     | *%     | *%        | *%    | *%    | *%   | *%               | *%           | 1%           | *%   | *%           | *%   | 1%  | *%   | *%       | *%        | *%    | -%  |
|                            |       | 60%    | 38%    | 6%        | 12%   | 20%   | 61%  | 6%               | 8%           | 32%          | 38%  | 19%          | 26%  | 45% | 9%   | 85%      | 10%       | 5%    | -%  |
| Lyca Mobile                | 7     | 2      | 4      | -         | 2     | 3     | 2    | *                | 1            | 2            | 1    | *            | 1    | 1   | 3    | 7        | -         | -     | -   |
|                            | *%    | *%     | *%     | -%        | *%    | *%    | *%   | *%               | *%           | *%           | *%   | *%           | *%   | *%  | *%   | *%       | -%        | -%    | -%  |
|                            |       | 34%    | 66%    | -%        | 34%   | 40%   | 27%  | 7%               | 8%           | 24%          | 17%  | 4%           | 12%  | 18% | 41%  | 100%     | -%        | -%    | -%  |
| Other                      | 6     | 1      | 5      | 1         | -     | 2     | 2    | 2                | -            | -            | 1    | 1            | 1    | 1   | 3    | 5        | 1         | *     | *   |
|                            | *%    | *%     | *%     | *%        | -%    | *%    | *%   | 1%               | -%           | -%           | *%   | *%           | *%   | *%  | *%   | *%       | *%        | *%    | *%  |
|                            |       | 24%    | 76%    | 10%       | -%    | 37%   | 39%  | 38%              | -%           | -%           | 22%  | 22%          | 17%  | 12% | 48%  | 83%      | 13%       | 1%    | 3%  |
| Don't know                 | 14    | 6      | 6      | 1         | 2     | 6     | 4    | 1                | -            | 1            | 3    | 3            | 3    | 3   | 4    | 12       | 2         | *     | *   |
|                            | *%    | *%     | *%     | *%        | *%    | 1%    | *%   | 1%               | -%           | *%           | *%   | *%           | *%   | 1%  | 1%   | *%       | 1%        | *%    | *%  |
|                            |       | 42%    | 46%    | 8%        | 13%   | 40%   | 32%  | 7%               | -%           | 9%           | 21%  | 24%          | 20%  | 20% | 25%  | 84%      | 13%       | *%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 2     | 1      | 1      | -         | -     | -     | 2    | -                | 2            | -            | -    | -            | -    | -   | 2    | 2        | *         | -     | -   |
|                            | *%    | *%     | *%     | -%        | -%    | -%    | *%   | -%               | 1%           | -%           | -%   | -%           | -%   | -%  | *%   | *%       | *%        | -%    | -%  |
|                            |       | 48%    | 52%    | -%        | -%    | -%    | 100% | -%               | 87%          | -%           | -%   | -%           | -%   | -%  | 100% | 87%      | 13%       | -%    | -%  |

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

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

Base : Those who personally use a mobile phone

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                     | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                           |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| EE                        | 619   | 76              | 71         | 50         | 55        | 71        | 42          | 57            | 34         | 71         | 522      | 97    | 381            | 223         | 308               | 312          |
|                           | 22%   | 22%             | 18%        | 21%        | 25%       | 26%       | 22%         | 24%           | 26%        | 21%        | 21%      | 24%   | 22%            | 21%         | 21%               | 22%          |
|                           |       |                 |            |            | b         | b         |             | b             | b          |            |          |       |                |             |                   |              |
|                           |       | 12%             | 11%        | 8%         | 9%        | 11%       | 7%          | 9%            | 5%         | 11%        | 84%      | 16%   | 61%            | 36%         | 50%               | 50%          |
| O2                        | 539   | 60              | 86         | 41         | 38        | 38        | 32          | 42            | 22         | 63         | 453      | 85    | 347            | 177         | 275               | 263          |
|                           | 19%   | 17%             | 21%        | 18%        | 18%       | 14%       | 17%         | 18%           | 17%        | 18%        | 18%      | 21%   | 20%            | 17%         | 19%               | 18%          |
|                           |       |                 | e          |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 11%             | 16%        | 8%         | 7%        | 7%        | 6%          | 8%            | 4%         | 12%        | 84%      | 16%   | 64%            | 33%         | 51%               | 49%          |
| Vodafone                  | 435   | 56              | 81         | 32         | 26        | 38        | 30          | 24            | 19         | 57         | 359      | 76    | 290            | 133         | 243               | 192          |
|                           | 15%   | 16%             | 20%        | 13%        | 12%       | 14%       | 15%         | 10%           | 15%        | 17%        | 15%      | 19%   | 17%            | 13%         | 17%               | 13%          |
|                           |       | g               | cdeg       |            |           |           |             |               |            | g          |          | j     | m              |             | o                 |              |
|                           |       | 13%             | 19%        | 7%         | 6%        | 9%        | 7%          | 6%            | 4%         | 13%        | 83%      | 17%   | 67%            | 31%         | 56%               | 44%          |
| Three/ 3                  | 291   | 49              | 32         | 23         | 24        | 33        | 14          | 27            | 15         | 30         | 264      | 27    | 196            | 86          | 115               | 175          |
|                           | 10%   | 14%             | 8%         | 10%        | 11%       | 12%       | 7%          | 12%           | 12%        | 9%         | 11%      | 7%    | 11%            | 8%          | 8%                | 12%          |
|                           |       | bf              |            |            |           | f         |             |               |            |            | k        |       | m              |             | n                 |              |
|                           |       | 17%             | 11%        | 8%         | 8%        | 11%       | 5%          | 9%            | 5%         | 10%        | 91%      | 9%    | 68%            | 29%         | 40%               | 60%          |
| Tesco                     | 195   | 8               | 28         | 16         | 16        | 21        | 25          | 20            | 6          | 18         | 164      | 32    | 89             | 102         | 111               | 85           |
|                           | 7%    | 2%              | 7%         | 7%         | 7%        | 8%        | 13%         | 8%            | 5%         | 5%         | 7%       | 8%    | 5%             | 10%         | 8%                | 6%           |
|                           |       |                 | a          | a          | a         | a         | abcdehi     | a             |            | a          |          |       |                | l           | o                 |              |
|                           |       | 4%              | 14%        | 8%         | 8%        | 10%       | 13%         | 10%           | 3%         | 9%         | 84%      | 16%   | 45%            | 52%         | 57%               | 43%          |
| Virgin Media/ Any Virgin  | 182   | 26              | 20         | 14         | 9         | 9         | 17          | 17            | 11         | 22         | 176      | 6     | 100            | 76          | 87                | 95           |
|                           | 6%    | 7%              | 5%         | 6%         | 4%        | 3%        | 9%          | 7%            | 8%         | 6%         | 7%       | 2%    | 6%             | 7%          | 6%                | 7%           |
|                           |       | e               |            |            |           |           | bde         | e             | de         |            | k        |       |                |             |                   |              |
|                           |       | 14%             | 11%        | 7%         | 5%        | 5%        | 9%          | 9%            | 6%         | 12%        | 96%      | 4%    | 55%            | 42%         | 48%               | 52%          |
| Giffgaff                  | 151   | 23              | 18         | 15         | 14        | 13        | 10          | 8             | 5          | 22         | 134      | 17    | 89             | 54          | 51                | 99           |
|                           | 5%    | 7%              | 5%         | 6%         | 7%        | 5%        | 5%          | 4%            | 4%         | 6%         | 5%       | 4%    | 5%             | 5%          | 4%                | 7%           |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                           |       | 15%             | 12%        | 10%        | 10%       | 9%        | 6%          | 5%            | 3%         | 15%        | 89%      | 11%   | 59%            | 36%         | 34%               | 66%          |
| BT                        | 109   | 22              | 20         | 12         | 6         | 11        | 5           | 3             | 6          | 7          | 90       | 20    | 49             | 56          | 77                | 33           |
|                           | 4%    | 6%              | 5%         | 5%         | 3%        | 4%        | 3%          | 1%            | 4%         | 2%         | 4%       | 5%    | 3%             | 5%          | 5%                | 2%           |
|                           |       | dfgi            | gi         | gi         |           | g         |             |               | g          |            |          |       | l              |             | o                 |              |
|                           |       | 20%             | 18%        | 11%        | 6%        | 10%       | 5%          | 2%            | 5%         | 6%         | 82%      | 18%   | 45%            | 52%         | 70%               | 30%          |

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

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

Base : Those who personally use a mobile phone

|                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total               | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample      | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                          | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Sky Mobile                     | 98    | 8               | 19         | 6          | 5         | 8         | 4           | 12            | 4          | 15         | 89       | 10    | 59             | 36          | 55                | 44           |
|                                | 3%    | 2%              | 5%         | 3%         | 2%        | 3%        | 2%          | 5%            | 3%         | 4%         | 4%       | 2%    | 3%             | 3%          | 4%                | 3%           |
|                                |       |                 |            |            |           |           |             | af            |            |            |          |       |                |             |                   |              |
|                                |       | 8%              | 19%        | 6%         | 5%        | 8%        | 4%          | 12%           | 4%         | 15%        | 90%      | 10%   | 60%            | 36%         | 56%               | 44%          |
| iD Mobile (Carphone Warehouse) | 53    | 2               | 7          | 8          | 5         | 4         | 4           | 8             | 1          | 8          | 44       | 9     | 28             | 21          | 27                | 26           |
|                                | 2%    | 1%              | 2%         | 3%         | 2%        | 1%        | 2%          | 4%            | 1%         | 2%         | 2%       | 2%    | 2%             | 2%          | 2%                | 2%           |
|                                |       |                 |            | ah         |           |           |             | ah            |            |            |          |       |                |             |                   |              |
|                                |       | 5%              | 13%        | 15%        | 10%       | 7%        | 7%          | 16%           | 2%         | 14%        | 83%      | 17%   | 54%            | 39%         | 52%               | 48%          |
| Plusnet                        | 41    | 3               | 5          | 7          | 5         | 5         | 3           | 3             | 1          | 3          | 37       | 5     | 24             | 17          | 28                | 13           |
|                                | 1%    | 1%              | 1%         | 3%         | 2%        | 2%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 2%          | 2%                | 1%           |
|                                |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | o                 |              |
|                                |       | 8%              | 13%        | 16%        | 11%       | 13%       | 7%          | 8%            | 3%         | 6%         | 89%      | 11%   | 57%            | 41%         | 68%               | 32%          |
| Voxi                           | 30    | 2               | 2          | 3          | 3         | 7         | 1           | 3             | *          | 6          | 26       | 4     | 15             | 14          | 12                | 18           |
|                                | 1%    | 1%              | 1%         | 1%         | 2%        | 3%        | 1%          | 1%            | 1%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                |       |                 |            |            |           | bfh       |             |               |            |            |          |       |                |             |                   |              |
|                                |       | 7%              | 7%         | 9%         | 11%       | 23%       | 2%          | 10%           | 1%         | 20%        | 87%      | 13%   | 49%            | 46%         | 40%               | 60%          |
| Lebara                         | 25    | 3               | 6          | 2          | *         | 4         | *           | 3             | 1          | 5          | 24       | 1     | 14             | 9           | 9                 | 16           |
|                                | 1%    | 1%              | 2%         | 1%         | 1%        | 2%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                |       | 13%             | 25%        | 6%         | 2%        | 16%       | 2%          | 10%           | 4%         | 18%        | 96%      | 4%    | 54%            | 37%         | 37%               | 63%          |
| Smarty                         | 23    | 1               | 1          | 3          | 4         | 2         | 1           | 3             | *          | 3          | 20       | 3     | 14             | 9           | 10                | 13           |
|                                | 1%    | 1%              | 1%         | 1%         | 2%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                |       | 5%              | 6%         | 13%        | 16%       | 7%        | 2%          | 11%           | 2%         | 11%        | 86%      | 14%   | 60%            | 40%         | 42%               | 58%          |
| Utility Warehouse              | 17    | 2               | 1          | 2          | 1         | 2         | 2           | -             | -          | 2          | 14       | 2     | 6              | 9           | 9                 | 8            |
|                                | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                |       | 11%             | 6%         | 10%        | 9%        | 15%       | 10%         | 1%            | 1%         | 11%        | 86%      | 14%   | 34%            | 53%         | 55%               | 45%          |
| TalkTalk                       | 15    | 3               | 1          | 1          | -         | 2         | 1           | 1             | 1          | 2          | 14       | 1     | 5              | 9           | 6                 | 9            |
|                                | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                |       | 22%             | 5%         | 9%         | 1%        | 12%       | 6%          | 8%            | 6%         | 13%        | 94%      | 6%    | 33%            | 57%         | 40%               | 60%          |

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

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

Base : Those who personally use a mobile phone

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513        |
| Effective Weighted Sample  | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789        |
| Total                      | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433        |
|                            |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%         |
| Talk Mobile                | 15    | 2               | 2          | 2          | 2         | *         | 1           | -             | -          | 4          | 12       | 3     | 10             | 4           | 7                 | 8           |
|                            | 1%    | 1%              | 1%         | 1%         | 1%        | *%        | 1%          | -%            | -%         | 1%         | *%       | 1%    | 1%             | *%          | *%                | 1%          |
|                            |       |                 |            |            |           |           |             |               |            | g          |          |       |                |             |                   |             |
|                            |       | 15%             | 15%        | 12%        | 11%       | 3%        | 7%          | -%            | -%         | 26%        | 77%      | 23%   | 67%            | 28%         | 45%               | 55%         |
| Asda Mobile                | 8     | 2               | 1          | -          | *         | -         | -           | 3             | -          | 2          | 7        | 1     | 4              | 4           | 4                 | 4           |
|                            | *%    | *%              | *%         | -%         | *%        | -%        | -%          | 1%            | -%         | *%         | *%       | *%    | *%             | *%          | *%                | *%          |
|                            |       | 20%             | 8%         | -%         | 6%        | -%        | -%          | 31%           | -%         | 20%        | 88%      | 12%   | 50%            | 50%         | 54%               | 46%         |
| Lyca Mobile                | 7     | -               | 2          | -          | 1         | 1         | 2           | 1             | -          | 1          | 6        | 1     | 3              | 4           | 1                 | 6           |
|                            | *%    | -%              | *%         | -%         | 1%        | *%        | 1%          | *%            | -%         | *%         | *%       | *%    | *%             | *%          | *%                | *%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | n                 |             |
|                            |       | -%              | 24%        | -%         | 18%       | 14%       | 25%         | 8%            | -%         | 12%        | 92%      | 8%    | 40%            | 60%         | 8%                | 92%         |
| Other                      | 6     | 3               | 1          | -          | *         | -         | -           | -             | -          | -          | 6        | *     | 2              | 4           | 1                 | 5           |
|                            | *%    | 1%              | *%         | -%         | *%        | -%        | -%          | -%            | -%         | -%         | *%       | *%    | *%             | *%          | *%                | *%          |
|                            |       | 57%             | 22%        | -%         | 4%        | -%        | -%          | -%            | -%         | -%         | 99%      | 1%    | 33%            | 67%         | 15%               | 85%         |
| Don't know                 | 14    | 1               | -          | 1          | 2         | 3         | 1           | 1             | 2          | 2          | 13       | 1     | 6              | 6           | 6                 | 8           |
|                            | *%    | *%              | -%         | *%         | 1%        | 1%        | 1%          | *%            | 2%         | *%         | 1%       | *%    | *%             | 1%          | *%                | 1%          |
|                            |       |                 |            |            |           | b         |             |               | b          |            |          |       |                |             |                   |             |
|                            |       | 6%              | -%         | 4%         | 13%       | 19%       | 8%          | 6%            | 15%        | 12%        | 91%      | 9%    | 44%            | 45%         | 44%               | 56%         |
| NOT ANSWERED [POSTAL ONLY] | 2     | -               | -          | -          | -         | -         | 1           | -             | -          | 1          | 2        | *     | -              | 2           | *                 | 2           |
|                            | *%    | -%              | -%         | -%         | -%        | -%        | *%          | -%            | -%         | *%         | *%       | *%    | -%             | *%          | *%                | *%          |
|                            |       | -%              | -%         | -%         | -%        | -%        | 36%         | -%            | -%         | 52%        | 87%      | 13%   | -%             | 100%        | 13%               | 87%         |

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

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

Base : Those who personally use a mobile phone

|                           | Total      | TV SERVICES               |                      |                       |                       |                               |                        |
|---------------------------|------------|---------------------------|----------------------|-----------------------|-----------------------|-------------------------------|------------------------|
|                           |            | PAID TRAD<br>TV<br>a      | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d             | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |            |                           |                      |                       |                       |                               |                        |
| Unweighted total          | 5075       | 2427                      | 2152                 | 3917                  | 3952                  | 2153                          | 4901                   |
| Effective Weighted Sample | 3466       | 1641                      | 1461                 | 2718                  | 2723                  | 1492                          | 3353                   |
| Total                     | 2875       | 1376<br>48%               | 1223<br>43%          | 2198<br>76%           | 2223<br>77%           | 1204<br>42%                   | 2762<br>96%            |
| EE                        | 619<br>22% | 314<br>23%<br>51%         | 246<br>20%<br>40%    | 485<br>22%<br>78%     | 485<br>22%<br>78%     | 276<br>23%<br>45%             | 592<br>21%<br>96%      |
| O2                        | 539<br>19% | 271<br>20%<br>50%         | 246<br>20%<br>46%    | 418<br>19%<br>78%     | 424<br>19%<br>79%     | 223<br>19%<br>41%             | 524<br>19%<br>97%      |
| Vodafone                  | 435<br>15% | 201<br>15%<br>46%         | 196<br>16%<br>45%    | 340<br>15%<br>78%     | 348<br>16%<br>80%     | 169<br>14%<br>39%             | 419<br>15%<br>96%      |
| Three/ 3                  | 291<br>10% | 127<br>9%                 | 107<br>9%            | 204<br>9%             | 240<br>11%<br>b       | 133<br>11%<br>b               | 278<br>10%<br>96%      |
| Tesco                     | 195<br>7%  | 90<br>7%<br>46%           | 103<br>8%<br>53%     | 153<br>7%<br>78%      | 137<br>6%<br>70%      | 62<br>5%<br>32%               | 189<br>7%<br>97%       |
| Virgin Media/ Any Virgin  | 182<br>6%  | 124<br>9%<br>bcdef<br>68% | 66<br>5%<br>b<br>36% | 153<br>7%<br>b<br>84% | 143<br>6%<br>a<br>79% | 74<br>6%<br>ac<br>41%         | 179<br>6%<br>a<br>98%  |
| Giffgaff                  | 151<br>5%  | 42<br>3%<br>28%           | 60<br>5%<br>40%      | 99<br>5%<br>66%       | 119<br>5%<br>79%      | 72<br>6%<br>48%               | 142<br>5%<br>95%       |
| BT                        | 109<br>4%  | 56<br>4%<br>51%           | 59<br>5%<br>54%      | 81<br>4%<br>74%       | 80<br>4%<br>74%       | 40<br>3%<br>37%               | 107<br>4%<br>98%       |
| Sky Mobile                | 98<br>3%   | 71<br>5%<br>bcdef<br>72%  | 22<br>2%<br>22%      | 81<br>4%<br>82%       | 75<br>3%<br>76%       | 44<br>4%<br>45%               | 95<br>3%<br>96%        |

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

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

Base : Those who personally use a mobile phone

|                                | Total | TV SERVICES          |                      |                       |           |                               |                        |
|--------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%        |       |                      |                      |                       |           |                               |                        |
| Unweighted total               | 5075  | 2427                 | 2152                 | 3917                  | 3952      | 2153                          | 4901                   |
| Effective Weighted Sample      | 3466  | 1641                 | 1461                 | 2718                  | 2723      | 1492                          | 3353                   |
| Total                          | 2875  | 1376                 | 1223                 | 2198                  | 2223      | 1204                          | 2762                   |
|                                |       | 48%                  | 43%                  | 76%                   | 77%       | 42%                           | 96%                    |
| iD Mobile (Carphone Warehouse) | 53    | 20                   | 23                   | 35                    | 35        | 21                            | 48                     |
|                                | 2%    | 1%                   | 2%                   | 2%                    | 2%        | 2%                            | 2%                     |
|                                |       | 37%                  | 43%                  | 66%                   | 67%       | 39%                           | 90%                    |
| Plusnet                        | 41    | 10                   | 26                   | 29                    | 27        | 20                            | 41                     |
|                                | 1%    | 1%                   | 2%                   | 1%                    | 1%        | 2%                            | 2%                     |
|                                |       |                      | acd                  |                       |           | a                             | a                      |
|                                |       | 25%                  | 63%                  | 70%                   | 65%       | 47%                           | 100%                   |
| Voxi                           | 30    | 9                    | 13                   | 21                    | 25        | 20                            | 29                     |
|                                | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 2%                            | 1%                     |
|                                |       |                      |                      |                       |           | a                             |                        |
|                                |       | 28%                  | 42%                  | 71%                   | 83%       | 65%                           | 95%                    |
| Lebara                         | 25    | 6                    | 11                   | 15                    | 20        | 11                            | 22                     |
|                                | 1%    | *%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                                |       | 22%                  | 42%                  | 61%                   | 80%       | 43%                           | 87%                    |
| Smarty                         | 23    | 9                    | 7                    | 18                    | 18        | 10                            | 21                     |
|                                | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                                |       | 41%                  | 32%                  | 81%                   | 79%       | 44%                           | 92%                    |
| Utility Warehouse              | 17    | 3                    | 11                   | 13                    | 6         | 4                             | 16                     |
|                                | 1%    | *%                   | 1%                   | 1%                    | *%        | *%                            | 1%                     |
|                                |       |                      | ad                   |                       |           |                               |                        |
|                                |       | 18%                  | 66%                  | 76%                   | 36%       | 26%                           | 94%                    |
| TalkTalk                       | 15    | 4                    | 8                    | 12                    | 7         | 4                             | 13                     |
|                                | 1%    | *%                   | 1%                   | 1%                    | *%        | *%                            | *%                     |
|                                |       | 29%                  | 54%                  | 80%                   | 47%       | 28%                           | 85%                    |
| Talk Mobile                    | 15    | 4                    | 10                   | 14                    | 12        | 8                             | 15                     |
|                                | 1%    | *%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                                |       |                      | a                    |                       |           |                               |                        |
|                                |       | 26%                  | 67%                  | 96%                   | 81%       | 55%                           | 100%                   |
| Asda Mobile                    | 8     | 5                    | 4                    | 8                     | 5         | 3                             | 8                      |
|                                | *%    | *%                   | *%                   | *%                    | *%        | *%                            | *%                     |
|                                |       | 65%                  | 48%                  | 92%                   | 61%       | 40%                           | 100%                   |

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



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

Base : Those who personally use a mobile phone

|                            | Total | TV SERVICES |           |          |         |           |          |
|----------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                            |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                            |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
|                            |       | a           | b         | c        | d       | e         | f        |
| Significance Level: 95%    |       |             |           |          |         |           |          |
| Unweighted total           | 5075  | 2427        | 2152      | 3917     | 3952    | 2153      | 4901     |
| Effective Weighted Sample  | 3466  | 1641        | 1461      | 2718     | 2723    | 1492      | 3353     |
| Total                      | 2875  | 1376        | 1223      | 2198     | 2223    | 1204      | 2762     |
|                            |       | 48%         | 43%       | 76%      | 77%     | 42%       | 96%      |
| Lyca Mobile                | 7     | 2           | 1         | 3        | 4       | 2         | 6        |
|                            | *%    | *%          | *%        | *%       | *%      | *%        | *%       |
|                            |       | 32%         | 12%       | 46%      | 60%     | 35%       | 86%      |
| Other                      | 6     | 1           | 2         | 4        | 2       | 2         | 5        |
|                            | *%    | *%          | *%        | *%       | *%      | *%        | *%       |
|                            |       | 11%         | 31%       | 65%      | 32%     | 32%       | 76%      |
| Don't know                 | 14    | 4           | 3         | 10       | 8       | 5         | 12       |
|                            | *%    | *%          | *%        | *%       | *%      | *%        | *%       |
|                            |       | 30%         | 25%       | 72%      | 60%     | 35%       | 87%      |
| NOT ANSWERED [POSTAL ONLY] | 2     | 1           | 1         | -        | 1       | -         | 2        |
|                            | *%    | *%          | *%        | -%       | *%      | -%        | *%       |
|                            |       | 52%         | 48%       | -%       | 52%     | -%        | 100%     |

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

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

Base : Those who personally use a mobile phone

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample  | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                      | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                            |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Yes                        | 2631  | 1232   | 1364   | 280       | 559   | 884   | 869  | 150              | 204          | 314          | 1218 | 752          | 724  | 470 | 564  | 2185     | 241       | 128   | 77  |
|                            | 92%   | 91%    | 92%    | 99%       | 98%   | 96%   | 83%  | 85%              | 86%          | 89%          | 96%  | 95%          | 96%  | 94% | 82%  | 92%      | 91%       | 88%   | 90% |
|                            |       |        |        | ef        | ef    | f     |      |                  |              |              | ghi  | n            | n    | n   |      | q        |           |       |     |
|                            |       | 47%    | 52%    | 11%       | 21%   | 34%   | 33%  | 6%               | 8%           | 12%          | 46%  | 29%          | 28%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| No                         | 232   | 109    | 119    | 3         | 12    | 35    | 171  | 26               | 31           | 38           | 43   | 36           | 33   | 29  | 112  | 184      | 24        | 16    | 8   |
|                            | 8%    | 8%     | 8%     | 1%        | 2%    | 4%    | 16%  | 15%              | 13%          | 11%          | 3%   | 5%           | 4%   | 6%  | 16%  | 8%       | 9%        | 11%   | 10% |
|                            |       |        |        |           |       | cd    | cde  | j                | j            | j            |      |              |      |     | klm  |          |           | o     |     |
|                            |       | 47%    | 51%    | 1%        | 5%    | 15%   | 74%  | 11%              | 13%          | 16%          | 18%  | 16%          | 14%  | 13% | 48%  | 79%      | 10%       | 7%    | 4%  |
| Don't know                 | 11    | 5      | 4      | -         | 1     | 3     | 4    | 1                | -            | 1            | 3    | *            | -    | -   | 7    | 9        | 1         | *     | *   |
|                            | *%    | *%     | *%     | -%        | *%    | *%    | *%   | *%               | -%           | *%           | *%   | *%           | -%   | -%  | 1%   | *%       | *%        | *%    | *%  |
|                            |       |        |        |           |       |       |      |                  |              |              |      |              |      |     | klm  |          |           |       |     |
|                            |       | 46%    | 42%    | -%        | 12%   | 26%   | 37%  | 6%               | -%           | 12%          | 31%  | 1%           | -%   | -%  | 66%  | 84%      | 12%       | 1%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 2     | 1      | 1      | -         | -     | -     | 2    | *                | 2            | -            | -    | -            | -    | -   | 2    | 2        | -         | *     | -   |
|                            | *%    | *%     | *%     | -%        | -%    | -%    | *%   | *%               | 1%           | -%           | -%   | -%           | -%   | -%  | *%   | *%       | -%        | *%    | -%  |
|                            |       |        |        |           |       |       |      | j                |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 49%    | 51%    | -%        | -%    | -%    | 100% | 13%              | 87%          | -%           | -%   | -%           | -%   | -%  | 100% | 87%      | -%        | 13%   | -%  |

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

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

Base : Those who personally use a mobile phone

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513        |
| Effective Weighted Sample  | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789        |
| Total                      | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433        |
|                            |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%         |
| Yes                        | 2631  | 339             | 366        | 220        | 197       | 242       | 180         | 211           | 119        | 311        | 2270     | 361   | 1681           | 871         | 1313              | 1318        |
|                            | 92%   | 96%             | 90%        | 93%        | 91%       | 89%       | 93%         | 90%           | 92%        | 91%        | 92%      | 90%   | 97%            | 83%         | 91%               | 92%         |
|                            |       | bdeghi          |            |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                            |       | 13%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%         |
| No                         | 232   | 12              | 37         | 15         | 19        | 27        | 12          | 21            | 10         | 30         | 193      | 39    | 47             | 175         | 125               | 107         |
|                            | 8%    | 3%              | 9%         | 6%         | 9%        | 10%       | 6%          | 9%            | 8%         | 9%         | 8%       | 10%   | 3%             | 17%         | 9%                | 7%          |
|                            |       |                 | a          |            | a         | a         |             | a             | a          | a          |          |       | l              |             |                   |             |
|                            |       | 5%              | 16%        | 6%         | 8%        | 12%       | 5%          | 9%            | 4%         | 13%        | 83%      | 17%   | 20%            | 75%         | 54%               | 46%         |
| Don't know                 | 11    | 1               | 2          | 1          | 1         | 2         | 1           | 2             | -          | -          | 10       | *     | 1              | 7           | 4                 | 7           |
|                            | *%    | *%              | *%         | *%         | *%        | 1%        | *%          | 1%            | -%         | -%         | *%       | *%    | *%             | 1%          | *%                | *%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                            |       | 9%              | 18%        | 6%         | 8%        | 19%       | 9%          | 15%           | -%         | -%         | 97%      | 3%    | 13%            | 65%         | 36%               | 64%         |
| NOT ANSWERED [POSTAL ONLY] | 2     | -               | -          | -          | -         | -         | 1           | -             | -          | 1          | 2        | -     | -              | 2           | *                 | 2           |
|                            | *%    | -%              | -%         | -%         | -%        | -%        | *%          | -%            | -%         | *%         | *%       | -%    | -%             | *%          | *%                | *%          |
|                            |       | -%              | -%         | -%         | -%        | -%        | 36%         | -%            | -%         | 51%        | 100%     | -%    | -%             | 100%        | 13%               | 87%         |

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

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

Base : Those who personally use a mobile phone

|                            | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|----------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                            |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%    |       | a            | b            | c             | d    | e         | f             |
| Unweighted total           | 5075  | 2427         | 2152         | 3917          | 3952 | 2153      | 4901          |
| Effective Weighted Sample  | 3466  | 1641         | 1461         | 2718          | 2723 | 1492      | 3353          |
| Total                      | 2875  | 1376         | 1223         | 2198          | 2223 | 1204      | 2762          |
|                            |       | 48%          | 43%          | 76%           | 77%  | 42%       | 96%           |
| Yes                        | 2631  | 1299         | 1088         | 2078          | 2149 | 1166      | 2551          |
|                            | 92%   | 94%          | 89%          | 95%           | 97%  | 97%       | 92%           |
|                            |       | bf           | bf           | bf            | abcf | abcf      | b             |
|                            |       | 49%          | 41%          | 79%           | 82%  | 44%       | 97%           |
| No                         | 232   | 74           | 131          | 120           | 72   | 36        | 204           |
|                            | 8%    | 5%           | 11%          | 5%            | 3%   | 3%        | 7%            |
|                            |       | de           | acdef        | de            |      |           | acde          |
|                            |       | 32%          | 56%          | 52%           | 31%  | 16%       | 88%           |
| Don't know                 | 11    | 1            | 3            | 1             | 1    | 1         | 5             |
|                            | *%    | *%           | *%           | *%            | *%   | *%        | *%            |
|                            |       |              | cd           |               |      |           |               |
|                            |       | 13%          | 32%          | 7%            | 9%   | 9%        | 48%           |
| NOT ANSWERED [POSTAL ONLY] | 2     | 1            | 1            | -             | 1    | -         | 2             |
|                            | *%    | *%           | *%           | -%            | *%   | -%        | *%            |
|                            |       | 51%          | 49%          | -%            | 51%  | -%        | 100%          |

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

QD25. Are any of the mobile phones used by other members of your household smartphones? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : Those in a household with any mobile phones

|                                  | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                  |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                 | 5149  | 2437   | 2641   | 536       | 932   | 1688  | 1914 | 354              | 413          | 674          | 2195 | 1371         | 1682 | 631 | 1239 | 3328     | 560       | 615   | 646 |
| Effective Weighted Sample        | 3506  | 1651   | 1808   | 363       | 684   | 1163  | 1247 | 233              | 277          | 452          | 1526 | 976          | 1223 | 440 | 868  | 2728     | 325       | 410   | 534 |
| Total                            | 2925  | 1365   | 1518   | 285       | 576   | 931   | 1077 | 181              | 246          | 361          | 1267 | 792          | 765  | 504 | 708  | 2423     | 267       | 147   | 87  |
|                                  |       | 47%    | 52%    | 10%       | 20%   | 32%   | 37%  | 6%               | 8%           | 12%          | 43%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Yes                              | 95    | 45     | 48     | 1         | 3     | 22    | 68   | 5                | 13           | 18           | 23   | 15           | 16   | 10  | 50   | 78       | 7         | 7     | 4   |
|                                  | 3%    | 3%     | 3%     | *%        | 1%    | 2%    | 6%   | 3%               | 5%           | 5%           | 2%   | 2%           | 2%   | 2%  | 7%   | 3%       | 3%        | 4%    | 4%  |
|                                  |       |        |        |           |       | cd    | cde  |                  | j            | j            |      |              |      |     | klm  |          |           |       |     |
|                                  |       | 48%    | 50%    | 1%        | 4%    | 24%   | 71%  | 5%               | 13%          | 18%          | 24%  | 15%          | 17%  | 11% | 53%  | 82%      | 8%        | 7%    | 4%  |
| No                               | 169   | 75     | 92     | 4         | 10    | 22    | 124  | 22               | 23           | 26           | 23   | 24           | 23   | 22  | 77   | 135      | 18        | 11    | 5   |
|                                  | 6%    | 5%     | 6%     | 1%        | 2%    | 2%    | 12%  | 12%              | 9%           | 7%           | 2%   | 3%           | 3%   | 4%  | 11%  | 6%       | 7%        | 8%    | 6%  |
|                                  |       |        |        |           |       | cde   | ij   | ij               | j            | j            |      |              |      |     | klm  |          |           |       |     |
|                                  |       | 44%    | 54%    | 2%        | 6%    | 13%   | 74%  | 13%              | 14%          | 16%          | 14%  | 14%          | 13%  | 13% | 46%  | 80%      | 11%       | 7%    | 3%  |
| Don't know                       | 25    | 11     | 11     | 1         | 3     | 3     | 13   | 4                | 3            | 1            | 3    | 1            | 1    | 2   | 14   | 22       | 1         | 1     | 1   |
|                                  | 1%    | 1%     | 1%     | *%        | 1%    | *%    | 1%   | 2%               | 1%           | *%           | *%   | *%           | *%   | *%  | 2%   | 1%       | *%        | 1%    | 1%  |
|                                  |       |        |        |           |       | e     | ij   | ij               | j            |              |      |              |      |     | klm  |          |           |       |     |
|                                  |       | 45%    | 44%    | 4%        | 13%   | 12%   | 52%  | 16%              | 13%          | 5%           | 13%  | 5%           | 5%   | 8%  | 55%  | 87%      | 5%        | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]       | 5     | 2      | 3      | -         | -     | -     | 4    | -                | 2            | 1            | -    | -            | 1    | -   | 4    | 4        | *         | *     | -   |
|                                  | *%    | *%     | *%     | -%        | -%    | -%    | *%   | -%               | 1%           | *%           | -%   | -%           | *%   | -%  | 1%   | *%       | *%        | *%    | -%  |
|                                  |       |        |        |           |       | e     |      |                  | j            | j            |      |              |      |     | k    |          |           |       |     |
|                                  |       | 41%    | 59%    | -%        | -%    | -%    | 77%  | -%               | 50%          | 23%          | -%   | -%           | 23%  | -%  | 77%  | 85%      | 5%        | 10%   | -%  |
| PERSONALLY USE A SMARTPHONE      | 2631  | 1232   | 1364   | 280       | 559   | 884   | 869  | 150              | 204          | 314          | 1218 | 752          | 724  | 470 | 564  | 2185     | 241       | 128   | 77  |
|                                  | 90%   | 90%    | 90%    | 98%       | 97%   | 95%   | 81%  | 83%              | 83%          | 87%          | 96%  | 95%          | 95%  | 93% | 80%  | 90%      | 90%       | 87%   | 89% |
|                                  |       |        |        | ef        | ef    | f     |      |                  |              |              | ghi  | n            | n    | n   |      | q        |           |       |     |
|                                  |       | 47%    | 52%    | 11%       | 21%   | 34%   | 33%  | 6%               | 8%           | 12%          | 46%  | 29%          | 28%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| ANY SMARTPHONES IN THE HOUSEHOLD | 2726  | 1277   | 1412   | 281       | 562   | 906   | 936  | 155              | 217          | 332          | 1240 | 766          | 740  | 480 | 614  | 2263     | 248       | 134   | 81  |
|                                  | 93%   | 94%    | 93%    | 98%       | 98%   | 97%   | 87%  | 86%              | 88%          | 92%          | 98%  | 97%          | 97%  | 95% | 87%  | 93%      | 93%       | 91%   | 93% |
|                                  |       |        |        | f         | f     | f     |      |                  |              | g            | ghi  | n            | n    | n   |      |          |           |       |     |
|                                  |       | 47%    | 52%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 45%  | 28%          | 27%  | 18% | 23%  | 83%      | 9%        | 5%    | 3%  |

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

QD25. Are any of the mobile phones used by other members of your household smartphones? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : Those in a household with any mobile phones

|                                  |      | ENGLAND REGIONS |        |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |
|----------------------------------|------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|
|                                  |      | Total           | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  |
| Significance Level: 95%          |      | a               | b      | c          | d          | e         | f         | g           | h             | i          | j          | k     | l              | m       | n                 | o    |
| Unweighted total                 | 5149 | 371             | 455    | 346        | 358        | 354       | 366       | 395         | 335           | 348        | 3933       | 1216  | 2885           | 2117    | 2597              | 2552 |
| Effective Weighted Sample        | 3506 | 327             | 400    | 310        | 319        | 305       | 328       | 341         | 290           | 303        | 2970       | 542   | 2004           | 1417    | 1696              | 1814 |
| Total                            | 2925 | 355             | 416    | 241        | 218        | 276       | 202       | 237         | 130           | 349        | 2517       | 407   | 1734           | 1094    | 1465              | 1460 |
|                                  |      | 12%             | 14%    | 8%         | 7%         | 9%        | 7%        | 8%          | 4%            | 12%        | 86%        | 14%   | 59%            | 37%     | 50%               | 50%  |
| Yes                              | 95   | 8               | 13     | 8          | 8          | 10        | 5         | 8           | 4             | 14         | 81         | 14    | 23             | 68      | 49                | 46   |
|                                  | 3%   | 2%              | 3%     | 3%         | 4%         | 3%        | 2%        | 3%          | 3%            | 4%         | 3%         | 3%    | 1%             | 6%      | 3%                | 3%   |
|                                  |      |                 |        |            |            |           |           |             |               |            |            |       |                |         |                   |      |
|                                  |      | 8%              | 13%    | 9%         | 9%         | 10%       | 5%        | 8%          | 5%            | 15%        | 85%        | 15%   | 24%            | 71%     | 51%               | 49%  |
| No                               | 169  | 8               | 35     | 12         | 12         | 16        | 12        | 16          | 6             | 17         | 139        | 29    | 30             | 129     | 94                | 75   |
|                                  | 6%   | 2%              | 8%     | 5%         | 6%         | 6%        | 6%        | 7%          | 4%            | 5%         | 6%         | 7%    | 2%             | 12%     | 6%                | 5%   |
|                                  |      |                 | ah     |            | a          | a         | a         | a           |               |            |            |       |                |         |                   |      |
|                                  |      | 5%              | 21%    | 7%         | 7%         | 10%       | 7%        | 10%         | 3%            | 10%        | 83%        | 17%   | 18%            | 76%     | 56%               | 44%  |
| Don't know                       | 25   | 1               | 2      | -          | *          | 6         | 5         | 1           | 1             | 5          | 23         | 2     | *              | 21      | 6                 | 19   |
|                                  | 1%   | *%              | 1%     | -%         | *%         | 2%        | 2%        | 1%          | 1%            | 1%         | 1%         | 1%    | *%             | 2%      | *%                | 1%   |
|                                  |      |                 |        |            |            | acd       | abcd      |             |               | c          |            |       |                |         |                   | n    |
|                                  |      | 3%              | 10%    | -%         | 1%         | 25%       | 19%       | 5%          | 5%            | 19%        | 90%        | 10%   | *%             | 84%     | 26%               | 74%  |
| NOT ANSWERED [POSTAL ONLY]       | 5    | -               | -      | 1          | -          | 1         | -         | 1           | -             | 2          | 5          | *     | -              | 5       | 2                 | 2    |
|                                  | *%   | -%              | -%     | *%         | -%         | *%        | -%        | *%          | -%            | 1%         | *%         | *%    | -%             | *%      | *%                | *%   |
|                                  |      |                 |        |            |            |           |           |             |               |            |            |       |                |         |                   |      |
|                                  |      | -%              | -%     | 12%        | -%         | 23%       | -%        | 14%         | -%            | 36%        | 95%        | 5%    | -%             | 100%    | 50%               | 50%  |
| PERSONALLY USE A SMARTPHONE      | 2631 | 339             | 366    | 220        | 197        | 242       | 180       | 211         | 119           | 311        | 2270       | 361   | 1681           | 871     | 1313              | 1318 |
|                                  | 90%  | 95%             | 88%    | 91%        | 90%        | 88%       | 89%       | 89%         | 91%           | 89%        | 90%        | 89%   | 97%            | 80%     | 90%               | 90%  |
|                                  |      | bcdefghi        |        |            |            |           |           |             |               |            |            |       | m              |         |                   |      |
|                                  |      | 13%             | 14%    | 8%         | 7%         | 9%        | 7%        | 8%          | 5%            | 12%        | 86%        | 14%   | 64%            | 33%     | 50%               | 50%  |
| ANY SMARTPHONES IN THE HOUSEHOLD | 2726 | 347             | 379    | 228        | 205        | 252       | 185       | 219         | 123           | 325        | 2351       | 376   | 1704           | 939     | 1362              | 1364 |
|                                  | 93%  | 98%             | 91%    | 95%        | 94%        | 91%       | 92%       | 92%         | 95%           | 93%        | 93%        | 92%   | 98%            | 86%     | 93%               | 93%  |
|                                  |      | bdefghi         |        |            |            |           |           |             |               |            |            |       | m              |         |                   |      |
|                                  |      | 13%             | 14%    | 8%         | 8%         | 9%        | 7%        | 8%          | 5%            | 12%        | 86%        | 14%   | 63%            | 34%     | 50%               | 50%  |

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

QD25. Are any of the mobile phones used by other members of your household smartphones? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : Those in a household with any mobile phones

|                                  | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|----------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                  |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%          |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                 | 5149  | 2451         | 2188         | 3947          | 3974 | 2167      | 4964          |
| Effective Weighted Sample        | 3506  | 1655         | 1481         | 2737          | 2739 | 1500      | 3388          |
| Total                            | 2925  | 1390         | 1246         | 2214          | 2233 | 1211      | 2800          |
|                                  |       | 48%          | 43%          | 76%           | 76%  | 41%       | 96%           |
| Yes                              | 95    | 38           | 55           | 65            | 49   | 23        | 91            |
|                                  | 3%    | 3%           | 4%           | 3%            | 2%   | 2%        | 3%            |
|                                  |       |              | acdef        | e             |      |           | de            |
|                                  |       | 40%          | 58%          | 68%           | 52%  | 24%       | 95%           |
| No                               | 169   | 45           | 88           | 66            | 32   | 20        | 138           |
|                                  | 6%    | 3%           | 7%           | 3%            | 1%   | 2%        | 5%            |
|                                  |       | de           | acdef        | de            |      |           | acde          |
|                                  |       | 27%          | 52%          | 39%           | 19%  | 12%       | 82%           |
| Don't know                       | 25    | 6            | 10           | 5             | 2    | 3         | 15            |
|                                  | 1%    | *%           | 1%           | *%            | *%   | *%        | 1%            |
|                                  |       | d            | cde          |               |      |           | cd            |
|                                  |       | 25%          | 42%          | 20%           | 7%   | 10%       | 62%           |
| NOT ANSWERED [POSTAL ONLY]       | 5     | 1            | 4            | *             | 1    | -         | 5             |
|                                  | *%    | *%           | *%           | *%            | *%   | -%        | *%            |
|                                  |       |              | acde         |               |      |           |               |
|                                  |       | 12%          | 88%          | 10%           | 24%  | -%        | 100%          |
| PERSONALLY USE A SMARTPHONE      | 2631  | 1299         | 1088         | 2078          | 2149 | 1166      | 2551          |
|                                  | 90%   | 93%          | 87%          | 94%           | 96%  | 96%       | 91%           |
|                                  |       | bf           |              | bf            | abcf | abcf      | b             |
|                                  |       | 49%          | 41%          | 79%           | 82%  | 44%       | 97%           |
| ANY SMARTPHONES IN THE HOUSEHOLD | 2726  | 1338         | 1143         | 2143          | 2198 | 1189      | 2641          |
|                                  | 93%   | 96%          | 92%          | 97%           | 98%  | 98%       | 94%           |
|                                  |       | bf           |              | bf            | abcf | abcf      | b             |
|                                  |       | 49%          | 42%          | 79%           | 81%  | 44%       | 97%           |

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

QD41. Do you have a 4G or 5G service? These are services that enable faster mobile internet access. 4G was launched in the UK in 2012 and 5G became available on some new mobile phones in 2019. (SINGLE CODE)

Base : Those with a smartphone

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 4658  | 2197   | 2398   | 527       | 908   | 1609  | 1553 | 303              | 355          | 596          | 2093 | 1282         | 1582 | 587 | 1018 | 3029     | 502       | 540   | 587 |
| Effective Weighted Sample  | 3207  | 1510   | 1656   | 361       | 668   | 1110  | 1025 | 209              | 244          | 406          | 1464 | 918          | 1157 | 411 | 729  | 2509     | 291       | 372   | 493 |
| Total                      | 2631  | 1232   | 1364   | 280       | 559   | 884   | 869  | 150              | 204          | 314          | 1218 | 752          | 724  | 470 | 564  | 2185     | 241       | 128   | 77  |
|                            |       | 47%    | 52%    | 11%       | 21%   | 34%   | 33%  | 6%               | 8%           | 12%          | 46%  | 29%          | 28%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Yes - 4G                   | 2179  | 1019   | 1135   | 246       | 464   | 747   | 692  | 116              | 157          | 251          | 1053 | 628          | 621  | 384 | 454  | 1801     | 208       | 106   | 64  |
|                            | 83%   | 83%    | 83%    | 88%       | 83%   | 85%   | 80%  | 77%              | 77%          | 80%          | 86%  | 84%          | 86%  | 82% | 81%  | 82%      | 86%       | 83%   | 82% |
|                            |       |        |        | df        |       | f     |      |                  |              |              | ghi  |              | mn   |     |      |          |           |       |     |
|                            |       | 47%    | 52%    | 11%       | 21%   | 34%   | 32%  | 5%               | 7%           | 12%          | 48%  | 29%          | 28%  | 18% | 21%  | 83%      | 10%       | 5%    | 3%  |
| Yes - 5G                   | 222   | 117    | 101    | 25        | 76    | 82    | 37   | 16               | 21           | 32           | 95   | 65           | 57   | 51  | 44   | 187      | 17        | 12    | 6   |
|                            | 8%    | 9%     | 7%     | 9%        | 14%   | 9%    | 4%   | 10%              | 10%          | 10%          | 8%   | 9%           | 8%   | 11% | 8%   | 9%       | 7%        | 10%   | 7%  |
|                            |       | b      |        | f         | cef   | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 53%    | 46%    | 11%       | 34%   | 37%   | 17%  | 7%               | 9%           | 14%          | 43%  | 29%          | 26%  | 23% | 20%  | 84%      | 8%        | 6%    | 3%  |
| No, neither                | 102   | 49     | 54     | 3         | 6     | 20    | 72   | 10               | 13           | 15           | 36   | 29           | 18   | 19  | 31   | 90       | 7         | 3     | 3   |
|                            | 4%    | 4%     | 4%     | 1%        | 1%    | 2%    | 8%   | 6%               | 7%           | 5%           | 3%   | 4%           | 2%   | 4%  | 5%   | 4%       | 3%        | 2%    | 4%  |
|                            |       |        |        |           |       |       | cde  | j                | j            |              |      |              |      |     | l    | q        |           |       | q   |
|                            |       | 48%    | 52%    | 3%        | 6%    | 20%   | 71%  | 9%               | 13%          | 14%          | 35%  | 29%          | 18%  | 18% | 30%  | 88%      | 6%        | 2%    | 3%  |
| Don't know                 | 124   | 46     | 72     | 5         | 12    | 34    | 64   | 9                | 11           | 17           | 34   | 29           | 29   | 17  | 31   | 106      | 8         | 6     | 4   |
|                            | 5%    | 4%     | 5%     | 2%        | 2%    | 4%    | 7%   | 6%               | 5%           | 5%           | 3%   | 4%           | 4%   | 4%  | 6%   | 5%       | 3%        | 5%    | 6%  |
|                            |       |        | a      |           |       |       | cde  | j                | j            | j            |      |              |      |     |      |          |           |       |     |
|                            |       | 37%    | 58%    | 4%        | 10%   | 28%   | 51%  | 7%               | 9%           | 14%          | 27%  | 23%          | 23%  | 14% | 25%  | 85%      | 7%        | 5%    | 4%  |
| NOT ANSWERED [POSTAL ONLY] | 3     | 1      | 3      | -         | -     | -     | 3    | -                | 3            | -            | -    | -            | -    | -   | 3    | 2        | 1         | 1     | -   |
|                            | *%    | *%     | *%     | -%        | -%    | -%    | *%   | -%               | 1%           | -%           | -%   | -%           | -%   | -%  | 1%   | *%       | *%        | *%    | -%  |
|                            |       |        |        |           |       |       | e    |                  | ij           |              |      |              |      |     | kl   |          |           |       |     |
|                            |       | 21%    | 79%    | -%        | -%    | -%    | 100% | -%               | 79%          | -%           | -%   | -%           | -%   | -%  | 100% | 53%      | 31%       | 16%   | -%  |

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



QD41. Do you have a 4G or 5G service? These are services that enable faster mobile internet access. 4G was launched in the UK in 2012 and 5G became available on some new mobile phones in 2019. (SINGLE CODE)

Base : Those with a smartphone

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 4658  | 353             | 407        | 314        | 323       | 319       | 327         | 358           | 311        | 317        | 3582     | 1076  | 2793           | 1743        | 2333              | 2325        |
| Effective Weighted Sample  | 3207  | 312             | 366        | 281        | 288       | 279       | 295         | 315           | 272        | 278        | 2727     | 484   | 1946           | 1201        | 1545              | 1666        |
| Total                      | 2631  | 339             | 366        | 220        | 197       | 242       | 180         | 211           | 119        | 311        | 2270     | 361   | 1681           | 871         | 1313              | 1318        |
|                            |       | 13%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%         |
| Yes - 4G                   | 2179  | 271             | 292        | 188        | 161       | 199       | 153         | 180           | 98         | 260        | 1882     | 297   | 1427           | 694         | 1118              | 1061        |
|                            | 83%   | 80%             | 80%        | 86%        | 82%       | 82%       | 85%         | 85%           | 82%        | 84%        | 83%      | 82%   | 85%            | 80%         | 85%               | 81%         |
|                            |       |                 |            | b          |           |           |             |               |            |            |          |       | m              |             | o                 |             |
|                            |       | 12%             | 13%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 32%         | 51%               | 49%         |
| Yes - 5G                   | 222   | 42              | 32         | 9          | 20        | 20        | 11          | 14            | 15         | 22         | 199      | 22    | 158            | 58          | 69                | 152         |
|                            | 8%    | 12%             | 9%         | 4%         | 10%       | 8%        | 6%          | 7%            | 12%        | 7%         | 9%       | 6%    | 9%             | 7%          | 5%                | 12%         |
|                            |       | cfgi            | c          |            | c         | c         |             |               | cfgi       |            |          |       | m              |             | n                 |             |
|                            |       | 19%             | 15%        | 4%         | 9%        | 9%        | 5%          | 7%            | 7%         | 10%        | 90%      | 10%   | 71%            | 26%         | 31%               | 69%         |
| No, neither                | 102   | 11              | 24         | 11         | 9         | 7         | 6           | 6             | 3          | 13         | 78       | 24    | 37             | 61          | 58                | 44          |
|                            | 4%    | 3%              | 7%         | 5%         | 5%        | 3%        | 3%          | 3%            | 2%         | 4%         | 3%       | 7%    | 2%             | 7%          | 4%                | 3%          |
|                            |       |                 | aegh       |            |           |           |             |               |            |            |          | j     |                | l           |                   |             |
|                            |       | 10%             | 23%        | 11%        | 9%        | 7%        | 6%          | 6%            | 3%         | 13%        | 76%      | 24%   | 36%            | 59%         | 57%               | 43%         |
| Don't know                 | 124   | 15              | 18         | 11         | 7         | 17        | 10          | 10            | 3          | 14         | 106      | 18    | 58             | 56          | 67                | 57          |
|                            | 5%    | 5%              | 5%         | 5%         | 3%        | 7%        | 6%          | 5%            | 3%         | 5%         | 5%       | 5%    | 3%             | 6%          | 5%                | 4%          |
|                            |       |                 |            |            |           | h         |             |               |            |            |          |       |                | l           |                   |             |
|                            |       | 12%             | 15%        | 9%         | 5%        | 13%       | 8%          | 8%            | 3%         | 11%        | 86%      | 14%   | 47%            | 45%         | 54%               | 46%         |
| NOT ANSWERED [POSTAL ONLY] | 3     | -               | -          | -          | -         | -         | -           | 1             | -          | 1          | 3        | -     | 1              | 3           | -                 | 3           |
|                            | *%    | -%              | -%         | -%         | -%        | -%        | -%          | *%            | -%         | *%         | *%       | -%    | *%             | *%          | -%                | *%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   | n           |
|                            |       | -%              | -%         | -%         | -%        | -%        | -%          | 21%           | -%         | 31%        | 100%     | -%    | 16%            | 84%         | -%                | 100%        |

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

QD41. Do you have a 4G or 5G service? These are services that enable faster mobile internet access. 4G was launched in the UK in 2012 and 5G became available on some new mobile phones in 2019. (SINGLE CODE)

Base : Those with a smartphone

|                            | Total | TV SERVICES     |                 |                  |      |                          |                   |
|----------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                            |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%    |       |                 |                 |                  |      |                          |                   |
| Unweighted total           | 4658  | 2286            | 1924            | 3689             | 3807 | 2080                     | 4532              |
| Effective Weighted Sample  | 3207  | 1559            | 1318            | 2564             | 2627 | 1440                     | 3125              |
| Total                      | 2631  | 1299            | 1088            | 2078             | 2149 | 1166                     | 2551              |
|                            |       | 49%             | 41%             | 79%              | 82%  | 44%                      | 97%               |
| Yes - 4G                   | 2179  | 1084            | 902             | 1739             | 1815 | 991                      | 2121              |
|                            | 83%   | 83%             | 83%             | 84%              | 84%  | 85%                      | 83%               |
|                            |       | 50%             | 41%             | 80%              | 83%  | 45%                      | 97%               |
| Yes - 5G                   | 222   | 111             | 78              | 174              | 192  | 103                      | 215               |
|                            | 8%    | 9%              | 7%              | 8%               | 9%   | 9%                       | 8%                |
|                            |       | 50%             | 35%             | 79%              | 87%  | 46%                      | 97%               |
| No, neither                | 102   | 49              | 52              | 74               | 57   | 29                       | 96                |
|                            | 4%    | 4%              | 5%              | 4%               | 3%   | 2%                       | 4%                |
|                            |       | de              | de              |                  |      |                          | de                |
|                            |       | 48%             | 51%             | 72%              | 55%  | 28%                      | 94%               |
| Don't know                 | 124   | 54              | 55              | 90               | 84   | 43                       | 116               |
|                            | 5%    | 4%              | 5%              | 4%               | 4%   | 4%                       | 5%                |
|                            |       | 43%             | 44%             | 72%              | 68%  | 35%                      | 93%               |
| NOT ANSWERED [POSTAL ONLY] | 3     | 2               | 1               | 1                | 1    | 1                        | 3                 |
|                            | *%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                            |       | 69%             | 31%             | 31%              | 16%  | 31%                      | 100%              |

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

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

Base : Those who personally use a mobile phone

|                                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                            | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample                   | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                                       | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                             |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Prepay/ pay as you go – using top-ups       | 400   | 202    | 189    | 29        | 64    | 88    | 200  | 47               | 43           | 54           | 101  | 66           | 85   | 56  | 152  | 330      | 38        | 18    | 15  |
|                                             | 14%   | 15%    | 13%    | 10%       | 11%   | 10%   | 19%  | 26%              | 18%          | 15%          | 8%   | 8%           | 11%  | 11% | 22%  | 14%      | 14%       | 12%   | 18% |
|                                             |       |        |        |           |       |       | cde  | hij              | j            | j            |      |              | k    | klm |      |          |           |       | oq  |
|                                             |       | 50%    | 47%    | 7%        | 16%   | 22%   | 50%  | 12%              | 11%          | 14%          | 25%  | 16%          | 21%  | 14% | 38%  | 82%      | 9%        | 4%    | 4%  |
| Monthly contract/ SIM-only – paying monthly | 2418  | 1114   | 1277   | 249       | 502   | 819   | 817  | 126              | 190          | 292          | 1146 | 708          | 665  | 435 | 511  | 2002     | 222       | 125   | 68  |
|                                             | 84%   | 83%    | 86%    | 88%       | 88%   | 89%   | 78%  | 71%              | 80%          | 83%          | 91%  | 90%          | 88%  | 87% | 75%  | 84%      | 84%       | 86%   | 79% |
|                                             |       |        | a      | f         | f     | f     |      |                  | g            | g            | ghi  | n            | n    | n   |      | r        |           | r     |     |
|                                             |       | 46%    | 53%    | 10%       | 21%   | 34%   | 34%  | 5%               | 8%           | 12%          | 47%  | 29%          | 27%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Other                                       | 33    | 19     | 13     | 2         | 3     | 8     | 20   | 1                | 1            | 6            | 14   | 12           | 5    | 5   | 9    | 28       | 2         | 1     | 1   |
|                                             | 1%    | 1%     | 1%     | 1%        | *%    | 1%    | 2%   | 1%               | 1%           | 2%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                             |       |        |        |           |       |       | de   |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                             |       | 58%    | 39%    | 5%        | 9%    | 25%   | 62%  | 5%               | 4%           | 17%          | 41%  | 35%          | 16%  | 16% | 27%  | 86%      | 7%        | 4%    | 4%  |
| Don't know                                  | 21    | 11     | 8      | 4         | 4     | 6     | 5    | 2                | 1            | 2            | 2    | 3            | 2    | 2   | 9    | 16       | 4         | *     | 1   |
|                                             | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | *%   | 1%               | *%           | 1%           | *%   | *%           | *%   | *%  | 1%   | 1%       | 1%        | *%    | 1%  |
|                                             |       |        |        |           |       |       |      | j                |              |              |      |              |      |     | kl   |          |           |       |     |
|                                             |       | 50%    | 37%    | 17%       | 18%   | 29%   | 22%  | 11%              | 5%           | 10%          | 10%  | 12%          | 10%  | 11% | 42%  | 76%      | 17%       | 1%    | 6%  |
| NOT ANSWERED [POSTAL ONLY]                  | 3     | 1      | 2      | -         | -     | -     | 3    | 1                | 2            | -            | *    | -            | -    | -   | 3    | 3        | *         | *     | -   |
|                                             | *%    | *%     | *%     | -%        | -%    | -%    | *%   | 1%               | 1%           | -%           | *%   | -%           | -%   | -%  | *%   | *%       | *%        | *%    | -%  |
|                                             |       |        |        |           |       |       |      | j                | j            |              |      |              |      |     | kl   |          |           |       |     |
|                                             |       | 37%    | 63%    | -%        | -%    | -%    | 100% | 36%              | 47%          | -%           | 10%  | -%           | -%   | -%  | 100% | 83%      | 7%        | 10%   | -%  |
| <b>CONTRACT TYPE</b>                        |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| Subsidised handset                          | 1253  | 553    | 687    | 122       | 297   | 473   | 346  | 59               | 93           | 167          | 629  | 351          | 345  | 250 | 263  | 1029     | 114       | 71    | 40  |
|                                             | 44%   | 41%    | 46%    | 43%       | 52%   | 51%   | 33%  | 33%              | 39%          | 47%          | 50%  | 45%          | 46%  | 50% | 38%  | 43%      | 43%       | 49%   | 47% |
|                                             |       |        | a      | f         | cf    | cf    |      |                  |              | gh           | gh   | n            | n    | n   |      |          |           | o     |     |
|                                             |       | 44%    | 55%    | 10%       | 24%   | 38%   | 28%  | 5%               | 7%           | 13%          | 50%  | 28%          | 28%  | 20% | 21%  | 82%      | 9%        | 6%    | 3%  |
| SIM only                                    | 1120  | 550    | 557    | 114       | 200   | 336   | 455  | 64               | 89           | 122          | 511  | 344          | 310  | 180 | 236  | 938      | 103       | 52    | 27  |
|                                             | 39%   | 41%    | 37%    | 40%       | 35%   | 36%   | 44%  | 36%              | 37%          | 34%          | 40%  | 44%          | 41%  | 36% | 34%  | 39%      | 39%       | 36%   | 32% |
|                                             |       | b      |        |           |       |       | de   |                  |              |              | i    | mn           | n    |     |      | r        | r         |       |     |
|                                             |       | 49%    | 50%    | 10%       | 18%   | 30%   | 41%  | 6%               | 8%           | 11%          | 46%  | 31%          | 28%  | 16% | 21%  | 84%      | 9%        | 5%    | 2%  |

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

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

Base : Those who personally use a mobile phone

|                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                            | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample                   | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                                       | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                             |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Prepay/ pay as you go – using top-ups       | 400   | 35              | 59         | 22         | 41        | 40        | 25          | 45            | 13         | 49         | 342      | 58    | 127            | 247         | 176               | 224          |
|                                             | 14%   | 10%             | 15%        | 9%         | 19%       | 15%       | 13%         | 19%           | 10%        | 14%        | 14%      | 15%   | 7%             | 23%         | 12%               | 16%          |
|                                             |       |                 | c          |            | acfh      | c         |             | acfh          |            |            |          |       |                | l           |                   | n            |
|                                             |       | 9%              | 15%        | 6%         | 10%       | 10%       | 6%          | 11%           | 3%         | 12%        | 85%      | 15%   | 32%            | 62%         | 44%               | 56%          |
| Monthly contract/ SIM-only – paying monthly | 2418  | 309             | 340        | 208        | 171       | 227       | 164         | 182           | 112        | 288        | 2082     | 335   | 1579           | 780         | 1242              | 1175         |
|                                             | 84%   | 88%             | 84%        | 88%        | 79%       | 84%       | 84%         | 78%           | 87%        | 84%        | 84%      | 84%   | 91%            | 74%         | 86%               | 82%          |
|                                             |       | dg              | g          | dg         |           |           | g           |               | dg         | g          |          |       | m              |             | o                 |              |
|                                             |       | 13%             | 14%        | 9%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 65%            | 32%         | 51%               | 49%          |
| Other                                       | 33    | 5               | 5          | 4          | 2         | 1         | 2           | 4             | 3          | 1          | 29       | 4     | 18             | 13          | 16                | 16           |
|                                             | 1%    | 2%              | 1%         | 2%         | 1%        | *%        | 1%          | 2%            | 2%         | *%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                             |       |                 | 17%        | 16%        | 14%       | 6%        | 3%          | 7%            | 8%         | 3%         | 87%      | 13%   | 55%            | 40%         | 50%               | 50%          |
| Don't know                                  | 21    | 3               | -          | 1          | 1         | 4         | 2           | 2             | 1          | 2          | 19       | 2     | 5              | 11          | 7                 | 14           |
|                                             | 1%    | 1%              | -%         | *%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | *%             | 1%          | *%                | 1%           |
|                                             |       |                 | 12%        | -%         | 4%        | 7%        | 8%          | 11%           | 4%         | 12%        | 88%      | 12%   | 23%            | 53%         | 32%               | 68%          |
| NOT ANSWERED [POSTAL ONLY]                  | 3     | -               | -          | -          | 1         | -         | 1           | -             | -          | 1          | 3        | *     | -              | 3           | *                 | 3            |
|                                             | *%    | -%              | -%         | -%         | 1%        | -%        | *%          | -%            | -%         | *%         | *%       | *%    | -%             | *%          | *%                | *%           |
|                                             |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                                             |       | -%              | -%         | -%         | 36%       | -%        | 19%         | -%            | -%         | 28%        | 93%      | 7%    | -%             | 100%        | 7%                | 93%          |
| <b>CONTRACT TYPE</b>                        |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Subsidised handset                          | 1253  | 125             | 178        | 97         | 94        | 121       | 94          | 95            | 63         | 160        | 1078     | 175   | 893            | 336         | 620               | 633          |
|                                             | 44%   | 36%             | 44%        | 41%        | 44%       | 45%       | 48%         | 41%           | 49%        | 47%        | 44%      | 44%   | 52%            | 32%         | 43%               | 44%          |
|                                             |       | a               | a          |            | a         | a         | ag          |               | ag         | a          |          |       | m              |             |                   |              |
|                                             |       | 10%             | 14%        | 8%         | 8%        | 10%       | 7%          | 8%            | 5%         | 13%        | 86%      | 14%   | 71%            | 27%         | 49%               | 51%          |
| SIM only                                    | 1120  | 177             | 155        | 109        | 74        | 104       | 68          | 85            | 46         | 120        | 963      | 156   | 673            | 417         | 606               | 514          |
|                                             | 39%   | 50%             | 38%        | 46%        | 34%       | 38%       | 35%         | 37%           | 36%        | 35%        | 39%      | 39%   | 39%            | 40%         | 42%               | 36%          |
|                                             |       | bdefghi         |            | bdefghi    |           |           |             |               |            |            |          |       |                |             | o                 |              |
|                                             |       | 16%             | 14%        | 10%        | 7%        | 9%        | 6%          | 8%            | 4%         | 11%        | 86%      | 14%   | 60%            | 37%         | 54%               | 46%          |

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

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

Base : Those who personally use a mobile phone

|                                             | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                             |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                     |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                            | 5075  | 2427            | 2152            | 3917             | 3952 | 2153          | 4901              |
| Effective Weighted Sample                   | 3466  | 1641            | 1461            | 2718             | 2723 | 1492          | 3353              |
| Total                                       | 2875  | 1376            | 1223            | 2198             | 2223 | 1204          | 2762              |
|                                             |       | 48%             | 43%             | 76%              | 77%  | 42%           | 96%               |
| Prepay/ pay as you go – using top-ups       | 400   | 121             | 194             | 230              | 197  | 123           | 357               |
|                                             | 14%   | 9%              | 16%             | 10%              | 9%   | 10%           | 13%               |
|                                             |       |                 | acdef           | d                |      |               | acde              |
|                                             |       | 30%             | 49%             | 57%              | 49%  | 31%           | 89%               |
| Monthly contract/ SIM-only – paying monthly | 2418  | 1230            | 1009            | 1934             | 1995 | 1068          | 2357              |
|                                             | 84%   | 89%             | 82%             | 88%              | 90%  | 89%           | 85%               |
|                                             |       | bf              |                 | bf               | bcf  | bf            | b                 |
|                                             |       | 51%             | 42%             | 80%              | 83%  | 44%           | 97%               |
| Other                                       | 33    | 18              | 15              | 24               | 21   | 10            | 31                |
|                                             | 1%    | 1%              | 1%              | 1%               | 1%   | 1%            | 1%                |
|                                             |       | 56%             | 46%             | 72%              | 64%  | 32%           | 93%               |
| Don't know                                  | 21    | 5               | 4               | 9                | 9    | 3             | 14                |
|                                             | 1%    | *%              | *%              | *%               | *%   | *%            | 1%                |
|                                             |       | 24%             | 18%             | 42%              | 40%  | 14%           | 68%               |
| NOT ANSWERED [POSTAL ONLY]                  | 3     | 1               | 1               | 2                | 1    | -             | 3                 |
|                                             | *%    | *%              | *%              | *%               | *%   | -%            | *%                |
|                                             |       | 28%             | 37%             | 46%              | 38%  | -%            | 100%              |
| <b>CONTRACT TYPE</b>                        |       |                 |                 |                  |      |               |                   |
| Subsidised handset                          | 1253  | 715             | 488             | 1046             | 1074 | 562           | 1231              |
|                                             | 44%   | 52%             | 40%             | 48%              | 48%  | 47%           | 45%               |
|                                             |       | bcdef           |                 | bf               | bf   | b             | b                 |
|                                             |       | 57%             | 39%             | 84%              | 86%  | 45%           | 98%               |
| SIM only                                    | 1120  | 497             | 500             | 859              | 893  | 492           | 1085              |
|                                             | 39%   | 36%             | 41%             | 39%              | 40%  | 41%           | 39%               |
|                                             |       | a               | a               | a                | a    | a             | a                 |
|                                             |       | 44%             | 45%             | 77%              | 80%  | 44%           | 97%               |

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

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

Base : Those who use a postpay/ contract mobile phone

|                            |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 4240  | 1974   | 2215   | 467       | 809   | 1463  | 1452 | 248              | 322          | 551          | 1963 | 1202         | 1453 | 534 | 892  | 2753     | 459       | 514   | 514 |
| Effective Weighted Sample  | 2913  | 1356   | 1524   | 317       | 596   | 1016  | 949  | 169              | 221          | 377          | 1367 | 864          | 1063 | 374 | 635  | 2271     | 266       | 352   | 426 |
| Total                      | 2418  | 1114   | 1277   | 249       | 502   | 819   | 817  | 126              | 190          | 292          | 1146 | 708          | 665  | 435 | 511  | 2002     | 222       | 125   | 68  |
|                            |       | 46%    | 53%    | 10%       | 21%   | 34%   | 34%  | 5%               | 8%           | 12%          | 47%  | 29%          | 27%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Handset and contract       | 1253  | 553    | 687    | 122       | 297   | 473   | 346  | 59               | 93           | 167          | 629  | 351          | 345  | 250 | 263  | 1029     | 114       | 71    | 40  |
|                            | 52%   | 50%    | 54%    | 49%       | 59%   | 58%   | 42%  | 47%              | 49%          | 57%          | 55%  | 50%          | 52%  | 57% | 51%  | 51%      | 51%       | 57%   | 59% |
|                            |       | a      | f      | cf        | cf    | cf    |      |                  |              | g            |      |              |      | k   |      |          |           | o     |     |
|                            |       | 44%    | 55%    | 10%       | 24%   | 38%   | 28%  | 5%               | 7%           | 13%          | 50%  | 28%          | 28%  | 20% | 21%  | 82%      | 9%        | 6%    | 3%  |
| SIM card only              | 1120  | 550    | 557    | 114       | 200   | 336   | 455  | 64               | 89           | 122          | 511  | 344          | 310  | 180 | 236  | 938      | 103       | 52    | 27  |
|                            | 46%   | 49%    | 44%    | 46%       | 40%   | 41%   | 56%  | 51%              | 47%          | 42%          | 45%  | 49%          | 47%  | 41% | 46%  | 47%      | 47%       | 41%   | 40% |
|                            |       | b      | cde    | i         |       |       |      |                  |              |              |      | m            |      |     |      | r        |           |       |     |
|                            |       | 49%    | 50%    | 10%       | 18%   | 30%   | 41%  | 6%               | 8%           | 11%          | 46%  | 31%          | 28%  | 16% | 21%  | 84%      | 9%        | 5%    | 2%  |
| Don't know                 | 44    | 10     | 32     | 12        | 5     | 11    | 15   | 2                | 8            | 3            | 7    | 12           | 10   | 5   | 12   | 36       | 5         | 2     | 1   |
|                            | 2%    | 1%     | 3%     | 5%        | 1%    | 1%    | 2%   | 2%               | 4%           | 1%           | 1%   | 2%           | 1%   | 1%  | 2%   | 2%       | 2%        | 2%    | 1%  |
|                            |       | a      | def    |           |       |       |      |                  | ij           |              |      |              |      |     |      |          |           |       |     |
|                            |       | 23%    | 73%    | 27%       | 12%   | 24%   | 33%  | 5%               | 18%          | 7%           | 15%  | 28%          | 22%  | 12% | 28%  | 81%      | 12%       | 5%    | 2%  |
| NOT ANSWERED [POSTAL ONLY] | 1     | 1      | -      | -         | -     | -     | 1    | -                | -            | -            | -    | -            | -    | -   | 1    | *        | -         | *     | -   |
|                            | *%    | *%     | -%     | -%        | -%    | -%    | *%   | -%               | -%           | -%           | -%   | -%           | -%   | -%  | *%   | *%       | -%        | *%    | -%  |
|                            |       | 100%   | -%     | -%        | -%    | -%    | 100% | -%               | -%           | -%           | -%   | -%           | -%   | -%  | 100% | 67%      | -%        | 33%   | -%  |

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

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

Base : Those who use a postpay/ contract mobile phone

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 4240  | 321             | 379        | 295        | 281       | 296       | 294         | 309           | 291        | 287        | 3257     | 983   | 2608           | 1536        | 2191              | 2049         |
| Effective Weighted Sample  | 2913  | 284             | 341        | 263        | 253       | 255       | 266         | 272           | 255        | 249        | 2475     | 441   | 1818           | 1047        | 1443              | 1474         |
| Total                      | 2418  | 309             | 340        | 208        | 171       | 227       | 164         | 182           | 112        | 288        | 2082     | 335   | 1579           | 780         | 1242              | 1175         |
|                            |       | 13%             | 14%        | 9%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 65%            | 32%         | 51%               | 49%          |
| Handset and contract       | 1253  | 125             | 178        | 97         | 94        | 121       | 94          | 95            | 63         | 160        | 1078     | 175   | 893            | 336         | 620               | 633          |
|                            | 52%   | 40%             | 52%        | 47%        | 55%       | 53%       | 57%         | 52%           | 57%        | 56%        | 52%      | 52%   | 57%            | 43%         | 50%               | 54%          |
|                            |       |                 | a          |            | a         | a         | ac          | a             | ac         | ac         |          |       | m              |             |                   | n            |
|                            |       | 10%             | 14%        | 8%         | 8%        | 10%       | 7%          | 8%            | 5%         | 13%        | 86%      | 14%   | 71%            | 27%         | 49%               | 51%          |
| SIM card only              | 1120  | 177             | 155        | 109        | 74        | 104       | 68          | 85            | 46         | 120        | 963      | 156   | 673            | 417         | 606               | 514          |
|                            | 46%   | 57%             | 45%        | 52%        | 43%       | 46%       | 41%         | 47%           | 41%        | 42%        | 46%      | 47%   | 43%            | 53%         | 49%               | 44%          |
|                            |       | bdefghi         |            | dfhi       |           |           |             |               |            |            |          |       | l              |             | o                 |              |
|                            |       | 16%             | 14%        | 10%        | 7%        | 9%        | 6%          | 8%            | 4%         | 11%        | 86%      | 14%   | 60%            | 37%         | 54%               | 46%          |
| Don't know                 | 44    | 7               | 7          | 2          | 2         | 2         | 2           | 2             | 3          | 8          | 40       | 4     | 14             | 26          | 17                | 27           |
|                            | 2%    | 2%              | 2%         | 1%         | 1%        | 1%        | 1%          | 1%            | 3%         | 3%         | 2%       | 1%    | 1%             | 3%          | 1%                | 2%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   | n            |
|                            |       | 16%             | 16%        | 5%         | 5%        | 5%        | 5%          | 5%            | 7%         | 17%        | 92%      | 8%    | 31%            | 60%         | 38%               | 62%          |
| NOT ANSWERED [POSTAL ONLY] | 1     | -               | -          | -          | -         | *         | -           | -             | -          | -          | 1        | -     | -              | *           | *                 | *            |
|                            | *%    | -%              | -%         | -%         | -%        | *%        | -%          | -%            | -%         | -%         | *%       | -%    | -%             | *%          | *%                | *%           |
|                            |       | -%              | -%         | -%         | -%        | 67%       | -%          | -%            | -%         | -%         | 100%     | -%    | -%             | 67%         | 33%               | 67%          |

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

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

Base : Those who use a postpay/ contract mobile phone

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 4240  | 2156                 | 1756                 | 3404                  | 3501      | 1882               | 4146                   |
| Effective Weighted Sample  | 2913  | 1456                 | 1200                 | 2363                  | 2421      | 1308               | 2850                   |
| Total                      | 2418  | 1230                 | 1009                 | 1934                  | 1995      | 1068               | 2357                   |
|                            |       | 51%                  | 42%                  | 80%                   | 83%       | 44%                | 97%                    |
| Handset and contract       | 1253  | 715                  | 488                  | 1046                  | 1074      | 562                | 1231                   |
|                            | 52%   | 58%                  | 48%                  | 54%                   | 54%       | 53%                | 52%                    |
|                            |       | bcdef                |                      | b                     | b         | b                  | b                      |
|                            |       | 57%                  | 39%                  | 84%                   | 86%       | 45%                | 98%                    |
| SIM card only              | 1120  | 497                  | 500                  | 859                   | 893       | 492                | 1085                   |
|                            | 46%   | 40%                  | 50%                  | 44%                   | 45%       | 46%                | 46%                    |
|                            |       |                      | acdf                 | a                     | a         | a                  | a                      |
|                            |       | 44%                  | 45%                  | 77%                   | 80%       | 44%                | 97%                    |
| Don't know                 | 44    | 19                   | 20                   | 29                    | 28        | 14                 | 40                     |
|                            | 2%    | 2%                   | 2%                   | 1%                    | 1%        | 1%                 | 2%                     |
|                            |       | 43%                  | 46%                  | 65%                   | 64%       | 31%                | 91%                    |
| NOT ANSWERED [POSTAL ONLY] | 1     | -                    | *                    | *                     | -         | *                  | 1                      |
|                            | *%    | -%                   | *%                   | *%                    | -%        | *%                 | *%                     |
|                            |       | -%                   | 67%                  | 33%                   | -%        | 67%                | 100%                   |

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



## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                      | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                      |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                              |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                     | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample                                                            | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                                                                                | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                                                                      |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Make normal calls                                                                    | 2626  | 1230   | 1365   | 250       | 518   | 866   | 946  | 159              | 220          | 307          | 1200 | 739          | 709  | 460 | 592  | 2177     | 244       | 129   | 76  |
|                                                                                      | 91%   | 91%    | 92%    | 89%       | 91%   | 94%   | 91%  | 90%              | 93%          | 87%          | 95%  | 94%          | 94%  | 92% | 86%  | 92%      | 92%       | 90%   | 88% |
|                                                                                      |       |        |        |           |       | cdf   |      |                  | i            |              | gi   | n            | n    | n   |      | r        |           |       |     |
|                                                                                      |       | 47%    | 52%    | 10%       | 20%   | 33%   | 36%  | 6%               | 8%           | 12%          | 46%  | 28%          | 27%  | 18% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive SMS text messages                                                      | 2593  | 1210   | 1352   | 253       | 515   | 876   | 907  | 162              | 214          | 309          | 1192 | 735          | 706  | 457 | 579  | 2144     | 247       | 126   | 76  |
|                                                                                      | 90%   | 90%    | 91%    | 90%       | 90%   | 95%   | 87%  | 91%              | 90%          | 87%          | 94%  | 93%          | 93%  | 92% | 85%  | 90%      | 93%       | 87%   | 89% |
|                                                                                      |       |        |        |           | f     | cdf   |      |                  |              |              | ghi  | n            | n    | n   |      |          | qr        |       |     |
|                                                                                      |       | 47%    | 52%    | 10%       | 20%   | 34%   | 35%  | 6%               | 8%           | 12%          | 46%  | 28%          | 27%  | 18% | 22%  | 83%      | 10%       | 5%    | 3%  |
| Take photos                                                                          | 2392  | 1097   | 1268   | 254       | 514   | 824   | 769  | 134              | 186          | 282          | 1140 | 694          | 680  | 425 | 494  | 1982     | 223       | 118   | 68  |
|                                                                                      | 83%   | 81%    | 85%    | 90%       | 90%   | 89%   | 74%  | 75%              | 79%          | 80%          | 90%  | 88%          | 90%  | 85% | 72%  | 83%      | 84%       | 82%   | 80% |
|                                                                                      |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | n            | mn   | n   |      | r        |           |       |     |
|                                                                                      |       | 46%    | 53%    | 11%       | 21%   | 34%   | 32%  | 6%               | 8%           | 12%          | 48%  | 29%          | 28%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive emails                                                                 | 2320  | 1075   | 1221   | 248       | 511   | 806   | 725  | 129              | 173          | 261          | 1123 | 687          | 666  | 414 | 465  | 1926     | 216       | 113   | 65  |
|                                                                                      | 81%   | 80%    | 82%    | 88%       | 89%   | 87%   | 69%  | 73%              | 73%          | 74%          | 89%  | 87%          | 88%  | 83% | 68%  | 81%      | 81%       | 78%   | 76% |
|                                                                                      |       |        |        | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        |           |       |     |
|                                                                                      |       | 46%    | 53%    | 11%       | 22%   | 35%   | 31%  | 6%               | 7%           | 11%          | 48%  | 30%          | 29%  | 18% | 20%  | 83%      | 9%        | 5%    | 3%  |
| General browsing/ surfing the internet                                               | 2296  | 1067   | 1206   | 252       | 513   | 812   | 693  | 120              | 172          | 262          | 1133 | 686          | 672  | 411 | 445  | 1900     | 217       | 111   | 68  |
|                                                                                      | 80%   | 79%    | 81%    | 89%       | 90%   | 88%   | 66%  | 67%              | 73%          | 74%          | 90%  | 87%          | 89%  | 82% | 65%  | 80%      | 82%       | 77%   | 79% |
|                                                                                      |       |        |        | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                      |       | 46%    | 53%    | 11%       | 22%   | 35%   | 30%  | 5%               | 7%           | 11%          | 49%  | 30%          | 29%  | 18% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)    | 2202  | 992    | 1187   | 240       | 488   | 773   | 677  | 114              | 167          | 256          | 1097 | 661          | 650  | 381 | 428  | 1818     | 208       | 110   | 65  |
|                                                                                      | 77%   | 74%    | 80%    | 85%       | 85%   | 84%   | 65%  | 64%              | 70%          | 72%          | 87%  | 84%          | 86%  | 76% | 63%  | 76%      | 78%       | 76%   | 76% |
|                                                                                      |       |        | a      | f         | f     | f     |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                      |       | 45%    | 54%    | 11%       | 22%   | 35%   | 31%  | 5%               | 8%           | 12%          | 50%  | 30%          | 30%  | 17% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 1876  | 878    | 981    | 240       | 467   | 680   | 472  | 90               | 144          | 202          | 960  | 544          | 576  | 334 | 356  | 1554     | 177       | 91    | 55  |
|                                                                                      | 65%   | 65%    | 66%    | 85%       | 82%   | 74%   | 45%  | 51%              | 61%          | 57%          | 76%  | 69%          | 76%  | 67% | 52%  | 65%      | 66%       | 63%   | 65% |
|                                                                                      |       |        |        | ef        | ef    | f     |      |                  | g            |              | ghi  | n            | kmn  | n   |      |          |           |       |     |
|                                                                                      |       | 47%    | 52%    | 13%       | 25%   | 36%   | 25%  | 5%               | 8%           | 11%          | 51%  | 29%          | 31%  | 18% | 19%  | 83%      | 9%        | 5%    | 3%  |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                          | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                  |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                         | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample                                                | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                                                                    | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                                                          |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram | 1832  | 782    | 1034   | 246       | 440   | 680   | 450  | 98               | 138          | 215          | 921  | 525          | 563  | 326 | 363  | 1510     | 171       | 95    | 56  |
|                                                                          | 64%   | 58%    | 69%    | 87%       | 77%   | 74%   | 43%  | 55%              | 58%          | 61%          | 73%  | 67%          | 74%  | 65% | 53%  | 63%      | 64%       | 66%   | 65% |
|                                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                          |       | 43%    | 56%    | 13%       | 24%   | 37%   | 25%  | 5%               | 8%           | 12%          | 50%  | 29%          | 31%  | 18% | 20%  | 82%      | 9%        | 5%    | 3%  |
| Accessing/ receiving news                                                | 1757  | 841    | 900    | 195       | 384   | 614   | 548  | 80               | 120          | 193          | 926  | 574          | 547  | 285 | 297  | 1465     | 165       | 79    | 48  |
|                                                                          | 61%   | 62%    | 60%    | 69%       | 67%   | 67%   | 52%  | 45%              | 51%          | 55%          | 73%  | 73%          | 72%  | 57% | 43%  | 62%      | 62%       | 55%   | 56% |
|                                                                          |       | f      | f      | f         | f     | f     | f    | g                | g            | g            | ghi  | mn           | mn   | n   | n    | qr       | qr        | qr    | qr  |
|                                                                          |       | 48%    | 51%    | 11%       | 22%   | 35%   | 31%  | 5%               | 7%           | 11%          | 53%  | 33%          | 31%  | 16% | 17%  | 83%      | 9%        | 5%    | 3%  |
| Use your phone for Sat Nav or directions                                 | 1690  | 796    | 882    | 188       | 389   | 621   | 475  | 74               | 116          | 190          | 921  | 565          | 508  | 303 | 274  | 1405     | 161       | 82    | 43  |
|                                                                          | 59%   | 59%    | 59%    | 67%       | 68%   | 67%   | 45%  | 41%              | 49%          | 54%          | 73%  | 72%          | 67%  | 61% | 40%  | 59%      | 60%       | 57%   | 50% |
|                                                                          |       | f      | f      | f         | f     | f     | f    | g                | g            | g            | ghi  | lmn          | mn   | n   | n    | r        | r         | r     | r   |
|                                                                          |       | 47%    | 52%    | 11%       | 23%   | 37%   | 28%  | 4%               | 7%           | 11%          | 54%  | 33%          | 30%  | 18% | 16%  | 83%      | 10%       | 5%    | 3%  |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom            | 1662  | 689    | 957    | 199       | 396   | 592   | 459  | 78               | 112          | 172          | 881  | 538          | 512  | 264 | 299  | 1383     | 154       | 78    | 48  |
|                                                                          | 58%   | 51%    | 64%    | 71%       | 69%   | 64%   | 44%  | 44%              | 47%          | 49%          | 70%  | 68%          | 68%  | 53% | 44%  | 58%      | 58%       | 54%   | 55% |
|                                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                          |       | 41%    | 58%    | 12%       | 24%   | 36%   | 28%  | 5%               | 7%           | 10%          | 53%  | 32%          | 31%  | 16% | 18%  | 83%      | 9%        | 5%    | 3%  |
| Listen to music (not radio)                                              | 1569  | 754    | 795    | 248       | 427   | 564   | 318  | 82               | 104          | 182          | 789  | 474          | 503  | 269 | 278  | 1299     | 151       | 74    | 45  |
|                                                                          | 55%   | 56%    | 53%    | 88%       | 75%   | 61%   | 30%  | 46%              | 44%          | 51%          | 62%  | 60%          | 66%  | 54% | 41%  | 55%      | 57%       | 52%   | 53% |
|                                                                          |       | def    | def    | def       | def   | f     | f    | g                | g            | g            | ghi  | mn           | kmn  | n   | n    | qr       | qr        | qr    | qr  |
|                                                                          |       | 48%    | 51%    | 16%       | 27%   | 36%   | 20%  | 5%               | 7%           | 12%          | 50%  | 30%          | 32%  | 17% | 18%  | 83%      | 10%       | 5%    | 3%  |
| Record video clips                                                       | 1465  | 647    | 802    | 195       | 379   | 532   | 343  | 72               | 97           | 157          | 768  | 436          | 459  | 248 | 274  | 1223     | 131       | 69    | 41  |
|                                                                          | 51%   | 48%    | 54%    | 69%       | 66%   | 58%   | 33%  | 40%              | 41%          | 44%          | 61%  | 55%          | 61%  | 50% | 40%  | 51%      | 49%       | 48%   | 48% |
|                                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                          |       | 44%    | 55%    | 13%       | 26%   | 36%   | 23%  | 5%               | 7%           | 11%          | 52%  | 30%          | 31%  | 17% | 19%  | 84%      | 9%        | 5%    | 3%  |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom     | 1394  | 604    | 774    | 146       | 334   | 498   | 401  | 58               | 92           | 158          | 733  | 471          | 423  | 226 | 229  | 1172     | 119       | 64    | 38  |
|                                                                          | 48%   | 45%    | 52%    | 52%       | 58%   | 54%   | 38%  | 33%              | 39%          | 45%          | 58%  | 60%          | 56%  | 45% | 33%  | 49%      | 45%       | 45%   | 45% |
|                                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                          |       | 43%    | 56%    | 11%       | 24%   | 36%   | 29%  | 4%               | 7%           | 11%          | 53%  | 34%          | 30%  | 16% | 16%  | 84%      | 9%        | 5%    | 3%  |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                                                | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                        |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                               | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample                                                                                      | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                                                                                                          | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                                                                                                |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app                            | 1153  | 510    | 637    | 137       | 263   | 417   | 330  | 43               | 69           | 135          | 658  | 406          | 364  | 174 | 184  | 995      | 88        | 54    | 17  |
|                                                                                                                | 40%   | 38%    | 43%    | 48%       | 46%   | 45%   | 32%  | 24%              | 29%          | 38%          | 52%  | 52%          | 48%  | 35% | 27%  | 42%      | 33%       | 37%   | 19% |
|                                                                                                                |       |        | a      | f         | f     | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      | pr       | r         | r     |     |
|                                                                                                                |       | 44%    | 55%    | 12%       | 23%   | 36%   | 29%  | 4%               | 6%           | 12%          | 57%  | 35%          | 32%  | 15% | 16%  | 86%      | 8%        | 5%    | 1%  |
| Play games                                                                                                     | 1094  | 493    | 587    | 183       | 289   | 404   | 209  | 68               | 82           | 137          | 517  | 272          | 332  | 205 | 243  | 902      | 110       | 54    | 29  |
|                                                                                                                | 38%   | 37%    | 39%    | 65%       | 51%   | 44%   | 20%  | 38%              | 35%          | 39%          | 41%  | 35%          | 44%  | 41% | 36%  | 38%      | 41%       | 37%   | 33% |
|                                                                                                                |       |        | def    | def       | ef    | f     |      |                  |              |              |      |              | kn   | k   |      |          | r         |       |     |
|                                                                                                                |       | 45%    | 54%    | 17%       | 26%   | 37%   | 19%  | 6%               | 8%           | 13%          | 47%  | 25%          | 30%  | 19% | 22%  | 82%      | 10%       | 5%    | 3%  |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 919   | 428    | 485    | 172       | 262   | 298   | 178  | 41               | 64           | 100          | 500  | 286          | 299  | 148 | 160  | 771      | 81        | 41    | 26  |
|                                                                                                                | 32%   | 32%    | 33%    | 61%       | 46%   | 32%   | 17%  | 23%              | 27%          | 28%          | 40%  | 36%          | 40%  | 30% | 23%  | 32%      | 31%       | 29%   | 30% |
|                                                                                                                |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                                                |       | 47%    | 53%    | 19%       | 28%   | 32%   | 19%  | 4%               | 7%           | 11%          | 54%  | 31%          | 33%  | 16% | 17%  | 84%      | 9%        | 4%    | 3%  |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 915   | 448    | 454    | 171       | 284   | 327   | 124  | 46               | 61           | 101          | 467  | 255          | 298  | 160 | 181  | 757      | 85        | 45    | 28  |
|                                                                                                                | 32%   | 33%    | 31%    | 60%       | 50%   | 35%   | 12%  | 26%              | 26%          | 28%          | 37%  | 32%          | 39%  | 32% | 26%  | 32%      | 32%       | 31%   | 33% |
|                                                                                                                |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          |           |       |     |
|                                                                                                                |       | 49%    | 50%    | 19%       | 31%   | 36%   | 14%  | 5%               | 7%           | 11%          | 51%  | 28%          | 33%  | 17% | 20%  | 83%      | 9%        | 5%    | 3%  |
| Accessing/ receiving sports/ team news/ scores                                                                 | 822   | 571    | 247    | 89        | 181   | 293   | 253  | 24               | 48           | 103          | 461  | 293          | 251  | 136 | 128  | 686      | 73        | 42    | 21  |
|                                                                                                                | 29%   | 42%    | 17%    | 31%       | 32%   | 32%   | 24%  | 14%              | 20%          | 29%          | 36%  | 37%          | 33%  | 27% | 19%  | 29%      | 27%       | 29%   | 25% |
|                                                                                                                |       | b      |        | f         | f     | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                                                |       | 69%    | 30%    | 11%       | 22%   | 36%   | 31%  | 3%               | 6%           | 12%          | 56%  | 36%          | 30%  | 17% | 16%  | 83%      | 9%        | 5%    | 3%  |
| Listen to podcasts                                                                                             | 809   | 399    | 400    | 117       | 237   | 283   | 161  | 35               | 36           | 76           | 467  | 296          | 303  | 98  | 87   | 679      | 68        | 36    | 26  |
|                                                                                                                | 28%   | 30%    | 27%    | 41%       | 41%   | 31%   | 15%  | 19%              | 15%          | 21%          | 37%  | 38%          | 40%  | 20% | 13%  | 29%      | 26%       | 25%   | 30% |
|                                                                                                                |       |        |        | ef        | ef    | f     |      |                  |              | h            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                                                |       | 49%    | 49%    | 14%       | 29%   | 35%   | 20%  | 4%               | 4%           | 9%           | 58%  | 37%          | 37%  | 12% | 11%  | 84%      | 8%        | 5%    | 3%  |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total            | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample   | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                       | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                             |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Listen to radio             | 673   | 349    | 316    | 46        | 147   | 286   | 186  | 28               | 42           | 68           | 375  | 266          | 186  | 106 | 99   | 566      | 52        | 34    | 21  |
|                             | 23%   | 26%    | 21%    | 16%       | 26%   | 31%   | 18%  | 16%              | 18%          | 19%          | 30%  | 34%          | 25%  | 21% | 15%  | 24%      | 19%       | 24%   | 24% |
|                             |       | b      |        |           | cf    | cdf   |      |                  |              |              | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                             |       | 52%    | 47%    | 7%        | 22%   | 43%   | 28%  | 4%               | 6%           | 10%          | 56%  | 40%          | 28%  | 16% | 15%  | 84%      | 8%        | 5%    | 3%  |
| Listen to or read an e-book | 436   | 186    | 248    | 49        | 120   | 160   | 104  | 20               | 30           | 54           | 240  | 154          | 153  | 51  | 66   | 360      | 43        | 20    | 12  |
|                             | 15%   | 14%    | 17%    | 17%       | 21%   | 17%   | 10%  | 11%              | 13%          | 15%          | 19%  | 20%          | 20%  | 10% | 10%  | 15%      | 16%       | 14%   | 15% |
|                             |       |        | a      | f         | f     | f     |      |                  |              |              | gh   | mn           | mn   |     |      |          |           |       |     |
|                             |       | 43%    | 57%    | 11%       | 27%   | 37%   | 24%  | 5%               | 7%           | 12%          | 55%  | 35%          | 35%  | 12% | 15%  | 83%      | 10%       | 5%    | 3%  |
| Other                       | 49    | 22     | 26     | 2         | 5     | 21    | 21   | 2                | 5            | 6            | 28   | 29           | 15   | 3   | 4    | 45       | 1         | 2     | 1   |
|                             | 2%    | 2%     | 2%     | 1%        | 1%    | 2%    | 2%   | 1%               | 2%           | 2%           | 2%   | 4%           | 2%   | 1%  | 1%   | 2%       | 1%        | 2%    | 1%  |
|                             |       |        |        |           |       | cd    |      |                  |              |              |      | lmn          | mn   |     |      |          |           |       |     |
|                             |       | 46%    | 53%    | 4%        | 11%   | 44%   | 42%  | 3%               | 10%          | 12%          | 56%  | 58%          | 30%  | 5%  | 7%   | 91%      | 3%        | 5%    | 1%  |
| None of these               | 39    | 22     | 15     | 3         | 4     | 2     | 27   | 1                | 4            | 7            | 12   | 7            | 6    | 5   | 18   | 33       | 2         | 2     | 1   |
|                             | 1%    | 2%     | 1%     | 1%        | 1%    | *%    | 3%   | *%               | 2%           | 2%           | 1%   | 1%           | 1%   | 1%  | 3%   | 1%       | 1%        | 1%    | 2%  |
|                             |       |        |        | e         |       | de    |      |                  |              |              |      |              |      |     | kl   |          |           |       |     |
|                             |       | 58%    | 38%    | 8%        | 11%   | 5%    | 71%  | 2%               | 10%          | 19%          | 31%  | 18%          | 16%  | 14% | 47%  | 86%      | 5%        | 5%    | 4%  |
| Don't know                  | 38    | 17     | 20     | 5         | 5     | 8     | 18   | 2                | 1            | 5            | 6    | 6            | 9    | 5   | 14   | 30       | 5         | 1     | 1   |
|                             | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | 2%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 2%   | 1%       | 2%        | 1%    | 2%  |
|                             |       |        |        |           |       |       |      |                  |              | j            |      |              |      |     | k    |          |           |       |     |
|                             |       | 43%    | 53%    | 14%       | 13%   | 21%   | 47%  | 5%               | 3%           | 14%          | 17%  | 15%          | 23%  | 13% | 38%  | 79%      | 14%       | 4%    | 4%  |
| NOT ANSWERED [POSTAL ONLY]  | 4     | 1      | 3      | -         | -     | -     | 4    | 2                | 1            | -            | 1    | 1            | *    | -   | 4    | 3        | *         | 1     | *   |
|                             | *%    | *%     | *%     | -%        | -%    | -%    | *%   | 1%               | *%           | -%           | *%   | *%           | *%   | -%  | 1%   | *%       | *%        | 1%    | *%  |
|                             |       |        |        |           |       | e     |      | ij               |              |              |      |              |      |     | l    |          |           | o     |     |
|                             |       | 29%    | 71%    | -%        | -%    | -%    | 100% | 40%              | 14%          | -%           | 14%  | 14%          | 5%   | -%  | 80%  | 68%      | 5%        | 22%   | 5%  |
| MESSAGING                   | 2672  | 1239   | 1398   | 267       | 542   | 894   | 926  | 164              | 220          | 321          | 1220 | 750          | 728  | 471 | 598  | 2212     | 251       | 131   | 78  |
|                             | 93%   | 92%    | 94%    | 94%       | 95%   | 97%   | 89%  | 92%              | 93%          | 91%          | 97%  | 95%          | 96%  | 94% | 87%  | 93%      | 94%       | 90%   | 91% |
|                             |       |        | a      | f         | f     | cdf   |      |                  |              |              | ghi  | n            | n    | n   |      |          |           |       |     |
|                             |       | 46%    | 52%    | 10%       | 20%   | 33%   | 35%  | 6%               | 8%           | 12%          | 46%  | 28%          | 27%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |
| WEB/ DATA ACCESS            | 2571  | 1188   | 1351   | 269       | 553   | 874   | 839  | 148              | 202          | 308          | 1194 | 738          | 711  | 456 | 552  | 2134     | 236       | 126   | 76  |
|                             | 89%   | 88%    | 91%    | 95%       | 97%   | 95%   | 80%  | 83%              | 85%          | 87%          | 95%  | 94%          | 94%  | 91% | 81%  | 90%      | 89%       | 87%   | 89% |
|                             |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | n            | n    | n   |      |          |           |       |     |
|                             |       | 46%    | 53%    | 10%       | 21%   | 34%   | 33%  | 6%               | 8%           | 12%          | 46%  | 29%          | 28%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample       | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                           | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                 |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| ENTERTAINMENT                   | 2564  | 1192   | 1340   | 273       | 554   | 880   | 821  | 148              | 202          | 308          | 1188 | 728          | 714  | 457 | 554  | 2127     | 235       | 127   | 76  |
|                                 | 89%   | 89%    | 90%    | 96%       | 97%   | 95%   | 79%  | 84%              | 85%          | 87%          | 94%  | 92%          | 94%  | 91% | 81%  | 89%      | 88%       | 88%   | 88% |
|                                 |       |        |        | f         | f     | f     |      |                  |              |              | ghi  | n            | mn   | n   |      |          |           |       |     |
|                                 |       | 46%    | 52%    | 11%       | 22%   | 34%   | 32%  | 6%               | 8%           | 12%          | 46%  | 28%          | 28%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |
| WATCHING AV CONTENT             | 1941  | 911    | 1011   | 246       | 484   | 704   | 488  | 97               | 150          | 212          | 982  | 557          | 592  | 347 | 376  | 1610     | 180       | 93    | 58  |
|                                 | 67%   | 68%    | 68%    | 87%       | 85%   | 76%   | 47%  | 55%              | 63%          | 60%          | 78%  | 71%          | 78%  | 70% | 55%  | 68%      | 68%       | 65%   | 67% |
|                                 |       |        |        | ef        | ef    | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          |           |       |     |
|                                 |       | 47%    | 52%    | 13%       | 25%   | 36%   | 25%  | 5%               | 8%           | 11%          | 51%  | 29%          | 31%  | 18% | 19%  | 83%      | 9%        | 5%    | 3%  |
| VIDEO OR VOICE CALLS USING VOIP | 1817  | 772    | 1026   | 210       | 425   | 637   | 526  | 83               | 128          | 197          | 936  | 581          | 546  | 298 | 330  | 1514     | 166       | 86    | 51  |
|                                 | 63%   | 57%    | 69%    | 74%       | 74%   | 69%   | 50%  | 47%              | 54%          | 56%          | 74%  | 74%          | 72%  | 60% | 48%  | 64%      | 62%       | 59%   | 60% |
|                                 |       |        | a      | f         | ef    | f     |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                 |       | 42%    | 56%    | 12%       | 23%   | 35%   | 29%  | 5%               | 7%           | 11%          | 52%  | 32%          | 30%  | 16% | 18%  | 83%      | 9%        | 5%    | 3%  |
| LISTEN TO AUDIO CONTENT         | 1798  | 862    | 913    | 257       | 466   | 656   | 400  | 98               | 118          | 201          | 912  | 550          | 569  | 309 | 316  | 1499     | 161       | 84    | 53  |
|                                 | 63%   | 64%    | 61%    | 91%       | 81%   | 71%   | 38%  | 55%              | 50%          | 57%          | 72%  | 70%          | 75%  | 62% | 46%  | 63%      | 61%       | 58%   | 62% |
|                                 |       |        | def    | ef        | f     |       |      |                  |              |              | ghi  | mn           | kmn  | n   |      |          |           |       |     |
|                                 |       | 48%    | 51%    | 14%       | 26%   | 36%   | 22%  | 5%               | 7%           | 11%          | 51%  | 31%          | 32%  | 17% | 18%  | 83%      | 9%        | 5%    | 3%  |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                      | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                      |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                              |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                     | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample                                                            | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                                                                                | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                                                                      |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Make normal calls                                                                    | 2626  | 322             | 370        | 217        | 202       | 244       | 172         | 218           | 118        | 315        | 2253     | 373   | 1623           | 934         | 1330              | 1296         |
|                                                                                      | 91%   | 91%             | 92%        | 92%        | 93%       | 90%       | 89%         | 93%           | 92%        | 92%        | 91%      | 93%   | 94%            | 89%         | 92%               | 90%          |
|                                                                                      |       |                 |            |            | f         |           |             | f             |            |            |          |       | m              |             |                   |              |
|                                                                                      |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 36%         | 51%               | 49%          |
| Send/ receive SMS text messages                                                      | 2593  | 319             | 353        | 219        | 202       | 241       | 172         | 210           | 118        | 311        | 2231     | 362   | 1628           | 897         | 1306              | 1287         |
|                                                                                      | 90%   | 91%             | 87%        | 93%        | 93%       | 89%       | 89%         | 90%           | 92%        | 91%        | 90%      | 90%   | 94%            | 85%         | 91%               | 90%          |
|                                                                                      |       |                 |            | b          | b         |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                      |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 63%            | 35%         | 50%               | 50%          |
| Take photos                                                                          | 2392  | 310             | 341        | 205        | 180       | 218       | 155         | 186           | 107        | 280        | 2062     | 330   | 1553           | 781         | 1212              | 1180         |
|                                                                                      | 83%   | 88%             | 84%        | 87%        | 83%       | 80%       | 80%         | 80%           | 84%        | 82%        | 83%      | 82%   | 90%            | 74%         | 84%               | 82%          |
|                                                                                      |       | efgi            |            | efg        |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                      |       | 13%             | 14%        | 9%         | 8%        | 9%        | 6%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%          |
| Send/ receive emails                                                                 | 2320  | 303             | 324        | 194        | 179       | 219       | 151         | 183           | 106        | 268        | 2003     | 318   | 1543           | 727         | 1162              | 1159         |
|                                                                                      | 81%   | 86%             | 80%        | 82%        | 82%       | 81%       | 78%         | 78%           | 83%        | 79%        | 81%      | 79%   | 89%            | 69%         | 81%               | 81%          |
|                                                                                      |       | bfgi            |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                      |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 67%            | 31%         | 50%               | 50%          |
| General browsing/ surfing the internet                                               | 2296  | 304             | 323        | 196        | 169       | 210       | 151         | 179           | 101        | 268        | 1984     | 312   | 1551           | 698         | 1153              | 1142         |
|                                                                                      | 80%   | 86%             | 80%        | 83%        | 78%       | 77%       | 78%         | 77%           | 79%        | 78%        | 80%      | 78%   | 90%            | 66%         | 80%               | 80%          |
|                                                                                      |       | bdefghi         |            | g          |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                      |       | 13%             | 14%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 68%            | 30%         | 50%               | 50%          |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)    | 2202  | 290             | 310        | 182        | 166       | 197       | 146         | 179           | 96         | 253        | 1900     | 301   | 1485           | 669         | 1117              | 1085         |
|                                                                                      | 77%   | 82%             | 77%        | 77%        | 76%       | 73%       | 75%         | 77%           | 74%        | 74%        | 77%      | 75%   | 86%            | 63%         | 77%               | 76%          |
|                                                                                      |       | efhi            |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                      |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 67%            | 30%         | 51%               | 49%          |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 1876  | 274             | 264        | 143        | 136       | 172       | 122         | 143           | 84         | 215        | 1649     | 228   | 1303           | 535         | 893               | 983          |
|                                                                                      | 65%   | 78%             | 65%        | 61%        | 62%       | 63%       | 63%         | 61%           | 65%        | 63%        | 67%      | 57%   | 75%            | 51%         | 62%               | 69%          |
|                                                                                      |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                      |       | 15%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 69%            | 29%         | 48%               | 52%          |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                         | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample                                                | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                                                                    | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                                                          |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram | 1832  | 258             | 253        | 149        | 140       | 166       | 115         | 140           | 86         | 203        | 1594     | 238   | 1273           | 523         | 871               | 961          |
|                                                                          | 64%   | 73%             | 63%        | 63%        | 65%       | 61%       | 59%         | 60%           | 67%        | 59%        | 64%      | 59%   | 74%            | 50%         | 60%               | 67%          |
|                                                                          |       | bcdefgi         |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                          |       | 14%             | 14%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 11%        | 87%      | 13%   | 70%            | 29%         | 48%               | 52%          |
| Accessing/ receiving news                                                | 1757  | 253             | 260        | 148        | 134       | 152       | 118         | 127           | 74         | 200        | 1516     | 241   | 1207           | 519         | 907               | 850          |
|                                                                          | 61%   | 72%             | 64%        | 63%        | 62%       | 56%       | 61%         | 54%           | 57%        | 58%        | 61%      | 60%   | 70%            | 49%         | 63%               | 59%          |
|                                                                          |       | bcdefghi        | eg         | g          |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                          |       | 14%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 69%            | 30%         | 52%               | 48%          |
| Use your phone for Sat Nav or directions                                 | 1690  | 224             | 251        | 143        | 129       | 144       | 117         | 123           | 69         | 206        | 1454     | 236   | 1222           | 446         | 878               | 812          |
|                                                                          | 59%   | 64%             | 62%        | 61%        | 59%       | 53%       | 60%         | 53%           | 53%        | 60%        | 59%      | 59%   | 71%            | 42%         | 61%               | 57%          |
|                                                                          |       | egh             | egh        | g          |           |           | g           |               |            |            |          |       | m              |             | o                 |              |
|                                                                          |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 12%        | 86%      | 14%   | 72%            | 26%         | 52%               | 48%          |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom            | 1662  | 239             | 247        | 142        | 122       | 145       | 112         | 122           | 68         | 186        | 1435     | 228   | 1144           | 490         | 845               | 817          |
|                                                                          | 58%   | 68%             | 61%        | 60%        | 56%       | 53%       | 58%         | 52%           | 53%        | 54%        | 58%      | 57%   | 66%            | 46%         | 59%               | 57%          |
|                                                                          |       | cdefghi         | egh        | g          |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                          |       | 14%             | 15%        | 9%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 69%            | 29%         | 51%               | 49%          |
| Listen to music (not radio)                                              | 1569  | 230             | 223        | 121        | 113       | 138       | 101         | 120           | 72         | 182        | 1383     | 186   | 1128           | 411         | 734               | 835          |
|                                                                          | 55%   | 65%             | 55%        | 51%        | 52%       | 51%       | 52%         | 51%           | 56%        | 53%        | 56%      | 46%   | 65%            | 39%         | 51%               | 58%          |
|                                                                          |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                          |       | 15%             | 14%        | 8%         | 7%        | 9%        | 6%          | 8%            | 5%         | 12%        | 88%      | 12%   | 72%            | 26%         | 47%               | 53%          |
| Record video clips                                                       | 1465  | 209             | 220        | 111        | 103       | 144       | 97          | 102           | 63         | 173        | 1280     | 185   | 1011           | 427         | 707               | 758          |
|                                                                          | 51%   | 59%             | 54%        | 47%        | 48%       | 53%       | 50%         | 44%           | 49%        | 51%        | 52%      | 46%   | 58%            | 40%         | 49%               | 53%          |
|                                                                          |       | cdfghi          | g          |            |           | g         |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                          |       | 14%             | 15%        | 8%         | 7%        | 10%       | 7%          | 7%            | 4%         | 12%        | 87%      | 13%   | 69%            | 29%         | 48%               | 52%          |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                               | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample                                                                                      | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                                                                                                          | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                                                                                                |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                           | 1394  | 229             | 210        | 114        | 106       | 119       | 92          | 98            | 48         | 157        | 1211     | 183   | 971            | 396         | 705               | 689          |
|                                                                                                                | 48%   | 65%             | 52%        | 48%        | 49%       | 44%       | 47%         | 42%           | 37%        | 46%        | 49%      | 46%   | 56%            | 38%         | 49%               | 48%          |
|                                                                                                                |       | bcdefghi        | egh        | h          | h         |           | h           |               |            | h          |          |       | m              |             |                   |              |
|                                                                                                                |       | 16%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 3%         | 11%        | 87%      | 13%   | 70%            | 28%         | 51%               | 49%          |
| Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app                            | 1153  | 163             | 173        | 104        | 95        | 95        | 88          | 90            | 50         | 137        | 997      | 156   | 813            | 328         | 617               | 536          |
|                                                                                                                | 40%   | 46%             | 43%        | 44%        | 44%       | 35%       | 46%         | 39%           | 39%        | 40%        | 40%      | 39%   | 47%            | 31%         | 43%               | 37%          |
|                                                                                                                |       | e               | e          | e          | e         |           | e           |               |            |            |          |       | m              |             | o                 |              |
|                                                                                                                |       | 14%             | 15%        | 9%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 86%      | 14%   | 70%            | 28%         | 53%               | 47%          |
| Play games                                                                                                     | 1094  | 122             | 153        | 82         | 98        | 99        | 77          | 95            | 49         | 127        | 969      | 125   | 748            | 318         | 470               | 624          |
|                                                                                                                | 38%   | 35%             | 38%        | 35%        | 45%       | 36%       | 40%         | 41%           | 38%        | 37%        | 39%      | 31%   | 43%            | 30%         | 33%               | 44%          |
|                                                                                                                |       |                 |            |            | abcei     |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                |       | 11%             | 14%        | 7%         | 9%        | 9%        | 7%          | 9%            | 4%         | 12%        | 89%      | 11%   | 68%            | 29%         | 43%               | 57%          |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 919   | 125             | 141        | 69         | 73        | 87        | 58          | 76            | 37         | 106        | 814      | 106   | 657            | 252         | 433               | 487          |
|                                                                                                                | 32%   | 35%             | 35%        | 29%        | 34%       | 32%       | 30%         | 32%           | 29%        | 31%        | 33%      | 26%   | 38%            | 24%         | 30%               | 34%          |
|                                                                                                                |       |                 |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                |       | 14%             | 15%        | 8%         | 8%        | 10%       | 6%          | 8%            | 4%         | 12%        | 88%      | 12%   | 72%            | 27%         | 47%               | 53%          |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 915   | 137             | 123        | 71         | 77        | 81        | 63          | 69            | 40         | 95         | 809      | 107   | 670            | 230         | 399               | 516          |
|                                                                                                                | 32%   | 39%             | 30%        | 30%        | 36%       | 30%       | 33%         | 30%           | 31%        | 28%        | 33%      | 27%   | 39%            | 22%         | 28%               | 36%          |
|                                                                                                                |       | bceghi          |            |            | i         |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                |       | 15%             | 13%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 10%        | 88%      | 12%   | 73%            | 25%         | 44%               | 56%          |

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



## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                               | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample                      | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                                          | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                                |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Accessing/ receiving sports/ team news/ scores | 822   | 117             | 109        | 67         | 63        | 78        | 53          | 63            | 38         | 98         | 704      | 119   | 593            | 217         | 428               | 395          |
|                                                | 29%   | 33%             | 27%        | 28%        | 29%       | 29%       | 27%         | 27%           | 29%        | 29%        | 28%      | 30%   | 34%            | 21%         | 30%               | 28%          |
|                                                |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                |       | 14%             | 13%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 86%      | 14%   | 72%            | 26%         | 52%               | 48%          |
| Listen to podcasts                             | 809   | 143             | 125        | 66         | 56        | 67        | 53          | 57            | 24         | 88         | 710      | 99    | 611            | 182         | 403               | 406          |
|                                                | 28%   | 41%             | 31%        | 28%        | 26%       | 25%       | 27%         | 24%           | 18%        | 26%        | 29%      | 25%   | 35%            | 17%         | 28%               | 28%          |
|                                                |       | bcdefghi        | h          | h          | h         |           | h           |               | h          |            |          |       | m              |             |                   |              |
|                                                |       | 18%             | 15%        | 8%         | 7%        | 8%        | 7%          | 7%            | 3%         | 11%        | 88%      | 12%   | 76%            | 22%         | 50%               | 50%          |
| Listen to radio                                | 673   | 95              | 89         | 61         | 50        | 61        | 50          | 55            | 25         | 80         | 573      | 100   | 506            | 158         | 350               | 323          |
|                                                | 23%   | 27%             | 22%        | 26%        | 23%       | 22%       | 26%         | 24%           | 20%        | 23%        | 23%      | 25%   | 29%            | 15%         | 24%               | 23%          |
|                                                |       | h               |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                |       | 14%             | 13%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 75%            | 23%         | 52%               | 48%          |
| Listen to or read an e-book                    | 436   | 81              | 58         | 29         | 38        | 35        | 30          | 30            | 15         | 44         | 383      | 53    | 317            | 114         | 203               | 233          |
|                                                | 15%   | 23%             | 14%        | 12%        | 17%       | 13%       | 15%         | 13%           | 12%        | 13%        | 15%      | 13%   | 18%            | 11%         | 14%               | 16%          |
|                                                |       | bcefg           |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                |       | 19%             | 13%        | 7%         | 9%        | 8%        | 7%          | 7%            | 4%         | 10%        | 88%      | 12%   | 73%            | 26%         | 47%               | 53%          |
| Other                                          | 49    | 11              | 7          | 7          | 4         | 6         | 5           | 1             | 1          | 4          | 39       | 10    | 33             | 16          | 32                | 17           |
|                                                | 2%    | 3%              | 2%         | 3%         | 2%        | 2%        | 2%          | *%            | 1%         | 1%         | 2%       | 3%    | 2%             | 2%          | 2%                | 1%           |
|                                                |       | gh              |            | gh         |           | g         | g           |               |            |            |          |       |                |             | o                 |              |
|                                                |       | 22%             | 14%        | 14%        | 8%        | 12%       | 10%         | 2%            | 1%         | 8%         | 79%      | 21%   | 66%            | 34%         | 65%               | 35%          |
| None of these                                  | 39    | 4               | 6          | 4          | 1         | 5         | 4           | 4             | 2          | 3          | 33       | 6     | 12             | 23          | 18                | 20           |
|                                                | 1%    | 1%              | 2%         | 2%         | *%        | 2%        | 2%          | 2%            | 2%         | 1%         | 1%       | 1%    | 1%             | 2%          | 1%                | 1%           |
|                                                |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                                                |       | 11%             | 16%        | 11%        | 2%        | 13%       | 9%          | 10%           | 6%         | 8%         | 85%      | 15%   | 31%            | 59%         | 47%               | 53%          |
| Don't know                                     | 38    | 5               | 3          | 1          | 4         | 6         | 6           | 1             | 2          | 2          | 33       | 5     | 14             | 20          | 21                | 17           |
|                                                | 1%    | 1%              | 1%         | 1%         | 2%        | 2%        | 3%          | *%            | 2%         | 1%         | 1%       | 1%    | 1%             | 2%          | 1%                | 1%           |
|                                                |       |                 |            |            |           |           | bcgi        |               |            |            |          |       | l              |             |                   |              |
|                                                |       | 13%             | 7%         | 3%         | 9%        | 15%       | 17%         | 3%            | 6%         | 6%         | 88%      | 12%   | 36%            | 51%         | 56%               | 44%          |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample       | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                           | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                 |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| NOT ANSWERED [POSTAL ONLY]      | 4     | -               | 2          | *          | -         | -         | 1           | -             | -          | -          | 4        | 1     | -              | 4           | 4                 | 1            |
|                                 | *%    | -%              | *%         | *%         | -%        | -%        | *%          | -%            | -%         | -%         | *%       | *%    | -%             | *%          | *%                | *%           |
|                                 |       | -%              | 40%        | 9%         | -%        | -%        | 20%         | -%            | -%         | -%         | 85%      | 15%   | -%             | 100%        | 81%               | 19%          |
| MESSAGING                       | 2672  | 336             | 373        | 221        | 204       | 247       | 175         | 217           | 119        | 321        | 2304     | 368   | 1666           | 933         | 1342              | 1330         |
|                                 | 93%   | 95%             | 92%        | 94%        | 94%       | 91%       | 90%         | 93%           | 93%        | 94%        | 93%      | 92%   | 96%            | 88%         | 93%               | 93%          |
|                                 |       | ef              |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 35%         | 50%               | 50%          |
| WEB/ DATA ACCESS                | 2571  | 333             | 360        | 217        | 196       | 238       | 169         | 207           | 114        | 301        | 2221     | 350   | 1659           | 850         | 1283              | 1289         |
|                                 | 89%   | 94%             | 89%        | 92%        | 90%       | 88%       | 87%         | 88%           | 89%        | 88%        | 90%      | 87%   | 96%            | 81%         | 89%               | 90%          |
|                                 |       | bdefghi         |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 33%         | 50%               | 50%          |
| ENTERTAINMENT                   | 2564  | 334             | 360        | 217        | 196       | 232       | 170         | 205           | 113        | 300        | 2210     | 354   | 1647           | 850         | 1273              | 1291         |
|                                 | 89%   | 95%             | 89%        | 92%        | 90%       | 86%       | 87%         | 88%           | 88%        | 88%        | 89%      | 88%   | 95%            | 81%         | 88%               | 90%          |
|                                 |       | bdefghi         |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| WATCHING AV CONTENT             | 1941  | 278             | 273        | 149        | 145       | 178       | 126         | 147           | 87         | 226        | 1707     | 234   | 1347           | 554         | 921               | 1020         |
|                                 | 67%   | 79%             | 68%        | 63%        | 67%       | 65%       | 65%         | 63%           | 67%        | 66%        | 69%      | 58%   | 78%            | 53%         | 64%               | 71%          |
|                                 |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                                 |       | 14%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 88%      | 12%   | 69%            | 29%         | 47%               | 53%          |
| VIDEO OR VOICE CALLS USING VOIP | 1817  | 266             | 267        | 149        | 132       | 160       | 122         | 137           | 73         | 208        | 1572     | 245   | 1237           | 542         | 915               | 902          |
|                                 | 63%   | 76%             | 66%        | 63%        | 61%       | 59%       | 63%         | 58%           | 57%        | 61%        | 64%      | 61%   | 72%            | 51%         | 63%               | 63%          |
|                                 |       | bcdefghi        | gh         |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                 |       | 15%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 50%               | 50%          |
| LISTEN TO AUDIO CONTENT         | 1798  | 262             | 261        | 138        | 130       | 161       | 121         | 141           | 77         | 207        | 1576     | 223   | 1283           | 477         | 850               | 948          |
|                                 | 63%   | 74%             | 64%        | 58%        | 60%       | 59%       | 62%         | 60%           | 60%        | 61%        | 64%      | 56%   | 74%            | 45%         | 59%               | 66%          |
|                                 |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                                 |       | 15%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 88%      | 12%   | 71%            | 27%         | 47%               | 53%          |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                      | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|--------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                      |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                                                                                      |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                                                              |       |                 |                 |                  |      |               |                   |
| Unweighted total                                                                     | 5075  | 2427            | 2152            | 3917             | 3952 | 2153          | 4901              |
| Effective Weighted Sample                                                            | 3466  | 1641            | 1461            | 2718             | 2723 | 1492          | 3353              |
| Total                                                                                | 2875  | 1376            | 1223            | 2198             | 2223 | 1204          | 2762              |
|                                                                                      |       | 48%             | 43%             | 76%              | 77%  | 42%           | 96%               |
| Make normal calls                                                                    | 2626  | 1274            | 1131            | 2058             | 2070 | 1135          | 2543              |
|                                                                                      | 91%   | 93%             | 92%             | 94%              | 93%  | 94%           | 92%               |
|                                                                                      |       |                 |                 | f                |      | bf            |                   |
|                                                                                      |       | 49%             | 43%             | 78%              | 79%  | 43%           | 97%               |
| Send/ receive SMS text messages                                                      | 2593  | 1262            | 1111            | 2044             | 2066 | 1138          | 2513              |
|                                                                                      | 90%   | 92%             | 91%             | 93%              | 93%  | 95%           | 91%               |
|                                                                                      |       |                 |                 | bf               | bf   | abdf          |                   |
|                                                                                      |       | 49%             | 43%             | 79%              | 80%  | 44%           | 97%               |
| Take photos                                                                          | 2392  | 1193            | 1016            | 1928             | 1969 | 1090          | 2331              |
|                                                                                      | 83%   | 87%             | 83%             | 88%              | 89%  | 91%           | 84%               |
|                                                                                      |       | bf              |                 | bf               | bf   | abcf          |                   |
|                                                                                      |       | 50%             | 42%             | 81%              | 82%  | 46%           | 97%               |
| Send/ receive emails                                                                 | 2320  | 1160            | 950             | 1884             | 1942 | 1081          | 2261              |
|                                                                                      | 81%   | 84%             | 78%             | 86%              | 87%  | 90%           | 82%               |
|                                                                                      |       | bf              |                 | bf               | abf  | abcdf         | b                 |
|                                                                                      |       | 50%             | 41%             | 81%              | 84%  | 47%           | 97%               |
| General browsing/ surfing the internet                                               | 2296  | 1156            | 950             | 1875             | 1947 | 1083          | 2250              |
|                                                                                      | 80%   | 84%             | 78%             | 85%              | 88%  | 90%           | 81%               |
|                                                                                      |       | bf              |                 | bf               | abcf | abcdf         | b                 |
|                                                                                      |       | 50%             | 41%             | 82%              | 85%  | 47%           | 98%               |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)    | 2202  | 1109            | 928             | 1811             | 1873 | 1038          | 2156              |
|                                                                                      | 77%   | 81%             | 76%             | 82%              | 84%  | 86%           | 78%               |
|                                                                                      |       | bf              |                 | bf               | abf  | abcf          |                   |
|                                                                                      |       | 50%             | 42%             | 82%              | 85%  | 47%           | 98%               |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 1876  | 941             | 763             | 1545             | 1638 | 994           | 1851              |
|                                                                                      | 65%   | 68%             | 62%             | 70%              | 74%  | 83%           | 67%               |
|                                                                                      |       | b               |                 | bf               | abcf | abcdf         | b                 |
|                                                                                      |       | 50%             | 41%             | 82%              | 87%  | 53%           | 99%               |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                          | Total | TV SERVICES     |                 |                  |       | YOUTUBE       |                   |
|--------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|-------|---------------|-------------------|
|                                                                          |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD  | SERV-<br>ICES | ANY SER-<br>VICES |
|                                                                          |       | a               | b               | c                | d     | e             | f                 |
| Significance Level: 95%                                                  |       |                 |                 |                  |       |               |                   |
| Unweighted total                                                         | 5075  | 2427            | 2152            | 3917             | 3952  | 2153          | 4901              |
| Effective Weighted Sample                                                | 3466  | 1641            | 1461            | 2718             | 2723  | 1492          | 3353              |
| Total                                                                    | 2875  | 1376            | 1223            | 2198             | 2223  | 1204          | 2762              |
|                                                                          |       | 48%             | 43%             | 76%              | 77%   | 42%           | 96%               |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram | 1832  | 941             | 752             | 1528             | 1612  | 925           | 1803              |
|                                                                          | 64%   | 68%             | 61%             | 69%              | 73%   | 77%           | 65%               |
|                                                                          |       | bf              | bf              | abcf             | abcdf | abcdf         | b                 |
|                                                                          |       | 51%             | 41%             | 83%              | 88%   | 51%           | 98%               |
| Accessing/ receiving news                                                | 1757  | 879             | 750             | 1505             | 1521  | 883           | 1730              |
|                                                                          | 61%   | 64%             | 61%             | 68%              | 68%   | 73%           | 63%               |
|                                                                          |       |                 |                 | abf              | abf   | abcdf         |                   |
|                                                                          |       | 50%             | 43%             | 86%              | 87%   | 50%           | 98%               |
| Use your phone for Sat Nav or directions                                 | 1690  | 870             | 715             | 1445             | 1492  | 856           | 1668              |
|                                                                          | 59%   | 63%             | 58%             | 66%              | 67%   | 71%           | 60%               |
|                                                                          |       | b               | bf              | abf              | abf   | abcdf         |                   |
|                                                                          |       | 51%             | 42%             | 85%              | 88%   | 51%           | 99%               |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom            | 1662  | 845             | 684             | 1406             | 1453  | 847           | 1635              |
|                                                                          | 58%   | 61%             | 56%             | 64%              | 65%   | 70%           | 59%               |
|                                                                          |       | b               | bf              | abf              | abf   | abcdf         | b                 |
|                                                                          |       | 51%             | 41%             | 85%              | 87%   | 51%           | 98%               |
| Listen to music (not radio)                                              | 1569  | 770             | 624             | 1297             | 1415  | 826           | 1541              |
|                                                                          | 55%   | 56%             | 51%             | 59%              | 64%   | 69%           | 56%               |
|                                                                          |       | b               | abf             | abcf             | abcf  | abcdf         | b                 |
|                                                                          |       | 49%             | 40%             | 83%              | 90%   | 53%           | 98%               |
| Record video clips                                                       | 1465  | 731             | 602             | 1232             | 1301  | 774           | 1439              |
|                                                                          | 51%   | 53%             | 49%             | 56%              | 59%   | 64%           | 52%               |
|                                                                          |       | b               | bf              | abf              | abf   | abcdf         |                   |
|                                                                          |       | 50%             | 41%             | 84%              | 89%   | 53%           | 98%               |

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                                                | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|----------------------------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                                                |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                                                                                                                |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                                                                                        |       |                 |                 |                  |      |               |                   |
| Unweighted total                                                                                               | 5075  | 2427            | 2152            | 3917             | 3952 | 2153          | 4901              |
| Effective Weighted Sample                                                                                      | 3466  | 1641            | 1461            | 2718             | 2723 | 1492          | 3353              |
| Total                                                                                                          | 2875  | 1376            | 1223            | 2198             | 2223 | 1204          | 2762              |
|                                                                                                                |       | 48%             | 43%             | 76%              | 77%  | 42%           | 96%               |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                           | 1394  | 698             | 576             | 1171             | 1210 | 711           | 1366              |
|                                                                                                                | 48%   | 51%             | 47%             | 53%              | 54%  | 59%           | 49%               |
|                                                                                                                |       | b               |                 | bf               | abf  | abcdf         |                   |
|                                                                                                                |       | 50%             | 41%             | 84%              | 87%  | 51%           | 98%               |
| Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app                            | 1153  | 593             | 496             | 1013             | 1047 | 603           | 1145              |
|                                                                                                                | 40%   | 43%             | 41%             | 46%              | 47%  | 50%           | 41%               |
|                                                                                                                |       |                 |                 | bf               | abf  | abcf          |                   |
|                                                                                                                |       | 51%             | 43%             | 88%              | 91%  | 52%           | 99%               |
| Play games                                                                                                     | 1094  | 583             | 411             | 890              | 969  | 553           | 1071              |
|                                                                                                                | 38%   | 42%             | 34%             | 40%              | 44%  | 46%           | 39%               |
|                                                                                                                |       | bf              |                 | b                | bcf  | abcf          | b                 |
|                                                                                                                |       | 53%             | 38%             | 81%              | 89%  | 51%           | 98%               |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 919   | 464             | 341             | 772              | 837  | 522           | 907               |
|                                                                                                                | 32%   | 34%             | 28%             | 35%              | 38%  | 43%           | 33%               |
|                                                                                                                |       | b               |                 | b                | abf  | abcdf         | b                 |
|                                                                                                                |       | 50%             | 37%             | 84%              | 91%  | 57%           | 99%               |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 915   | 474             | 337             | 784              | 840  | 536           | 902               |
|                                                                                                                | 32%   | 34%             | 28%             | 36%              | 38%  | 45%           | 33%               |
|                                                                                                                |       | b               |                 | bf               | abf  | abcdf         | b                 |
|                                                                                                                |       | 52%             | 37%             | 86%              | 92%  | 59%           | 99%               |
| Accessing/ receiving sports/ team news/ scores                                                                 | 822   | 484             | 337             | 721              | 733  | 426           | 813               |
|                                                                                                                | 29%   | 35%             | 28%             | 33%              | 33%  | 35%           | 29%               |
|                                                                                                                |       | bf              |                 | bf               | bf   | bf            |                   |
|                                                                                                                |       | 59%             | 41%             | 88%              | 89%  | 52%           | 99%               |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                             | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-----------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                             |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                             |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%     |       |                 |                 |                  |      |               |                   |
| Unweighted total            | 5075  | 2427            | 2152            | 3917             | 3952 | 2153          | 4901              |
| Effective Weighted Sample   | 3466  | 1641            | 1461            | 2718             | 2723 | 1492          | 3353              |
| Total                       | 2875  | 1376            | 1223            | 2198             | 2223 | 1204          | 2762              |
|                             |       | 48%             | 43%             | 76%              | 77%  | 42%           | 96%               |
| Listen to podcasts          | 809   | 364             | 312             | 688              | 751  | 441           | 796               |
|                             | 28%   | 26%             | 26%             | 31%              | 34%  | 37%           | 29%               |
|                             |       |                 |                 | abf              | abcf | abcf          | b                 |
|                             |       | 45%             | 39%             | 85%              | 93%  | 55%           | 98%               |
| Listen to radio             | 673   | 353             | 290             | 604              | 596  | 346           | 663               |
|                             | 23%   | 26%             | 24%             | 27%              | 27%  | 29%           | 24%               |
|                             |       |                 |                 | bf               | bf   | bf            |                   |
|                             |       | 52%             | 43%             | 90%              | 89%  | 51%           | 99%               |
| Listen to or read an e-book | 436   | 208             | 170             | 372              | 396  | 248           | 430               |
|                             | 15%   | 15%             | 14%             | 17%              | 18%  | 21%           | 16%               |
|                             |       |                 |                 | b                | abf  | abcdf         |                   |
|                             |       | 48%             | 39%             | 85%              | 91%  | 57%           | 99%               |
| Other                       | 49    | 24              | 21              | 47               | 45   | 26            | 49                |
|                             | 2%    | 2%              | 2%              | 2%               | 2%   | 2%            | 2%                |
|                             |       | 50%             | 43%             | 95%              | 91%  | 53%           | 100%              |
| None of these               | 39    | 13              | 19              | 22               | 21   | 10            | 32                |
|                             | 1%    | 1%              | 2%              | 1%               | 1%   | 1%            | 1%                |
|                             |       | 35%             | 50%             | 56%              | 54%  | 27%           | 83%               |
| Don't know                  | 38    | 13              | 12              | 20               | 19   | 6             | 33                |
|                             | 1%    | 1%              | 1%              | 1%               | 1%   | 1%            | 1%                |
|                             |       |                 |                 |                  |      | e             |                   |
|                             |       | 35%             | 31%             | 53%              | 51%  | 17%           | 86%               |
| NOT ANSWERED [POSTAL ONLY]  | 4     | *               | 2               | 2                | 1    | *             | 3                 |
|                             | *%    | *%              | *%              | *%               | *%   | *%            | *%                |
|                             |       | 5%              | 50%             | 41%              | 13%  | 9%            | 60%               |
| MESSAGING                   | 2672  | 1296            | 1144            | 2099             | 2130 | 1164          | 2587              |
|                             | 93%   | 94%             | 94%             | 95%              | 96%  | 97%           | 94%               |
|                             |       |                 |                 | bf               | abf  | abcf          |                   |
|                             |       | 49%             | 43%             | 79%              | 80%  | 44%           | 97%               |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                 | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                 |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%         |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                | 5075  | 2427            | 2152            | 3917             | 3952 | 2153          | 4901              |
| Effective Weighted Sample       | 3466  | 1641            | 1461            | 2718             | 2723 | 1492          | 3353              |
| Total                           | 2875  | 1376            | 1223            | 2198             | 2223 | 1204          | 2762              |
|                                 |       | 48%             | 43%             | 76%              | 77%  | 42%           | 96%               |
| WEB/ DATA ACCESS                | 2571  | 1282            | 1070            | 2047             | 2106 | 1157          | 2501              |
|                                 | 89%   | 93%             | 88%             | 93%              | 95%  | 96%           | 91%               |
|                                 |       | bf              |                 | bf               | abcf | abcdf         | b                 |
|                                 |       | 50%             | 42%             | 80%              | 82%  | 45%           | 97%               |
| ENTERTAINMENT                   | 2564  | 1269            | 1072            | 2030             | 2082 | 1151          | 2491              |
|                                 | 89%   | 92%             | 88%             | 92%              | 94%  | 96%           | 90%               |
|                                 |       | bf              |                 | bf               | bf   | abcdf         | b                 |
|                                 |       | 49%             | 42%             | 79%              | 81%  | 45%           | 97%               |
| WATCHING AV CONTENT             | 1941  | 980             | 788             | 1599             | 1693 | 1016          | 1912              |
|                                 | 67%   | 71%             | 64%             | 73%              | 76%  | 84%           | 69%               |
|                                 |       | b               |                 | bf               | abcf | abcdf         | b                 |
|                                 |       | 50%             | 41%             | 82%              | 87%  | 52%           | 99%               |
| VIDEO OR VOICE CALLS USING VOIP | 1817  | 923             | 750             | 1520             | 1569 | 904           | 1781              |
|                                 | 63%   | 67%             | 61%             | 69%              | 71%  | 75%           | 64%               |
|                                 |       | b               |                 | bf               | abf  | abcdf         | b                 |
|                                 |       | 51%             | 41%             | 84%              | 86%  | 50%           | 98%               |
| LISTEN TO AUDIO CONTENT         | 1798  | 872             | 720             | 1481             | 1593 | 925           | 1761              |
|                                 | 63%   | 63%             | 59%             | 67%              | 72%  | 77%           | 64%               |
|                                 |       | b               |                 | abf              | abcf | abcdf         | b                 |
|                                 |       | 48%             | 40%             | 82%              | 89%  | 51%           | 98%               |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                                                                      | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                      |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                              |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                     | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                            | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                                | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                      |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Make normal calls                                                                    | 2626  | 1230   | 1365   | 250       | 518   | 866   | 946  | 159              | 220          | 307          | 1200 | 739          | 709  | 460 | 592  | 2177     | 244       | 129   | 76  |
|                                                                                      | 88%   | 88%    | 89%    | 86%       | 88%   | 92%   | 85%  | 82%              | 88%          | 85%          | 95%  | 93%          | 92%  | 91% | 81%  | 87%      | 90%       | 86%   | 84% |
|                                                                                      |       |        |        |           |       | cdf   |      |                  |              |              | ghi  | n            | n    | n   |      | r        | r         |       |     |
|                                                                                      |       | 47%    | 52%    | 10%       | 20%   | 33%   | 36%  | 6%               | 8%           | 12%          | 46%  | 28%          | 27%  | 18% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive SMS text messages                                                      | 2593  | 1210   | 1352   | 253       | 515   | 876   | 907  | 162              | 214          | 309          | 1192 | 735          | 706  | 457 | 579  | 2144     | 247       | 126   | 76  |
|                                                                                      | 86%   | 87%    | 88%    | 87%       | 88%   | 93%   | 82%  | 83%              | 85%          | 85%          | 94%  | 92%          | 92%  | 90% | 79%  | 86%      | 92%       | 84%   | 85% |
|                                                                                      |       |        |        | f         | f     | cdf   |      |                  |              |              | ghi  | n            | n    | n   |      |          | oqr       |       |     |
|                                                                                      |       | 47%    | 52%    | 10%       | 20%   | 34%   | 35%  | 6%               | 8%           | 12%          | 46%  | 28%          | 27%  | 18% | 22%  | 83%      | 10%       | 5%    | 3%  |
| Take photos                                                                          | 2392  | 1097   | 1268   | 254       | 514   | 824   | 769  | 134              | 186          | 282          | 1140 | 694          | 680  | 425 | 494  | 1982     | 223       | 118   | 68  |
|                                                                                      | 80%   | 79%    | 82%    | 87%       | 88%   | 88%   | 69%  | 69%              | 74%          | 78%          | 90%  | 87%          | 88%  | 84% | 68%  | 80%      | 83%       | 79%   | 76% |
|                                                                                      |       |        | a      | f         | f     | f     |      |                  |              | g            | ghi  | n            | mn   | n   |      | r        | r         |       |     |
|                                                                                      |       | 46%    | 53%    | 11%       | 21%   | 34%   | 32%  | 6%               | 8%           | 12%          | 48%  | 29%          | 28%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive emails                                                                 | 2320  | 1075   | 1221   | 248       | 511   | 806   | 725  | 129              | 173          | 261          | 1123 | 687          | 666  | 414 | 465  | 1926     | 216       | 113   | 65  |
|                                                                                      | 77%   | 77%    | 79%    | 85%       | 87%   | 86%   | 65%  | 67%              | 69%          | 72%          | 89%  | 86%          | 86%  | 82% | 64%  | 77%      | 80%       | 75%   | 73% |
|                                                                                      |       |        |        | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        | r         |       |     |
|                                                                                      |       | 46%    | 53%    | 11%       | 22%   | 35%   | 31%  | 6%               | 7%           | 11%          | 48%  | 30%          | 29%  | 18% | 20%  | 83%      | 9%        | 5%    | 3%  |
| General browsing/ surfing the internet                                               | 2296  | 1067   | 1206   | 252       | 513   | 812   | 693  | 120              | 172          | 262          | 1133 | 686          | 672  | 411 | 445  | 1900     | 217       | 111   | 68  |
|                                                                                      | 77%   | 76%    | 78%    | 86%       | 87%   | 87%   | 62%  | 62%              | 69%          | 72%          | 89%  | 86%          | 87%  | 81% | 61%  | 76%      | 80%       | 74%   | 75% |
|                                                                                      |       |        |        | f         | f     | f     |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          | q         |       |     |
|                                                                                      |       | 46%    | 53%    | 11%       | 22%   | 35%   | 30%  | 5%               | 7%           | 11%          | 49%  | 30%          | 29%  | 18% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)    | 2202  | 992    | 1187   | 240       | 488   | 773   | 677  | 114              | 167          | 256          | 1097 | 661          | 650  | 381 | 428  | 1818     | 208       | 110   | 65  |
|                                                                                      | 73%   | 71%    | 77%    | 82%       | 83%   | 82%   | 61%  | 59%              | 66%          | 70%          | 86%  | 83%          | 84%  | 75% | 59%  | 73%      | 77%       | 73%   | 73% |
|                                                                                      |       |        | a      | f         | f     | f     |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                      |       | 45%    | 54%    | 11%       | 22%   | 35%   | 31%  | 5%               | 8%           | 12%          | 50%  | 30%          | 30%  | 17% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 1876  | 878    | 981    | 240       | 467   | 680   | 472  | 90               | 144          | 202          | 960  | 544          | 576  | 334 | 356  | 1554     | 177       | 91    | 55  |
|                                                                                      | 63%   | 63%    | 64%    | 82%       | 80%   | 72%   | 43%  | 46%              | 57%          | 56%          | 76%  | 68%          | 75%  | 66% | 49%  | 62%      | 65%       | 60%   | 62% |
|                                                                                      |       |        |        | ef        | ef    | f     |      |                  | g            | g            | ghi  | n            | kmn  | n   |      |          |           |       |     |
|                                                                                      |       | 47%    | 52%    | 13%       | 25%   | 36%   | 25%  | 5%               | 8%           | 11%          | 51%  | 29%          | 31%  | 18% | 19%  | 83%      | 9%        | 5%    | 3%  |

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



## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                                                          | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |      |      | NATION   |           |       |     |
|--------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|------|------|----------|-----------|-------|-----|
|                                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2   | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                  |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r   |
| Unweighted total                                                         | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634  | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442  | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                    | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507  | 731  | 2490     | 270       | 150   | 90  |
|                                                                          |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17%  | 24%  | 83%      | 9%        | 5%    | 3%  |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram | 1832  | 782    | 1034   | 246       | 440   | 680   | 450  | 98               | 138          | 215          | 921  | 525          | 563  | 326  | 363  | 1510     | 171       | 95    | 56  |
|                                                                          | 61%   | 56%    | 67%    | 84%       | 75%   | 73%   | 41%  | 51%              | 55%          | 59%          | 73%  | 66%          | 73%  | 64%  | 50%  | 61%      | 63%       | 63%   | 62% |
|                                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r   |
|                                                                          |       | 43%    | 56%    | 13%       | 24%   | 37%   | 25%  | 5%               | 8%           | 12%          | 50%  | 29%          | 31%  | 18%  | 20%  | 82%      | 9%        | 5%    | 3%  |
| Accessing/ receiving news                                                | 1757  | 841    | 900    | 195       | 384   | 614   | 548  | 80               | 120          | 193          | 926  | 574          | 547  | 285  | 297  | 1465     | 165       | 79    | 48  |
|                                                                          | 59%   | 60%    | 58%    | 67%       | 66%   | 66%   | 49%  | 42%              | 48%          | 53%          | 73%  | 72%          | 71%  | 56%  | 41%  | 59%      | 61%       | 53%   | 53% |
|                                                                          |       | f      | g      | h         | i     | j     | k    | l                | m            | n            | o    | p            | q    | r    | s    | t        | u         | v     | w   |
|                                                                          |       | 48%    | 51%    | 11%       | 22%   | 35%   | 31%  | 5%               | 7%           | 11%          | 53%  | 33%          | 31%  | 16%  | 17%  | 83%      | 9%        | 5%    | 3%  |
| Use your phone for Sat Nav or directions                                 | 1690  | 796    | 882    | 188       | 389   | 621   | 475  | 74               | 116          | 190          | 921  | 565          | 508  | 303  | 274  | 1405     | 161       | 82    | 43  |
|                                                                          | 56%   | 57%    | 57%    | 65%       | 66%   | 66%   | 43%  | 38%              | 46%          | 52%          | 73%  | 71%          | 66%  | 60%  | 37%  | 56%      | 60%       | 55%   | 48% |
|                                                                          |       | f      | g      | h         | i     | j     | k    | l                | m            | n            | o    | p            | q    | r    | s    | t        | u         | v     | w   |
|                                                                          |       | 47%    | 52%    | 11%       | 23%   | 37%   | 28%  | 4%               | 7%           | 11%          | 54%  | 33%          | 30%  | 18%  | 16%  | 83%      | 10%       | 5%    | 3%  |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom            | 1662  | 689    | 957    | 199       | 396   | 592   | 459  | 78               | 112          | 172          | 881  | 538          | 512  | 264  | 299  | 1383     | 154       | 78    | 48  |
|                                                                          | 55%   | 49%    | 62%    | 68%       | 68%   | 63%   | 41%  | 40%              | 44%          | 48%          | 69%  | 68%          | 66%  | 52%  | 41%  | 56%      | 57%       | 52%   | 53% |
|                                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r   |
|                                                                          |       | 41%    | 58%    | 12%       | 24%   | 36%   | 28%  | 5%               | 7%           | 10%          | 53%  | 32%          | 31%  | 16%  | 18%  | 83%      | 9%        | 5%    | 3%  |
| Listen to music (not radio)                                              | 1569  | 754    | 795    | 248       | 427   | 564   | 318  | 82               | 104          | 182          | 789  | 474          | 503  | 269  | 278  | 1299     | 151       | 74    | 45  |
|                                                                          | 52%   | 54%    | 52%    | 85%       | 73%   | 60%   | 29%  | 42%              | 41%          | 50%          | 62%  | 59%          | 65%  | 53%  | 38%  | 52%      | 56%       | 50%   | 50% |
|                                                                          |       | def    | ghi    | jkl       | mno   | pqr   | stuv | wxyz             | abcd         | efgh         | ijkl | mnop         | qrst | uvwx | yzz  | ab       | c         | d     | e   |
|                                                                          |       | 48%    | 51%    | 16%       | 27%   | 36%   | 20%  | 5%               | 7%           | 12%          | 50%  | 30%          | 32%  | 17%  | 18%  | 83%      | 10%       | 5%    | 3%  |
| Record video clips                                                       | 1465  | 647    | 802    | 195       | 379   | 532   | 343  | 72               | 97           | 157          | 768  | 436          | 459  | 248  | 274  | 1223     | 131       | 69    | 41  |
|                                                                          | 49%   | 46%    | 52%    | 67%       | 65%   | 57%   | 31%  | 37%              | 39%          | 43%          | 61%  | 55%          | 59%  | 49%  | 37%  | 49%      | 49%       | 46%   | 45% |
|                                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r   |
|                                                                          |       | 44%    | 55%    | 13%       | 26%   | 36%   | 23%  | 5%               | 7%           | 11%          | 52%  | 30%          | 31%  | 17%  | 19%  | 84%      | 9%        | 5%    | 3%  |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom     | 1394  | 604    | 774    | 146       | 334   | 498   | 401  | 58               | 92           | 158          | 733  | 471          | 423  | 226  | 229  | 1172     | 119       | 64    | 38  |
|                                                                          | 46%   | 43%    | 50%    | 50%       | 57%   | 53%   | 36%  | 30%              | 37%          | 43%          | 58%  | 59%          | 55%  | 44%  | 31%  | 47%      | 44%       | 43%   | 42% |
|                                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r   |
|                                                                          |       | 43%    | 56%    | 11%       | 24%   | 36%   | 29%  | 4%               | 7%           | 11%          | 53%  | 34%          | 30%  | 16%  | 16%  | 84%      | 9%        | 5%    | 3%  |

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                                                                                                | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                        |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                               | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                                                      | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                                                          | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                                                |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app                            | 1153  | 510    | 637    | 137       | 263   | 417   | 330  | 43               | 69           | 135          | 658  | 406          | 364  | 174 | 184  | 995      | 88        | 54    | 17  |
|                                                                                                                | 38%   | 37%    | 41%    | 47%       | 45%   | 44%   | 30%  | 22%              | 27%          | 37%          | 52%  | 51%          | 47%  | 34% | 25%  | 40%      | 32%       | 36%   | 18% |
|                                                                                                                |       |        | a      | f         | f     | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      | pr       | r         | r     |     |
|                                                                                                                |       | 44%    | 55%    | 12%       | 23%   | 36%   | 29%  | 4%               | 6%           | 12%          | 57%  | 35%          | 32%  | 15% | 16%  | 86%      | 8%        | 5%    | 1%  |
| Play games                                                                                                     | 1094  | 493    | 587    | 183       | 289   | 404   | 209  | 68               | 82           | 137          | 517  | 272          | 332  | 205 | 243  | 902      | 110       | 54    | 29  |
|                                                                                                                | 36%   | 35%    | 38%    | 63%       | 49%   | 43%   | 19%  | 35%              | 33%          | 38%          | 41%  | 34%          | 43%  | 40% | 33%  | 36%      | 41%       | 36%   | 32% |
|                                                                                                                |       |        | def    | def       | ef    | f     |      |                  |              |              | h    |              | kn   | kn  |      |          | r         |       |     |
|                                                                                                                |       | 45%    | 54%    | 17%       | 26%   | 37%   | 19%  | 6%               | 8%           | 13%          | 47%  | 25%          | 30%  | 19% | 22%  | 82%      | 10%       | 5%    | 3%  |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 919   | 428    | 485    | 172       | 262   | 298   | 178  | 41               | 64           | 100          | 500  | 286          | 299  | 148 | 160  | 771      | 81        | 41    | 26  |
|                                                                                                                | 31%   | 31%    | 31%    | 59%       | 45%   | 32%   | 16%  | 21%              | 26%          | 27%          | 39%  | 36%          | 39%  | 29% | 22%  | 31%      | 30%       | 27%   | 28% |
|                                                                                                                |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                                                |       | 47%    | 53%    | 19%       | 28%   | 32%   | 19%  | 4%               | 7%           | 11%          | 54%  | 31%          | 33%  | 16% | 17%  | 84%      | 9%        | 4%    | 3%  |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 915   | 448    | 454    | 171       | 284   | 327   | 124  | 46               | 61           | 101          | 467  | 255          | 298  | 160 | 181  | 757      | 85        | 45    | 28  |
|                                                                                                                | 31%   | 32%    | 29%    | 59%       | 48%   | 35%   | 11%  | 24%              | 24%          | 28%          | 37%  | 32%          | 39%  | 32% | 25%  | 30%      | 31%       | 30%   | 31% |
|                                                                                                                |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          |           |       |     |
|                                                                                                                |       | 49%    | 50%    | 19%       | 31%   | 36%   | 14%  | 5%               | 7%           | 11%          | 51%  | 28%          | 33%  | 17% | 20%  | 83%      | 9%        | 5%    | 3%  |
| Accessing/ receiving sports/ team news/ scores                                                                 | 822   | 571    | 247    | 89        | 181   | 293   | 253  | 24               | 48           | 103          | 461  | 293          | 251  | 136 | 128  | 686      | 73        | 42    | 21  |
|                                                                                                                | 27%   | 41%    | 16%    | 31%       | 31%   | 31%   | 23%  | 13%              | 19%          | 28%          | 36%  | 37%          | 33%  | 27% | 18%  | 28%      | 27%       | 28%   | 24% |
|                                                                                                                |       | b      |        | f         | f     | f     |      |                  |              |              | gh   | ghi          | lmn  | mn  | n    |          |           |       |     |
|                                                                                                                |       | 69%    | 30%    | 11%       | 22%   | 36%   | 31%  | 3%               | 6%           | 12%          | 56%  | 36%          | 30%  | 17% | 16%  | 83%      | 9%        | 5%    | 3%  |
| Listen to podcasts                                                                                             | 809   | 399    | 400    | 117       | 237   | 283   | 161  | 35               | 36           | 76           | 467  | 296          | 303  | 98  | 87   | 679      | 68        | 36    | 26  |
|                                                                                                                | 27%   | 29%    | 26%    | 40%       | 41%   | 30%   | 14%  | 18%              | 14%          | 21%          | 37%  | 37%          | 39%  | 19% | 12%  | 27%      | 25%       | 24%   | 29% |
|                                                                                                                |       |        |        | ef        | ef    | f     |      |                  |              |              | h    | ghi          | mn   | mn  | n    |          |           |       |     |
|                                                                                                                |       | 49%    | 49%    | 14%       | 29%   | 35%   | 20%  | 4%               | 4%           | 9%           | 58%  | 37%          | 37%  | 12% | 11%  | 84%      | 8%        | 5%    | 3%  |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total            | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample   | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                       | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                             |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Listen to radio             | 673   | 349    | 316    | 46        | 147   | 286   | 186  | 28               | 42           | 68           | 375  | 266          | 186  | 106 | 99   | 566      | 52        | 34    | 21  |
|                             | 22%   | 25%    | 21%    | 16%       | 25%   | 30%   | 17%  | 14%              | 17%          | 19%          | 30%  | 33%          | 24%  | 21% | 14%  | 23%      | 19%       | 23%   | 23% |
|                             |       | b      |        |           | cf    | cdf   |      |                  |              |              | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                             |       | 52%    | 47%    | 7%        | 22%   | 43%   | 28%  | 4%               | 6%           | 10%          | 56%  | 40%          | 28%  | 16% | 15%  | 84%      | 8%        | 5%    | 3%  |
| Listen to or read an e-book | 436   | 186    | 248    | 49        | 120   | 160   | 104  | 20               | 30           | 54           | 240  | 154          | 153  | 51  | 66   | 360      | 43        | 20    | 12  |
|                             | 15%   | 13%    | 16%    | 17%       | 20%   | 17%   | 9%   | 10%              | 12%          | 15%          | 19%  | 19%          | 20%  | 10% | 9%   | 14%      | 16%       | 13%   | 14% |
|                             |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      |          |           |       |     |
|                             |       | 43%    | 57%    | 11%       | 27%   | 37%   | 24%  | 5%               | 7%           | 12%          | 55%  | 35%          | 35%  | 12% | 15%  | 83%      | 10%       | 5%    | 3%  |
| Other                       | 49    | 22     | 26     | 2         | 5     | 21    | 21   | 2                | 5            | 6            | 28   | 29           | 15   | 3   | 4    | 45       | 1         | 2     | 1   |
|                             | 2%    | 2%     | 2%     | 1%        | 1%    | 2%    | 2%   | 1%               | 2%           | 2%           | 2%   | 4%           | 2%   | 1%  | 4%   | 2%       | 1%        | 2%    | 1%  |
|                             |       |        |        |           |       | cd    |      |                  |              |              |      | lmn          | mn   |     |      |          |           |       |     |
|                             |       | 46%    | 53%    | 4%        | 11%   | 44%   | 42%  | 3%               | 10%          | 12%          | 56%  | 58%          | 30%  | 5%  | 7%   | 91%      | 3%        | 5%    | 1%  |
| None of these               | 39    | 22     | 15     | 3         | 4     | 2     | 27   | 1                | 4            | 7            | 12   | 7            | 6    | 5   | 18   | 33       | 2         | 2     | 1   |
|                             | 1%    | 2%     | 1%     | 1%        | 1%    | 2%    | 2%   | 1%               | 2%           | 2%           | 1%   | 1%           | 1%   | 1%  | 2%   | 1%       | 1%        | 1%    | 2%  |
|                             |       |        |        | e         |       | de    |      |                  |              |              |      |              |      |     | kl   |          |           |       |     |
|                             |       | 58%    | 38%    | 8%        | 11%   | 5%    | 71%  | 2%               | 10%          | 19%          | 31%  | 18%          | 16%  | 14% | 47%  | 86%      | 5%        | 5%    | 4%  |
| Don't know                  | 38    | 17     | 20     | 5         | 5     | 8     | 18   | 2                | 1            | 5            | 6    | 6            | 9    | 5   | 14   | 30       | 5         | 1     | 1   |
|                             | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | 2%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 2%   | 1%       | 2%        | 1%    | 2%  |
|                             |       |        |        |           |       |       |      |                  |              | j            |      |              |      |     | k    |          |           |       |     |
|                             |       | 43%    | 53%    | 14%       | 13%   | 21%   | 47%  | 5%               | 3%           | 14%          | 17%  | 15%          | 23%  | 13% | 38%  | 79%      | 14%       | 4%    | 4%  |
| NOT ANSWERED [POSTAL ONLY]  | 4     | 1      | 3      | -         | -     | -     | 4    | 2                | 1            | -            | 1    | 1            | *    | -   | 4    | 3        | *         | 1     | *   |
|                             | 0%    | 0%     | 0%     | 0%        | 0%    | 0%    | 0%   | 1%               | 0%           | 0%           | 0%   | 0%           | 0%   | 0%  | 0%   | 0%       | 0%        | 1%    | 0%  |
|                             |       |        |        |           |       |       | e    | ij               |              |              |      |              |      |     | l    |          |           | o     |     |
|                             |       | 29%    | 71%    | 0%        | 0%    | 0%    | 100% | 40%              | 14%          | 0%           | 14%  | 14%          | 5%   | 0%  | 80%  | 68%      | 5%        | 22%   | 5%  |
| MESSAGING                   | 2672  | 1239   | 1398   | 267       | 542   | 894   | 926  | 164              | 220          | 321          | 1220 | 750          | 728  | 471 | 598  | 2212     | 251       | 131   | 78  |
|                             | 89%   | 89%    | 91%    | 91%       | 92%   | 95%   | 83%  | 85%              | 88%          | 88%          | 96%  | 94%          | 94%  | 93% | 82%  | 89%      | 93%       | 87%   | 86% |
|                             |       |        |        | f         | f     | cdf   |      |                  |              |              | ghi  | n            | n    | n   |      |          | qqr       |       |     |
|                             |       | 46%    | 52%    | 10%       | 20%   | 33%   | 35%  | 6%               | 8%           | 12%          | 46%  | 28%          | 27%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |
| WEB/ DATA ACCESS            | 2571  | 1188   | 1351   | 269       | 553   | 874   | 839  | 148              | 202          | 308          | 1194 | 738          | 711  | 456 | 552  | 2134     | 236       | 126   | 76  |
|                             | 86%   | 85%    | 88%    | 92%       | 94%   | 93%   | 76%  | 76%              | 80%          | 85%          | 94%  | 93%          | 92%  | 90% | 76%  | 86%      | 87%       | 84%   | 84% |
|                             |       |        | a      | f         | f     | f     |      |                  |              | g            | ghi  | n            | n    | n   |      |          |           |       |     |
|                             |       | 46%    | 53%    | 10%       | 21%   | 34%   | 33%  | 6%               | 8%           | 12%          | 46%  | 29%          | 28%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample       | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                           | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                 |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| ENTERTAINMENT                   | 2564  | 1192   | 1340   | 273       | 554   | 880   | 821  | 148              | 202          | 308          | 1188 | 728          | 714  | 457 | 554  | 2127     | 235       | 127   | 76  |
|                                 | 85%   | 85%    | 87%    | 94%       | 94%   | 94%   | 74%  | 77%              | 81%          | 85%          | 94%  | 91%          | 93%  | 90% | 76%  | 85%      | 87%       | 85%   | 84% |
|                                 |       |        |        | f         | f     | f     |      |                  |              | g            | ghi  | n            | n    | n   |      |          |           |       |     |
|                                 |       | 46%    | 52%    | 11%       | 22%   | 34%   | 32%  | 6%               | 8%           | 12%          | 46%  | 28%          | 28%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |
| WATCHING AV CONTENT             | 1941  | 911    | 1011   | 246       | 484   | 704   | 488  | 97               | 150          | 212          | 982  | 557          | 592  | 347 | 376  | 1610     | 180       | 93    | 58  |
|                                 | 65%   | 65%    | 66%    | 84%       | 83%   | 75%   | 44%  | 50%              | 60%          | 58%          | 77%  | 70%          | 77%  | 68% | 51%  | 65%      | 67%       | 62%   | 64% |
|                                 |       |        |        | ef        | ef    | f     |      |                  | g            | g            | ghi  | n            | kmn  | n   |      |          |           |       |     |
|                                 |       | 47%    | 52%    | 13%       | 25%   | 36%   | 25%  | 5%               | 8%           | 11%          | 51%  | 29%          | 31%  | 18% | 19%  | 83%      | 9%        | 5%    | 3%  |
| VIDEO OR VOICE CALLS USING VOIP | 1817  | 772    | 1026   | 210       | 425   | 637   | 526  | 83               | 128          | 197          | 936  | 581          | 546  | 298 | 330  | 1514     | 166       | 86    | 51  |
|                                 | 61%   | 55%    | 67%    | 72%       | 72%   | 68%   | 47%  | 43%              | 51%          | 54%          | 74%  | 73%          | 71%  | 59% | 45%  | 61%      | 62%       | 57%   | 57% |
|                                 |       |        | a      | f         | ef    | f     |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                 |       | 42%    | 56%    | 12%       | 23%   | 35%   | 29%  | 5%               | 7%           | 11%          | 52%  | 32%          | 30%  | 16% | 18%  | 83%      | 9%        | 5%    | 3%  |
| LISTEN TO AUDIO CONTENT         | 1798  | 862    | 913    | 257       | 466   | 656   | 400  | 98               | 118          | 201          | 912  | 550          | 569  | 309 | 316  | 1499     | 161       | 84    | 53  |
|                                 | 60%   | 62%    | 59%    | 88%       | 79%   | 70%   | 36%  | 51%              | 47%          | 55%          | 72%  | 69%          | 74%  | 61% | 43%  | 60%      | 60%       | 56%   | 59% |
|                                 |       |        |        | def       | ef    | f     |      |                  |              | h            | ghi  | mn           | kmn  | n   |      |          |           |       |     |
|                                 |       | 48%    | 51%    | 14%       | 26%   | 36%   | 22%  | 5%               | 7%           | 11%          | 51%  | 31%          | 32%  | 17% | 18%  | 83%      | 9%        | 5%    | 3%  |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                  | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                         | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                             | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                   |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Make normal calls                                                                 | 2626  | 322             | 370        | 217        | 202       | 244       | 172         | 218           | 118        | 315        | 2253     | 373   | 1623           | 934         | 1330              | 1296         |
|                                                                                   | 88%   | 90%             | 85%        | 86%        | 92%       | 87%       | 82%         | 91%           | 89%        | 87%        | 87%      | 90%   | 93%            | 83%         | 89%               | 86%          |
|                                                                                   |       | f               |            |            | bcefi     |           |             | bf            | f          |            |          | j     | m              |             | o                 |              |
|                                                                                   |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 36%         | 51%               | 49%          |
| Send/ receive SMS text messages                                                   | 2593  | 319             | 353        | 219        | 202       | 241       | 172         | 210           | 118        | 311        | 2231     | 362   | 1628           | 897         | 1306              | 1287         |
|                                                                                   | 86%   | 89%             | 81%        | 87%        | 92%       | 86%       | 82%         | 87%           | 89%        | 86%        | 86%      | 88%   | 93%            | 79%         | 88%               | 85%          |
|                                                                                   |       | bf              |            | b          | bcefi     |           |             | b             | bf         |            |          |       | m              |             | o                 |              |
|                                                                                   |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 63%            | 35%         | 50%               | 50%          |
| Take photos                                                                       | 2392  | 310             | 341        | 205        | 180       | 218       | 155         | 186           | 107        | 280        | 2062     | 330   | 1553           | 781         | 1212              | 1180         |
|                                                                                   | 80%   | 86%             | 78%        | 82%        | 82%       | 77%       | 74%         | 77%           | 81%        | 77%        | 80%      | 80%   | 89%            | 69%         | 81%               | 78%          |
|                                                                                   |       | befgi           |            | f          | f         |           |             |               | f          |            |          |       | m              |             | o                 |              |
|                                                                                   |       | 13%             | 14%        | 9%         | 8%        | 9%        | 6%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%          |
| Send/ receive emails                                                              | 2320  | 303             | 324        | 194        | 179       | 219       | 151         | 183           | 106        | 268        | 2003     | 318   | 1543           | 727         | 1162              | 1159         |
|                                                                                   | 77%   | 84%             | 74%        | 77%        | 81%       | 78%       | 72%         | 76%           | 80%        | 74%        | 77%      | 77%   | 88%            | 64%         | 78%               | 77%          |
|                                                                                   |       | bcefgi          |            | bfi        |           |           |             | f             |            |            |          |       | m              |             |                   |              |
|                                                                                   |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 67%            | 31%         | 50%               | 50%          |
| General browsing/ surfing the internet                                            | 2296  | 304             | 323        | 196        | 169       | 210       | 151         | 179           | 101        | 268        | 1984     | 312   | 1551           | 698         | 1153              | 1142         |
|                                                                                   | 77%   | 85%             | 74%        | 78%        | 77%       | 74%       | 72%         | 74%           | 77%        | 74%        | 77%      | 76%   | 89%            | 62%         | 77%               | 76%          |
|                                                                                   |       | bcdefghi        |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                   |       | 13%             | 14%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 68%            | 30%         | 50%               | 50%          |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage) | 2202  | 290             | 310        | 182        | 166       | 197       | 146         | 179           | 96         | 253        | 1900     | 301   | 1485           | 669         | 1117              | 1085         |
|                                                                                   | 73%   | 81%             | 71%        | 72%        | 75%       | 70%       | 70%         | 74%           | 72%        | 70%        | 73%      | 73%   | 85%            | 59%         | 75%               | 72%          |
|                                                                                   |       | bcefgi          |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                   |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 67%            | 30%         | 51%               | 49%          |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                                                                      | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                      |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                              |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                     | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                            | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                      |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 1876  | 274             | 264        | 143        | 136       | 172       | 122         | 143           | 84         | 215        | 1649     | 228   | 1303           | 535         | 893               | 983          |
|                                                                                      | 63%   | 76%             | 61%        | 57%        | 62%       | 61%       | 58%         | 59%           | 64%        | 60%        | 64%      | 55%   | 75%            | 47%         | 60%               | 65%          |
|                                                                                      |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                      |       | 15%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 69%            | 29%         | 48%               | 52%          |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram             | 1832  | 258             | 253        | 149        | 140       | 166       | 115         | 140           | 86         | 203        | 1594     | 238   | 1273           | 523         | 871               | 961          |
|                                                                                      | 61%   | 72%             | 58%        | 59%        | 64%       | 59%       | 55%         | 58%           | 65%        | 56%        | 62%      | 58%   | 73%            | 46%         | 58%               | 64%          |
|                                                                                      |       | bcdefgi         |            |            | f         |           |             |               | fi         |            |          |       | m              |             | n                 |              |
|                                                                                      |       | 14%             | 14%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 11%        | 87%      | 13%   | 70%            | 29%         | 48%               | 52%          |
| Accessing/ receiving news                                                            | 1757  | 253             | 260        | 148        | 134       | 152       | 118         | 127           | 74         | 200        | 1516     | 241   | 1207           | 519         | 907               | 850          |
|                                                                                      | 59%   | 70%             | 60%        | 59%        | 61%       | 54%       | 56%         | 53%           | 56%        | 55%        | 59%      | 58%   | 69%            | 46%         | 61%               | 56%          |
|                                                                                      |       | bcdefghi        |            |            | g         |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                      |       | 14%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 69%            | 30%         | 52%               | 48%          |
| Use your phone for Sat Nav or directions                                             | 1690  | 224             | 251        | 143        | 129       | 144       | 117         | 123           | 69         | 206        | 1454     | 236   | 1222           | 446         | 878               | 812          |
|                                                                                      | 56%   | 62%             | 58%        | 57%        | 58%       | 51%       | 56%         | 51%           | 52%        | 57%        | 56%      | 57%   | 70%            | 39%         | 59%               | 54%          |
|                                                                                      |       | egh             |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                      |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 12%        | 86%      | 14%   | 72%            | 26%         | 52%               | 48%          |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                        | 1662  | 239             | 247        | 142        | 122       | 145       | 112         | 122           | 68         | 186        | 1435     | 228   | 1144           | 490         | 845               | 817          |
|                                                                                      | 55%   | 67%             | 57%        | 56%        | 55%       | 51%       | 54%         | 51%           | 52%        | 51%        | 55%      | 55%   | 66%            | 43%         | 57%               | 54%          |
|                                                                                      |       | bcdefghi        |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                      |       | 14%             | 15%        | 9%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 69%            | 29%         | 51%               | 49%          |
| Listen to music (not radio)                                                          | 1569  | 230             | 223        | 121        | 113       | 138       | 101         | 120           | 72         | 182        | 1383     | 186   | 1128           | 411         | 734               | 835          |
|                                                                                      | 52%   | 64%             | 51%        | 48%        | 51%       | 49%       | 48%         | 50%           | 55%        | 50%        | 53%      | 45%   | 65%            | 36%         | 49%               | 55%          |
|                                                                                      |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                      |       | 15%             | 14%        | 8%         | 7%        | 9%        | 6%          | 8%            | 5%         | 12%        | 88%      | 12%   | 72%            | 26%         | 47%               | 53%          |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                                                                                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                               | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                                                      | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                                          | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                                                |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Record video clips                                                                                             | 1465  | 209             | 220        | 111        | 103       | 144       | 97          | 102           | 63         | 173        | 1280     | 185   | 1011           | 427         | 707               | 758          |
|                                                                                                                | 49%   | 58%             | 51%        | 44%        | 47%       | 51%       | 46%         | 43%           | 48%        | 48%        | 49%      | 45%   | 58%            | 38%         | 47%               | 50%          |
|                                                                                                                |       | bcd fghi        | g          |            |           | g         |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                |       | 14%             | 15%        | 8%         | 7%        | 10%       | 7%          | 7%            | 4%         | 12%        | 87%      | 13%   | 69%            | 29%         | 48%               | 52%          |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                           | 1394  | 229             | 210        | 114        | 106       | 119       | 92          | 98            | 48         | 157        | 1211     | 183   | 971            | 396         | 705               | 689          |
|                                                                                                                | 46%   | 64%             | 48%        | 45%        | 48%       | 42%       | 44%         | 41%           | 36%        | 43%        | 47%      | 44%   | 56%            | 35%         | 47%               | 46%          |
|                                                                                                                |       | bcdefghi        | gh         | h          | h         |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                |       | 16%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 3%         | 11%        | 87%      | 13%   | 70%            | 28%         | 51%               | 49%          |
| Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app                            | 1153  | 163             | 173        | 104        | 95        | 95        | 88          | 90            | 50         | 137        | 997      | 156   | 813            | 328         | 617               | 536          |
|                                                                                                                | 38%   | 45%             | 40%        | 41%        | 43%       | 34%       | 42%         | 38%           | 38%        | 38%        | 39%      | 38%   | 47%            | 29%         | 41%               | 36%          |
|                                                                                                                |       | eg              |            |            | e         |           | e           |               |            |            |          |       | m              |             | o                 |              |
|                                                                                                                |       | 14%             | 15%        | 9%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 86%      | 14%   | 70%            | 28%         | 53%               | 47%          |
| Play games                                                                                                     | 1094  | 122             | 153        | 82         | 98        | 99        | 77          | 95            | 49         | 127        | 969      | 125   | 748            | 318         | 470               | 624          |
|                                                                                                                | 36%   | 34%             | 35%        | 32%        | 45%       | 35%       | 37%         | 40%           | 37%        | 35%        | 37%      | 30%   | 43%            | 28%         | 32%               | 41%          |
|                                                                                                                |       |                 |            |            | abcefi    |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                |       | 11%             | 14%        | 7%         | 9%        | 9%        | 7%          | 9%            | 4%         | 12%        | 89%      | 11%   | 68%            | 29%         | 43%               | 57%          |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 919   | 125             | 141        | 69         | 73        | 87        | 58          | 76            | 37         | 106        | 814      | 106   | 657            | 252         | 433               | 487          |
|                                                                                                                | 31%   | 35%             | 32%        | 27%        | 33%       | 31%       | 28%         | 32%           | 28%        | 29%        | 31%      | 26%   | 38%            | 22%         | 29%               | 32%          |
|                                                                                                                |       | cf              |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                |       | 14%             | 15%        | 8%         | 8%        | 10%       | 6%          | 8%            | 4%         | 12%        | 88%      | 12%   | 72%            | 27%         | 47%               | 53%          |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 915   | 137             | 123        | 71         | 77        | 81        | 63          | 69            | 40         | 95         | 809      | 107   | 670            | 230         | 399               | 516          |
|                                                                                                                | 31%   | 38%             | 28%        | 28%        | 35%       | 29%       | 30%         | 29%           | 30%        | 26%        | 31%      | 26%   | 38%            | 20%         | 27%               | 34%          |
|                                                                                                                |       | bce fghi        |            |            | bi        |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                |       | 15%             | 13%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 10%        | 88%      | 12%   | 73%            | 25%         | 44%               | 56%          |

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Base : All respondents

|                                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                               | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                      | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                          | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Accessing/ receiving sports/ team news/ scores | 822   | 117             | 109        | 67         | 63        | 78        | 53          | 63            | 38         | 98         | 704      | 119   | 593            | 217         | 428               | 395          |
|                                                | 27%   | 33%             | 25%        | 27%        | 29%       | 28%       | 25%         | 26%           | 29%        | 27%        | 27%      | 29%   | 34%            | 19%         | 29%               | 26%          |
|                                                |       | bf              |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                |       | 14%             | 13%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 86%      | 14%   | 72%            | 26%         | 52%               | 48%          |
| Listen to podcasts                             | 809   | 143             | 125        | 66         | 56        | 67        | 53          | 57            | 24         | 88         | 710      | 99    | 611            | 182         | 403               | 406          |
|                                                | 27%   | 40%             | 29%        | 26%        | 26%       | 24%       | 25%         | 24%           | 18%        | 24%        | 27%      | 24%   | 35%            | 16%         | 27%               | 27%          |
|                                                |       | bcd efghi       | h          | h          | h         |           | h           |               |            |            |          |       | m              |             |                   |              |
|                                                |       | 18%             | 15%        | 8%         | 7%        | 8%        | 7%          | 7%            | 3%         | 11%        | 88%      | 12%   | 76%            | 22%         | 50%               | 50%          |
| Listen to radio                                | 673   | 95              | 89         | 61         | 50        | 61        | 50          | 55            | 25         | 80         | 573      | 100   | 506            | 158         | 350               | 323          |
|                                                | 22%   | 27%             | 21%        | 24%        | 23%       | 22%       | 24%         | 23%           | 19%        | 22%        | 22%      | 24%   | 29%            | 14%         | 24%               | 21%          |
|                                                |       | h               |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                |       | 14%             | 13%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 75%            | 23%         | 52%               | 48%          |
| Listen to or read an e-book                    | 436   | 81              | 58         | 29         | 38        | 35        | 30          | 30            | 15         | 44         | 383      | 53    | 317            | 114         | 203               | 233          |
|                                                | 15%   | 23%             | 13%        | 12%        | 17%       | 12%       | 14%         | 13%           | 12%        | 12%        | 15%      | 13%   | 18%            | 10%         | 14%               | 15%          |
|                                                |       | bce fghi        |            |            | c         |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                |       | 19%             | 13%        | 7%         | 9%        | 8%        | 7%          | 7%            | 4%         | 10%        | 88%      | 12%   | 73%            | 26%         | 47%               | 53%          |
| Other                                          | 49    | 11              | 7          | 7          | 4         | 6         | 5           | 1             | 1          | 4          | 39       | 10    | 33             | 16          | 32                | 17           |
|                                                | 2%    | 3%              | 2%         | 3%         | 2%        | 2%        | 2%          | *%            | 1%         | 1%         | 2%       | 3%    | 2%             | 1%          | 2%                | 1%           |
|                                                |       | gh              |            | gh         |           | g         | g           |               |            |            |          |       |                |             | o                 |              |
|                                                |       | 22%             | 14%        | 14%        | 8%        | 12%       | 10%         | 2%            | 1%         | 8%         | 79%      | 21%   | 66%            | 34%         | 65%               | 35%          |
| None of these                                  | 39    | 4               | 6          | 4          | 1         | 5         | 4           | 4             | 2          | 3          | 33       | 6     | 12             | 23          | 18                | 20           |
|                                                | 1%    | 1%              | 1%         | 2%         | *%        | 2%        | 2%          | 2%            | 2%         | 1%         | 1%       | 1%    | 1%             | 2%          | 1%                | 1%           |
|                                                |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                                                |       | 11%             | 16%        | 11%        | 2%        | 13%       | 9%          | 10%           | 6%         | 8%         | 85%      | 15%   | 31%            | 59%         | 47%               | 53%          |
| Don't know                                     | 38    | 5               | 3          | 1          | 4         | 6         | 6           | 1             | 2          | 2          | 33       | 5     | 14             | 20          | 21                | 17           |
|                                                | 1%    | 1%              | 1%         | 1%         | 2%        | 2%        | 3%          | *%            | 2%         | 1%         | 1%       | 1%    | 1%             | 2%          | 1%                | 1%           |
|                                                |       |                 |            |            |           |           | bcgi        |               |            |            |          |       | l              |             |                   |              |
|                                                |       | 13%             | 7%         | 3%         | 9%        | 15%       | 17%         | 3%            | 6%         | 6%         | 88%      | 12%   | 36%            | 51%         | 56%               | 44%          |

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



## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                                 |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%         |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total                | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample       | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                           | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                 |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| NOT ANSWERED [POSTAL ONLY]      | 4     | -               | 2          | *          | -         | -         | 1           | -             | -          | -          | 4        | 1     | -              | 4           | 4                 | 1            |
|                                 | *%    | -%              | *%         | *%         | -%        | -%        | *%          | -%            | -%         | -%         | *%       | *%    | -%             | *%          | *%                | *%           |
|                                 |       | -%              | 40%        | 9%         | -%        | -%        | 20%         | -%            | -%         | -%         | 85%      | 15%   | -%             | 100%        | 81%               | 19%          |
| MESSAGING                       | 2672  | 336             | 373        | 221        | 204       | 247       | 175         | 217           | 119        | 321        | 2304     | 368   | 1666           | 933         | 1342              | 1330         |
|                                 | 89%   | 93%             | 86%        | 88%        | 93%       | 88%       | 84%         | 90%           | 90%        | 89%        | 89%      | 89%   | 96%            | 82%         | 90%               | 88%          |
|                                 |       | bcefi           |            |            | bcef      |           |             | f             | f          |            |          |       | m              |             | o                 |              |
|                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 35%         | 50%               | 50%          |
| WEB/ DATA ACCESS                | 2571  | 333             | 360        | 217        | 196       | 238       | 169         | 207           | 114        | 301        | 2221     | 350   | 1659           | 850         | 1283              | 1289         |
|                                 | 86%   | 93%             | 83%        | 86%        | 89%       | 85%       | 81%         | 86%           | 86%        | 83%        | 86%      | 85%   | 95%            | 75%         | 86%               | 85%          |
|                                 |       | bcefgghi        |            |            | bfi       |           |             |               |            |            |          |       | m              |             |                   |              |
|                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 33%         | 50%               | 50%          |
| ENTERTAINMENT                   | 2564  | 334             | 360        | 217        | 196       | 232       | 170         | 205           | 113        | 300        | 2210     | 354   | 1647           | 850         | 1273              | 1291         |
|                                 | 85%   | 93%             | 83%        | 86%        | 89%       | 83%       | 81%         | 85%           | 86%        | 83%        | 85%      | 86%   | 94%            | 75%         | 85%               | 85%          |
|                                 |       | bcefgghi        |            |            | befi      |           |             |               |            |            |          |       | m              |             |                   |              |
|                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| WATCHING AV CONTENT             | 1941  | 278             | 273        | 149        | 145       | 178       | 126         | 147           | 87         | 226        | 1707     | 234   | 1347           | 554         | 921               | 1020         |
|                                 | 65%   | 78%             | 63%        | 59%        | 66%       | 63%       | 60%         | 61%           | 66%        | 63%        | 66%      | 57%   | 77%            | 49%         | 62%               | 68%          |
|                                 |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                 |       | 14%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 88%      | 12%   | 69%            | 29%         | 47%               | 53%          |
| VIDEO OR VOICE CALLS USING VOIP | 1817  | 266             | 267        | 149        | 132       | 160       | 122         | 137           | 73         | 208        | 1572     | 245   | 1237           | 542         | 915               | 902          |
|                                 | 61%   | 74%             | 61%        | 59%        | 60%       | 57%       | 59%         | 57%           | 55%        | 57%        | 61%      | 60%   | 71%            | 48%         | 61%               | 60%          |
|                                 |       | bcdefghi        |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                 |       | 15%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 50%               | 50%          |
| LISTEN TO AUDIO CONTENT         | 1798  | 262             | 261        | 138        | 130       | 161       | 121         | 141           | 77         | 207        | 1576     | 223   | 1283           | 477         | 850               | 948          |
|                                 | 60%   | 73%             | 60%        | 55%        | 59%       | 57%       | 58%         | 59%           | 59%        | 57%        | 61%      | 54%   | 74%            | 42%         | 57%               | 63%          |
|                                 |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                 |       | 15%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 88%      | 12%   | 71%            | 27%         | 47%               | 53%          |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                                                                      | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|--------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                      |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                              |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                                     | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample                                                            | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                                                                                | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                                                                                      |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| Make normal calls                                                                    | 2626  | 1274            | 1131            | 2058             | 2070 | 1135          | 2543              |
|                                                                                      | 88%   | 91%             | 89%             | 92%              | 92%  | 93%           | 90%               |
|                                                                                      |       | b               |                 | bf               | bf   | abf           |                   |
|                                                                                      |       | 49%             | 43%             | 78%              | 79%  | 43%           | 97%               |
| Send/ receive SMS text messages                                                      | 2593  | 1262            | 1111            | 2044             | 2066 | 1138          | 2513              |
|                                                                                      | 86%   | 90%             | 88%             | 92%              | 92%  | 94%           | 89%               |
|                                                                                      |       | b               |                 | bf               | abf  | abcf          |                   |
|                                                                                      |       | 49%             | 43%             | 79%              | 80%  | 44%           | 97%               |
| Take photos                                                                          | 2392  | 1193            | 1016            | 1928             | 1969 | 1090          | 2331              |
|                                                                                      | 80%   | 85%             | 80%             | 87%              | 88%  | 90%           | 82%               |
|                                                                                      |       | bf              |                 | bf               | abf  | abcf          |                   |
|                                                                                      |       | 50%             | 42%             | 81%              | 82%  | 46%           | 97%               |
| Send/ receive emails                                                                 | 2320  | 1160            | 950             | 1884             | 1942 | 1081          | 2261              |
|                                                                                      | 77%   | 83%             | 75%             | 85%              | 87%  | 89%           | 80%               |
|                                                                                      |       | bf              |                 | bf               | abcf | abcdf         | b                 |
|                                                                                      |       | 50%             | 41%             | 81%              | 84%  | 47%           | 97%               |
| General browsing/ surfing the internet                                               | 2296  | 1156            | 950             | 1875             | 1947 | 1083          | 2250              |
|                                                                                      | 77%   | 83%             | 75%             | 84%              | 87%  | 89%           | 79%               |
|                                                                                      |       | bf              |                 | bf               | abcf | abcdf         | b                 |
|                                                                                      |       | 50%             | 41%             | 82%              | 85%  | 47%           | 98%               |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)    | 2202  | 1109            | 928             | 1811             | 1873 | 1038          | 2156              |
|                                                                                      | 73%   | 79%             | 73%             | 81%              | 83%  | 85%           | 76%               |
|                                                                                      |       | bf              |                 | bf               | abcf | abcf          | b                 |
|                                                                                      |       | 50%             | 42%             | 82%              | 85%  | 47%           | 98%               |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 1876  | 941             | 763             | 1545             | 1638 | 994           | 1851              |
|                                                                                      | 63%   | 67%             | 60%             | 69%              | 73%  | 82%           | 65%               |
|                                                                                      |       | b               |                 | bf               | abcf | abcdf         | b                 |
|                                                                                      |       | 50%             | 41%             | 82%              | 87%  | 53%           | 99%               |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                                                          | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|--------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                          |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                                                                          |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                                                  |       |                 |                 |                  |      |               |                   |
| Unweighted total                                                         | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample                                                | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                                                                    | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                                                                          |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram | 1832  | 941             | 752             | 1528             | 1612 | 925           | 1803              |
|                                                                          | 61%   | 67%             | 59%             | 69%              | 72%  | 76%           | 64%               |
|                                                                          |       | bf              | bf              | bf               | abcf | abcdf         | b                 |
|                                                                          |       | 51%             | 41%             | 83%              | 88%  | 51%           | 98%               |
| Accessing/ receiving news                                                | 1757  | 879             | 750             | 1505             | 1521 | 883           | 1730              |
|                                                                          | 59%   | 63%             | 59%             | 68%              | 68%  | 73%           | 61%               |
|                                                                          |       | b               | abf             | abf              | abf  | abcdf         | b                 |
|                                                                          |       | 50%             | 43%             | 86%              | 87%  | 50%           | 98%               |
| Use your phone for Sat Nav or directions                                 | 1690  | 870             | 715             | 1445             | 1492 | 856           | 1668              |
|                                                                          | 56%   | 62%             | 56%             | 65%              | 67%  | 70%           | 59%               |
|                                                                          |       | bf              | bf              | bf               | abf  | abcdf         | b                 |
|                                                                          |       | 51%             | 42%             | 85%              | 88%  | 51%           | 99%               |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom            | 1662  | 845             | 684             | 1406             | 1453 | 847           | 1635              |
|                                                                          | 55%   | 61%             | 54%             | 63%              | 65%  | 70%           | 58%               |
|                                                                          |       | b               | bf              | bf               | abf  | abcdf         | b                 |
|                                                                          |       | 51%             | 41%             | 85%              | 87%  | 51%           | 98%               |
| Listen to music (not radio)                                              | 1569  | 770             | 624             | 1297             | 1415 | 826           | 1541              |
|                                                                          | 52%   | 55%             | 49%             | 58%              | 63%  | 68%           | 54%               |
|                                                                          |       | b               | abf             | abf              | abcf | abcdf         | b                 |
|                                                                          |       | 49%             | 40%             | 83%              | 90%  | 53%           | 98%               |
| Record video clips                                                       | 1465  | 731             | 602             | 1232             | 1301 | 774           | 1439              |
|                                                                          | 49%   | 52%             | 47%             | 55%              | 58%  | 64%           | 51%               |
|                                                                          |       | b               | bf              | bf               | abcf | abcdf         | b                 |
|                                                                          |       | 50%             | 41%             | 84%              | 89%  | 53%           | 98%               |

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                                                                                                | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|----------------------------------------------------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                                                                                                |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
|                                                                                                                |       | a            | b            | c             | d    | e         | f             |
| Significance Level: 95%                                                                                        |       |              |              |               |      |           |               |
| Unweighted total                                                                                               | 5233  | 2461         | 2214         | 3966          | 3991 | 2172      | 5004          |
| Effective Weighted Sample                                                                                      | 3539  | 1661         | 1497         | 2748          | 2752 | 1500      | 3413          |
| Total                                                                                                          | 3000  | 1396         | 1269         | 2228          | 2243 | 1215      | 2832          |
|                                                                                                                |       | 47%          | 42%          | 74%           | 75%  | 41%       | 94%           |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                           | 1394  | 698          | 576          | 1171          | 1210 | 711       | 1366          |
|                                                                                                                | 46%   | 50%          | 45%          | 53%           | 54%  | 58%       | 48%           |
|                                                                                                                |       | b            |              | bf            | abf  | abcdf     |               |
|                                                                                                                |       | 50%          | 41%          | 84%           | 87%  | 51%       | 98%           |
| Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app                            | 1153  | 593          | 496          | 1013          | 1047 | 603       | 1145          |
|                                                                                                                | 38%   | 43%          | 39%          | 45%           | 47%  | 50%       | 40%           |
|                                                                                                                |       | b            |              | bf            | abf  | abcf      |               |
|                                                                                                                |       | 51%          | 43%          | 88%           | 91%  | 52%       | 99%           |
| Play games                                                                                                     | 1094  | 583          | 411          | 890           | 969  | 553       | 1071          |
|                                                                                                                | 36%   | 42%          | 32%          | 40%           | 43%  | 45%       | 38%           |
|                                                                                                                |       | bf           |              | b             | bcf  | abcf      | b             |
|                                                                                                                |       | 53%          | 38%          | 81%           | 89%  | 51%       | 98%           |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 919   | 464          | 341          | 772           | 837  | 522       | 907           |
|                                                                                                                | 31%   | 33%          | 27%          | 35%           | 37%  | 43%       | 32%           |
|                                                                                                                |       | b            |              | bf            | abcf | abcdf     | b             |
|                                                                                                                |       | 50%          | 37%          | 84%           | 91%  | 57%       | 99%           |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 915   | 474          | 337          | 784           | 840  | 536       | 902           |
|                                                                                                                | 31%   | 34%          | 27%          | 35%           | 37%  | 44%       | 32%           |
|                                                                                                                |       | b            |              | bf            | abf  | abcdf     | b             |
|                                                                                                                |       | 52%          | 37%          | 86%           | 92%  | 59%       | 99%           |
| Accessing/ receiving sports/ team news/ scores                                                                 | 822   | 484          | 337          | 721           | 733  | 426       | 813           |
|                                                                                                                | 27%   | 35%          | 27%          | 32%           | 33%  | 35%       | 29%           |
|                                                                                                                |       | bf           |              | bf            | bf   | bf        |               |
|                                                                                                                |       | 59%          | 41%          | 88%           | 89%  | 52%       | 99%           |

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                             | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-----------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                             |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                             |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%     |       |                 |                 |                  |      |               |                   |
| Unweighted total            | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample   | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                       | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                             |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| Listen to podcasts          | 809   | 364             | 312             | 688              | 751  | 441           | 796               |
|                             | 27%   | 26%             | 25%             | 31%              | 33%  | 36%           | 28%               |
|                             |       |                 |                 | abf              | abcf | abcf          | b                 |
|                             |       | 45%             | 39%             | 85%              | 93%  | 55%           | 98%               |
| Listen to radio             | 673   | 353             | 290             | 604              | 596  | 346           | 663               |
|                             | 22%   | 25%             | 23%             | 27%              | 27%  | 28%           | 23%               |
|                             |       |                 |                 | bf               | bf   | abf           |                   |
|                             |       | 52%             | 43%             | 90%              | 89%  | 51%           | 99%               |
| Listen to or read an e-book | 436   | 208             | 170             | 372              | 396  | 248           | 430               |
|                             | 15%   | 15%             | 13%             | 17%              | 18%  | 20%           | 15%               |
|                             |       |                 |                 | b                | abf  | abcdf         |                   |
|                             |       | 48%             | 39%             | 85%              | 91%  | 57%           | 99%               |
| Other                       | 49    | 24              | 21              | 47               | 45   | 26            | 49                |
|                             | 2%    | 2%              | 2%              | 2%               | 2%   | 2%            | 2%                |
|                             |       | 50%             | 43%             | 95%              | 91%  | 53%           | 100%              |
| None of these               | 39    | 13              | 19              | 22               | 21   | 10            | 32                |
|                             | 1%    | 1%              | 2%              | 1%               | 1%   | 1%            | 1%                |
|                             |       | 35%             | 50%             | 56%              | 54%  | 27%           | 83%               |
| Don't know                  | 38    | 13              | 12              | 20               | 19   | 6             | 33                |
|                             | 1%    | 1%              | 1%              | 1%               | 1%   | 1%            | 1%                |
|                             |       |                 |                 |                  |      | e             |                   |
|                             |       | 35%             | 31%             | 53%              | 51%  | 17%           | 86%               |
| NOT ANSWERED [POSTAL ONLY]  | 4     | *               | 2               | 2                | 1    | *             | 3                 |
|                             | *%    | *%              | *%              | *%               | *%   | *%            | *%                |
|                             |       | 5%              | 50%             | 41%              | 13%  | 9%            | 60%               |
| MESSAGING                   | 2672  | 1296            | 1144            | 2099             | 2130 | 1164          | 2587              |
|                             | 89%   | 93%             | 90%             | 94%              | 95%  | 96%           | 91%               |
|                             |       | b               |                 | bf               | abf  | abcf          |                   |
|                             |       | 49%             | 43%             | 79%              | 80%  | 44%           | 97%               |

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

## QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

|                                 | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                 |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                                 |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%         |       |                 |                 |                  |      |               |                   |
| Unweighted total                | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample       | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                           | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                                 |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| WEB/ DATA ACCESS                | 2571  | 1282            | 1070            | 2047             | 2106 | 1157          | 2501              |
|                                 | 86%   | 92%             | 84%             | 92%              | 94%  | 95%           | 88%               |
|                                 |       | bf              |                 | bf               | abcf | abcf          | b                 |
|                                 |       | 50%             | 42%             | 80%              | 82%  | 45%           | 97%               |
| ENTERTAINMENT                   | 2564  | 1269            | 1072            | 2030             | 2082 | 1151          | 2491              |
|                                 | 85%   | 91%             | 84%             | 91%              | 93%  | 95%           | 88%               |
|                                 |       | bf              |                 | bf               | abcf | abcdf         | b                 |
|                                 |       | 49%             | 42%             | 79%              | 81%  | 45%           | 97%               |
| WATCHING AV CONTENT             | 1941  | 980             | 788             | 1599             | 1693 | 1016          | 1912              |
|                                 | 65%   | 70%             | 62%             | 72%              | 75%  | 84%           | 68%               |
|                                 |       | b               |                 | bf               | abcf | abcdf         | b                 |
|                                 |       | 50%             | 41%             | 82%              | 87%  | 52%           | 99%               |
| VIDEO OR VOICE CALLS USING VOIP | 1817  | 923             | 750             | 1520             | 1569 | 904           | 1781              |
|                                 | 61%   | 66%             | 59%             | 68%              | 70%  | 74%           | 63%               |
|                                 |       | bf              |                 | bf               | abf  | abcdf         | b                 |
|                                 |       | 51%             | 41%             | 84%              | 86%  | 50%           | 98%               |
| LISTEN TO AUDIO CONTENT         | 1798  | 872             | 720             | 1481             | 1593 | 925           | 1761              |
|                                 | 60%   | 62%             | 57%             | 66%              | 71%  | 76%           | 62%               |
|                                 |       | b               |                 | abf              | abcf | abcdf         | b                 |
|                                 |       | 48%             | 40%             | 82%              | 89%  | 51%           | 98%               |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                  | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample                                                         | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                                                                             | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                                                                   |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage) | 1331  | 549    | 771    | 157       | 298   | 454   | 412  | 79               | 97           | 162          | 649  | 378          | 383  | 231 | 290  | 1104     | 121       | 66    | 40  |
|                                                                                   | 46%   | 41%    | 52%    | 56%       | 52%   | 49%   | 39%  | 45%              | 41%          | 46%          | 51%  | 48%          | 51%  | 46% | 42%  | 46%      | 45%       | 46%   | 47% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 41%    | 58%    | 12%       | 22%   | 34%   | 31%  | 6%               | 7%           | 12%          | 49%  | 28%          | 29%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| General browsing/ surfing the internet                                            | 1274  | 554    | 708    | 136       | 291   | 448   | 391  | 70               | 101          | 158          | 589  | 338          | 351  | 253 | 283  | 1052     | 120       | 62    | 40  |
|                                                                                   | 44%   | 41%    | 48%    | 48%       | 51%   | 49%   | 37%  | 40%              | 43%          | 45%          | 47%  | 43%          | 46%  | 51% | 41%  | 44%      | 45%       | 43%   | 46% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 43%    | 56%    | 11%       | 23%   | 35%   | 31%  | 6%               | 8%           | 12%          | 46%  | 27%          | 28%  | 20% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive SMS text messages                                                   | 1206  | 519    | 672    | 136       | 214   | 393   | 449  | 89               | 103          | 164          | 484  | 288          | 292  | 233 | 337  | 991      | 113       | 62    | 39  |
|                                                                                   | 42%   | 39%    | 45%    | 48%       | 37%   | 43%   | 43%  | 50%              | 43%          | 47%          | 38%  | 37%          | 39%  | 47% | 49%  | 42%      | 43%       | 43%   | 46% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 43%    | 56%    | 11%       | 18%   | 33%   | 37%  | 7%               | 9%           | 14%          | 40%  | 24%          | 24%  | 19% | 28%  | 82%      | 9%        | 5%    | 3%  |
| Make normal calls                                                                 | 1167  | 497    | 655    | 119       | 213   | 381   | 436  | 78               | 97           | 149          | 463  | 273          | 287  | 223 | 320  | 969      | 98        | 60    | 39  |
|                                                                                   | 41%   | 37%    | 44%    | 42%       | 37%   | 41%   | 42%  | 44%              | 41%          | 42%          | 37%  | 35%          | 38%  | 45% | 47%  | 41%      | 37%       | 42%   | 45% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 43%    | 56%    | 10%       | 18%   | 33%   | 37%  | 7%               | 8%           | 13%          | 40%  | 23%          | 25%  | 19% | 27%  | 83%      | 8%        | 5%    | 3%  |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                     | 1155  | 458    | 687    | 159       | 289   | 411   | 284  | 55               | 75           | 118          | 623  | 352          | 377  | 180 | 212  | 958      | 110       | 53    | 32  |
|                                                                                   | 40%   | 34%    | 46%    | 56%       | 51%   | 45%   | 27%  | 31%              | 32%          | 33%          | 49%  | 45%          | 50%  | 36% | 31%  | 40%      | 41%       | 37%   | 38% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 40%    | 59%    | 14%       | 25%   | 36%   | 25%  | 5%               | 6%           | 10%          | 54%  | 30%          | 33%  | 16% | 18%  | 83%      | 10%       | 5%    | 3%  |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram          | 1037  | 393    | 634    | 176       | 249   | 358   | 246  | 71               | 84           | 117          | 483  | 252          | 327  | 183 | 238  | 847      | 102       | 54    | 33  |
|                                                                                   | 36%   | 29%    | 43%    | 62%       | 43%   | 39%   | 24%  | 40%              | 36%          | 33%          | 38%  | 32%          | 43%  | 37% | 35%  | 36%      | 38%       | 37%   | 39% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 38%    | 61%    | 17%       | 24%   | 35%   | 24%  | 7%               | 8%           | 11%          | 47%  | 24%          | 32%  | 18% | 23%  | 82%      | 10%       | 5%    | 3%  |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                      | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                      |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                              |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                     | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample                                                            | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                                                                                | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                                                                      |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive emails                                                                 | 983   | 420    | 552    | 114       | 210   | 334   | 316  | 64               | 80           | 111          | 422  | 253          | 255  | 191 | 242  | 812      | 91        | 49    | 31  |
|                                                                                      | 34%   | 31%    | 37%    | 40%       | 37%   | 36%   | 30%  | 36%              | 34%          | 32%          | 33%  | 32%          | 34%  | 38% | 35%  | 34%      | 34%       | 34%   | 36% |
|                                                                                      |       | a      | f      | f         | f     | f     |      |                  |              |              |      |              |      | k   |      |          |           |       |     |
|                                                                                      |       | 43%    | 56%    | 12%       | 21%   | 34%   | 32%  | 7%               | 8%           | 11%          | 43%  | 26%          | 26%  | 19% | 25%  | 83%      | 9%        | 5%    | 3%  |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 897   | 400    | 489    | 153       | 255   | 295   | 188  | 61               | 60           | 101          | 426  | 204          | 276  | 174 | 205  | 736      | 87        | 46    | 27  |
|                                                                                      | 31%   | 30%    | 33%    | 54%       | 45%   | 32%   | 18%  | 34%              | 25%          | 29%          | 34%  | 26%          | 37%  | 35% | 30%  | 31%      | 33%       | 32%   | 32% |
|                                                                                      |       | a      | def    | ef        | f     | f     |      | h                |              |              | hi   |              | kn   | k   |      |          |           |       |     |
|                                                                                      |       | 45%    | 55%    | 17%       | 28%   | 33%   | 21%  | 7%               | 7%           | 11%          | 47%  | 23%          | 31%  | 19% | 23%  | 82%      | 10%       | 5%    | 3%  |
| Take photos                                                                          | 821   | 318    | 496    | 97        | 185   | 291   | 243  | 59               | 58           | 109          | 346  | 195          | 215  | 166 | 209  | 671      | 80        | 44    | 26  |
|                                                                                      | 29%   | 24%    | 33%    | 34%       | 32%   | 32%   | 23%  | 33%              | 24%          | 31%          | 27%  | 25%          | 28%  | 33% | 31%  | 28%      | 30%       | 31%   | 31% |
|                                                                                      |       | a      | f      | f         | f     | f     |      | h                |              |              |      |              |      | k   | k    |          |           |       |     |
|                                                                                      |       | 39%    | 60%    | 12%       | 23%   | 35%   | 30%  | 7%               | 7%           | 13%          | 42%  | 24%          | 26%  | 20% | 25%  | 82%      | 10%       | 5%    | 3%  |
| Accessing/ receiving news                                                            | 799   | 361    | 431    | 97        | 182   | 264   | 252  | 44               | 46           | 103          | 404  | 223          | 255  | 137 | 159  | 653      | 83        | 39    | 24  |
|                                                                                      | 28%   | 27%    | 29%    | 34%       | 32%   | 29%   | 24%  | 25%              | 19%          | 29%          | 32%  | 28%          | 34%  | 28% | 23%  | 27%      | 31%       | 27%   | 28% |
|                                                                                      |       |        | ef     | f         | f     | f     |      |                  |              | h            | gh   | n            | kmn  |     |      |          |           |       |     |
|                                                                                      |       | 45%    | 54%    | 12%       | 23%   | 33%   | 32%  | 6%               | 6%           | 13%          | 51%  | 28%          | 32%  | 17% | 20%  | 82%      | 10%       | 5%    | 3%  |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                 | 751   | 313    | 430    | 87        | 186   | 276   | 197  | 33               | 45           | 87           | 386  | 237          | 229  | 116 | 147  | 637      | 58        | 35    | 21  |
|                                                                                      | 26%   | 23%    | 29%    | 31%       | 32%   | 30%   | 19%  | 19%              | 19%          | 25%          | 31%  | 30%          | 30%  | 23% | 21%  | 27%      | 22%       | 24%   | 24% |
|                                                                                      |       | a      | f      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      |          |           |       |     |
|                                                                                      |       | 42%    | 57%    | 12%       | 25%   | 37%   | 26%  | 4%               | 6%           | 12%          | 51%  | 32%          | 30%  | 15% | 20%  | 85%      | 8%        | 5%    | 3%  |
| Listen to music (not radio)                                                          | 738   | 346    | 379    | 146       | 208   | 252   | 124  | 46               | 52           | 76           | 336  | 188          | 230  | 134 | 160  | 609      | 71        | 33    | 24  |
|                                                                                      | 26%   | 26%    | 25%    | 52%       | 36%   | 27%   | 12%  | 26%              | 22%          | 22%          | 27%  | 24%          | 30%  | 27% | 23%  | 26%      | 27%       | 23%   | 28% |
|                                                                                      |       |        | def    | ef        | f     | f     |      |                  |              |              | i    |              | kn   |     |      |          |           |       |     |
|                                                                                      |       | 47%    | 51%    | 20%       | 28%   | 34%   | 17%  | 6%               | 7%           | 10%          | 46%  | 26%          | 31%  | 18% | 22%  | 83%      | 10%       | 5%    | 3%  |
| Play games                                                                           | 639   | 281    | 350    | 113       | 172   | 232   | 115  | 49               | 48           | 83           | 276  | 133          | 190  | 123 | 164  | 533      | 60        | 30    | 16  |
|                                                                                      | 22%   | 21%    | 24%    | 40%       | 30%   | 25%   | 11%  | 28%              | 20%          | 24%          | 22%  | 17%          | 25%  | 25% | 24%  | 22%      | 22%       | 21%   | 19% |
|                                                                                      |       |        | def    | ef        | f     | f     |      | j                |              |              |      |              | k    | k   | k    |          |           |       |     |
|                                                                                      |       | 44%    | 55%    | 18%       | 27%   | 36%   | 18%  | 8%               | 8%           | 13%          | 43%  | 21%          | 30%  | 19% | 26%  | 83%      | 9%        | 5%    | 3%  |

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



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Base : Those who personally use a mobile phone

|                                                                                                                | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                        |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                               | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample                                                                                      | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                                                                                                          | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                                                                                                |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 462   | 212    | 245    | 105       | 146   | 153   | 56   | 29               | 27           | 55           | 222  | 114          | 153  | 84  | 101  | 380      | 46        | 23    | 14  |
|                                                                                                                | 16%   | 16%    | 16%    | 37%       | 25%   | 17%   | 5%   | 16%              | 11%          | 16%          | 18%  | 14%          | 20%  | 17% | 15%  | 16%      | 17%       | 16%   | 16% |
|                                                                                                                |       |        |        | def       | ef    | f     |      |                  |              |              | h    |              | kn   |     |      |          |           |       |     |
|                                                                                                                |       | 46%    | 53%    | 23%       | 32%   | 33%   | 12%  | 6%               | 6%           | 12%          | 48%  | 25%          | 33%  | 18% | 22%  | 82%      | 10%       | 5%    | 3%  |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 438   | 187    | 247    | 85        | 122   | 136   | 92   | 21               | 35           | 59           | 225  | 121          | 135  | 84  | 86   | 362      | 44        | 20    | 13  |
|                                                                                                                | 15%   | 14%    | 17%    | 30%       | 21%   | 15%   | 9%   | 12%              | 15%          | 17%          | 18%  | 15%          | 18%  | 17% | 13%  | 15%      | 16%       | 14%   | 16% |
|                                                                                                                |       |        | a      | def       | ef    | f     |      |                  |              |              | g    |              | n    | n   |      |          |           |       |     |
|                                                                                                                |       | 43%    | 56%    | 19%       | 28%   | 31%   | 21%  | 5%               | 8%           | 14%          | 51%  | 28%          | 31%  | 19% | 20%  | 83%      | 10%       | 4%    | 3%  |
| Listen to podcasts                                                                                             | 425   | 200    | 220    | 73        | 136   | 133   | 80   | 18               | 16           | 44           | 244  | 146          | 166  | 55  | 44   | 351      | 41        | 19    | 15  |
|                                                                                                                | 15%   | 15%    | 15%    | 26%       | 24%   | 14%   | 8%   | 10%              | 7%           | 12%          | 19%  | 19%          | 22%  | 11% | 6%   | 15%      | 15%       | 13%   | 17% |
|                                                                                                                |       |        |        | ef        | ef    | f     |      |                  |              | h            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                                                |       | 47%    | 52%    | 17%       | 32%   | 31%   | 19%  | 4%               | 4%           | 10%          | 57%  | 34%          | 39%  | 13% | 10%  | 83%      | 10%       | 4%    | 4%  |
| Record video clips                                                                                             | 420   | 156    | 260    | 59        | 115   | 146   | 97   | 29               | 25           | 51           | 191  | 98           | 118  | 88  | 100  | 348      | 37        | 23    | 12  |
|                                                                                                                | 15%   | 12%    | 17%    | 21%       | 20%   | 16%   | 9%   | 16%              | 11%          | 15%          | 15%  | 12%          | 16%  | 18% | 15%  | 15%      | 14%       | 16%   | 14% |
|                                                                                                                |       |        | a      | ef        | ef    | f     |      |                  |              |              |      |              | k    | k   |      |          |           |       |     |
|                                                                                                                |       | 37%    | 62%    | 14%       | 27%   | 35%   | 23%  | 7%               | 6%           | 12%          | 46%  | 23%          | 28%  | 21% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Use your phone for Sat Nav or directions                                                                       | 321   | 152    | 167    | 36        | 65    | 120   | 97   | 14               | 24           | 47           | 149  | 81           | 68   | 85  | 77   | 259      | 37        | 17    | 8   |
|                                                                                                                | 11%   | 11%    | 11%    | 13%       | 11%   | 13%   | 9%   | 8%               | 10%          | 13%          | 12%  | 10%          | 9%   | 17% | 11%  | 11%      | 14%       | 12%   | 9%  |
|                                                                                                                |       |        |        | f         |       |       |      |                  |              | g            |      |              |      | kl  |      |          | r         |       |     |
|                                                                                                                |       | 47%    | 52%    | 11%       | 20%   | 37%   | 30%  | 4%               | 7%           | 15%          | 46%  | 25%          | 21%  | 26% | 24%  | 81%      | 11%       | 5%    | 2%  |
| Accessing/ receiving sports/ team news/ scores                                                                 | 296   | 216    | 78     | 32        | 57    | 101   | 104  | 8                | 18           | 34           | 153  | 81           | 89   | 60  | 57   | 249      | 27        | 12    | 8   |
|                                                                                                                | 10%   | 16%    | 5%     | 11%       | 10%   | 11%   | 10%  | 5%               | 8%           | 10%          | 12%  | 10%          | 12%  | 12% | 8%   | 10%      | 10%       | 8%    | 9%  |
|                                                                                                                |       | b      |        |           |       |       |      |                  |              | g            | gh   |              | n    | n   |      |          |           |       |     |
|                                                                                                                |       | 73%    | 26%    | 11%       | 19%   | 34%   | 35%  | 3%               | 6%           | 11%          | 52%  | 27%          | 30%  | 20% | 19%  | 84%      | 9%        | 4%    | 3%  |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total            | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample   | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                       | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                             |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Listen to radio             | 276   | 134    | 138    | 17        | 68    | 112   | 74   | 12               | 19           | 25           | 152  | 96           | 77   | 48  | 48   | 232      | 18        | 16    | 10  |
|                             | 10%   | 10%    | 9%     | 6%        | 12%   | 12%   | 7%   | 7%               | 8%           | 7%           | 12%  | 12%          | 10%  | 10% | 7%   | 10%      | 7%        | 11%   | 11% |
|                             |       |        |        |           | cf    | cf    |      |                  |              |              | ghi  | n            | n    |     |      |          |           | p     |     |
|                             |       | 49%    | 50%    | 6%        | 25%   | 41%   | 27%  | 4%               | 7%           | 9%           | 55%  | 35%          | 28%  | 17% | 17%  | 84%      | 7%        | 6%    | 4%  |
| Listen to or read an e-book | 184   | 64     | 120    | 27        | 47    | 63    | 47   | 8                | 17           | 24           | 93   | 56           | 66   | 27  | 33   | 150      | 17        | 10    | 7   |
|                             | 6%    | 5%     | 8%     | 10%       | 8%    | 7%    | 4%   | 5%               | 7%           | 7%           | 7%   | 7%           | 9%   | 5%  | 5%   | 6%       | 6%        | 7%    | 8%  |
|                             |       |        | a      | f         | f     | f     |      |                  |              |              |      | n            | mn   |     |      |          |           |       |     |
|                             |       | 35%    | 65%    | 15%       | 25%   | 34%   | 25%  | 4%               | 9%           | 13%          | 51%  | 30%          | 36%  | 14% | 18%  | 82%      | 9%        | 5%    | 4%  |
| Other                       | 105   | 51     | 51     | 10        | 13    | 23    | 56   | 4                | 7            | 17           | 36   | 29           | 22   | 12  | 35   | 89       | 8         | 4     | 4   |
|                             | 4%    | 4%     | 3%     | 3%        | 2%    | 2%    | 5%   | 2%               | 3%           | 5%           | 3%   | 4%           | 3%   | 2%  | 5%   | 4%       | 3%        | 3%    | 4%  |
|                             |       |        |        |           |       |       | de   |                  |              | j            |      |              |      |     | lm   |          |           |       |     |
|                             |       | 48%    | 48%    | 9%        | 12%   | 22%   | 53%  | 4%               | 6%           | 16%          | 34%  | 27%          | 21%  | 12% | 33%  | 85%      | 8%        | 4%    | 3%  |
| None of these               | 249   | 155    | 89     | 8         | 33    | 73    | 127  | 17               | 19           | 38           | 106  | 83           | 53   | 43  | 52   | 204      | 26        | 14    | 5   |
|                             | 9%    | 12%    | 6%     | 3%        | 6%    | 8%    | 12%  | 9%               | 8%           | 11%          | 8%   | 11%          | 7%   | 9%  | 8%   | 9%       | 10%       | 10%   | 6%  |
|                             |       | b      |        |           | c     | c     | cde  |                  |              |              |      | ln           |      |     |      | r        | r         | r     |     |
|                             |       | 62%    | 36%    | 3%        | 13%   | 29%   | 51%  | 7%               | 8%           | 15%          | 42%  | 33%          | 21%  | 17% | 21%  | 82%      | 11%       | 6%    | 2%  |
| Don't know                  | 32    | 18     | 14     | 5         | 12    | 9     | 4    | 1                | 3            | 5            | 10   | 7            | 10   | 10  | 2    | 28       | 1         | 2     | 1   |
|                             | 1%    | 1%     | 1%     | 2%        | 2%    | 1%    | 1%   | 1%               | 1%           | 2%           | 1%   | 1%           | 1%   | 2%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                             |       |        |        | f         | f     |       |      |                  |              |              |      |              | n    | n   |      |          |           |       |     |
|                             |       | 57%    | 43%    | 16%       | 37%   | 28%   | 14%  | 4%               | 10%          | 17%          | 33%  | 21%          | 32%  | 30% | 6%   | 89%      | 2%        | 6%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]  | 107   | 50     | 55     | -         | *     | 8     | 88   | 16               | 21           | 13           | 15   | 13           | 12   | 17  | 49   | 86       | 12        | 6     | 3   |
|                             | 4%    | 4%     | 4%     | -%        | 1%    | 1%    | 8%   | 9%               | 9%           | 4%           | 1%   | 2%           | 2%   | 3%  | 7%   | 4%       | 4%        | 5%    | 3%  |
|                             |       |        |        |           |       | d     | cde  | ij               | ij           | j            |      |              |      | kl  | klm  |          |           |       |     |
|                             |       | 47%    | 51%    | -%        | 1%    | 7%    | 82%  | 15%              | 20%          | 12%          | 14%  | 12%          | 11%  | 16% | 46%  | 80%      | 11%       | 6%    | 3%  |
| WEB/ DATA ACCESS            | 2071  | 909    | 1140   | 238       | 472   | 721   | 623  | 115              | 154          | 236          | 994  | 588          | 595  | 363 | 446  | 1710     | 196       | 102   | 63  |
|                             | 72%   | 67%    | 77%    | 84%       | 82%   | 78%   | 60%  | 65%              | 65%          | 67%          | 79%  | 75%          | 79%  | 73% | 65%  | 72%      | 74%       | 71%   | 74% |
|                             |       |        | a      | ef        | ef    | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          |           |       |     |
|                             |       | 44%    | 55%    | 11%       | 23%   | 35%   | 30%  | 6%               | 7%           | 11%          | 48%  | 28%          | 29%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |
| ENTERTAINMENT               | 1763  | 762    | 978    | 235       | 432   | 615   | 465  | 107              | 129          | 209          | 828  | 466          | 515  | 316 | 392  | 1468     | 154       | 86    | 54  |
|                             | 61%   | 57%    | 66%    | 83%       | 75%   | 67%   | 44%  | 60%              | 54%          | 59%          | 66%  | 59%          | 68%  | 63% | 57%  | 62%      | 58%       | 60%   | 63% |
|                             |       |        | a      | def       | ef    | f     |      |                  |              |              | hi   |              | kn   | n   |      |          |           |       |     |
|                             |       | 43%    | 55%    | 13%       | 25%   | 35%   | 26%  | 6%               | 7%           | 12%          | 47%  | 26%          | 29%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample       | 3466  | 1633   | 1786   | 366       | 680   | 1154  | 1220 | 231              | 273          | 445          | 1521 | 971          | 1212 | 438 | 851  | 2695     | 323       | 406   | 528 |
| Total                           | 2875  | 1346   | 1489   | 283       | 573   | 922   | 1045 | 178              | 237          | 353          | 1264 | 788          | 757  | 499 | 685  | 2379     | 266       | 144   | 86  |
|                                 |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 44%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| MESSAGING                       | 1699  | 728    | 952    | 185       | 343   | 568   | 585  | 109              | 129          | 215          | 761  | 463          | 452  | 296 | 416  | 1410     | 152       | 85    | 53  |
|                                 | 59%   | 54%    | 64%    | 66%       | 60%   | 62%   | 56%  | 61%              | 55%          | 61%          | 60%  | 59%          | 60%  | 59% | 61%  | 59%      | 57%       | 59%   | 61% |
|                                 |       | a      | f      | f         | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                 |       | 43%    | 56%    | 11%       | 20%   | 33%   | 34%  | 6%               | 8%           | 13%          | 45%  | 27%          | 27%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| VIDEO OR VOICE CALLS USING VOIP | 1264  | 504    | 748    | 166       | 312   | 448   | 326  | 58               | 83           | 131          | 671  | 387          | 404  | 194 | 241  | 1050     | 118       | 60    | 36  |
|                                 | 44%   | 37%    | 50%    | 59%       | 54%   | 49%   | 31%  | 33%              | 35%          | 37%          | 53%  | 49%          | 53%  | 39% | 35%  | 44%      | 44%       | 41%   | 42% |
|                                 |       | a      | ef     | ef        | f     | f     |      |                  |              |              | ghi  | mn           | kmn  |     |      |          |           |       |     |
|                                 |       | 40%    | 59%    | 13%       | 25%   | 35%   | 26%  | 5%               | 7%           | 10%          | 53%  | 31%          | 32%  | 15% | 19%  | 83%      | 9%        | 5%    | 3%  |
| LISTEN TO AUDIO CONTENT         | 1013  | 468    | 528    | 170       | 289   | 352   | 190  | 59               | 64           | 104          | 505  | 288          | 329  | 172 | 189  | 846      | 88        | 46    | 33  |
|                                 | 35%   | 35%    | 35%    | 60%       | 51%   | 38%   | 18%  | 33%              | 27%          | 29%          | 40%  | 37%          | 44%  | 34% | 28%  | 36%      | 33%       | 32%   | 38% |
|                                 |       |        |        | def       | ef    | f     |      |                  |              |              | hi   | n            | kmn  | n   |      |          |           |       | q   |
|                                 |       | 46%    | 52%    | 17%       | 29%   | 35%   | 19%  | 6%               | 6%           | 10%          | 50%  | 28%          | 33%  | 17% | 19%  | 84%      | 9%        | 5%    | 3%  |
| WATCHING AV CONTENT             | 999   | 449    | 540    | 171       | 280   | 336   | 206  | 67               | 71           | 112          | 476  | 235          | 307  | 192 | 227  | 824      | 96        | 49    | 30  |
|                                 | 35%   | 33%    | 36%    | 60%       | 49%   | 36%   | 20%  | 38%              | 30%          | 32%          | 38%  | 30%          | 41%  | 38% | 33%  | 35%      | 36%       | 34%   | 36% |
|                                 |       |        |        | def       | ef    | f     |      |                  |              |              | hi   | kn           | k    |     |      |          |           |       |     |
|                                 |       | 45%    | 54%    | 17%       | 28%   | 34%   | 21%  | 7%               | 7%           | 11%          | 48%  | 23%          | 31%  | 19% | 23%  | 82%      | 10%       | 5%    | 3%  |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                  | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample                                                         | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                                                                             | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                                                                   |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage) | 1331  | 181             | 188        | 106        | 92        | 117       | 86          | 110           | 64         | 159        | 1147     | 184   | 867            | 438         | 641               | 691          |
|                                                                                   | 46%   | 51%             | 46%        | 45%        | 43%       | 43%       | 45%         | 47%           | 50%        | 46%        | 46%      | 46%   | 50%            | 42%         | 44%               | 48%          |
|                                                                                   |       | de              |            |            |           |           |             |               |            |            |          |       | m              |             | n                 |              |
|                                                                                   |       | 14%             | 14%        | 8%         | 7%        | 9%        | 6%          | 8%            | 5%         | 12%        | 86%      | 14%   | 65%            | 33%         | 48%               | 52%          |
| General browsing/ surfing the internet                                            | 1274  | 173             | 174        | 90         | 96        | 112       | 72          | 105           | 63         | 167        | 1120     | 154   | 845            | 397         | 601               | 673          |
|                                                                                   | 44%   | 49%             | 43%        | 38%        | 44%       | 41%       | 37%         | 45%           | 49%        | 49%        | 45%      | 38%   | 49%            | 38%         | 42%               | 47%          |
|                                                                                   |       | cf              |            |            |           |           |             | f             | cf         | cf         | k        |       | m              |             | n                 |              |
|                                                                                   |       | 14%             | 14%        | 7%         | 8%        | 9%        | 6%          | 8%            | 5%         | 13%        | 88%      | 12%   | 66%            | 31%         | 47%               | 53%          |
| Send/ receive SMS text messages                                                   | 1206  | 130             | 153        | 91         | 99        | 120       | 70          | 102           | 66         | 161        | 1054     | 152   | 703            | 471         | 559               | 647          |
|                                                                                   | 42%   | 37%             | 38%        | 38%        | 46%       | 44%       | 36%         | 44%           | 51%        | 47%        | 43%      | 38%   | 41%            | 45%         | 39%               | 45%          |
|                                                                                   |       |                 |            |            | abf       | f         |             |               | abcf       | abcf       |          |       | l              |             | n                 |              |
|                                                                                   |       | 11%             | 13%        | 8%         | 8%        | 10%       | 6%          | 8%            | 5%         | 13%        | 87%      | 13%   | 58%            | 39%         | 46%               | 54%          |
| Make normal calls                                                                 | 1167  | 145             | 147        | 90         | 95        | 111       | 66          | 103           | 61         | 153        | 1011     | 156   | 678            | 451         | 537               | 630          |
|                                                                                   | 41%   | 41%             | 36%        | 38%        | 44%       | 41%       | 34%         | 44%           | 48%        | 45%        | 41%      | 39%   | 39%            | 43%         | 37%               | 44%          |
|                                                                                   |       |                 |            |            | bf        |           |             | bf            | bcf        | bf         |          |       | l              |             | n                 |              |
|                                                                                   |       | 12%             | 13%        | 8%         | 8%        | 9%        | 6%          | 9%            | 5%         | 13%        | 87%      | 13%   | 58%            | 39%         | 46%               | 54%          |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                     | 1155  | 172             | 167        | 91         | 84        | 95        | 86          | 87            | 47         | 129        | 1002     | 152   | 789            | 346         | 566               | 589          |
|                                                                                   | 40%   | 49%             | 41%        | 39%        | 39%       | 35%       | 45%         | 37%           | 36%        | 38%        | 41%      | 38%   | 46%            | 33%         | 39%               | 41%          |
|                                                                                   |       | bcdeghi         |            |            |           |           | eh          |               |            |            |          |       | m              |             |                   |              |
|                                                                                   |       | 15%             | 14%        | 8%         | 7%        | 8%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%          |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram          | 1037  | 142             | 137        | 74         | 81        | 91        | 60          | 86            | 54         | 122        | 909      | 128   | 689            | 323         | 459               | 577          |
|                                                                                   | 36%   | 40%             | 34%        | 31%        | 37%       | 34%       | 31%         | 37%           | 42%        | 36%        | 37%      | 32%   | 40%            | 31%         | 32%               | 40%          |
|                                                                                   |       | cf              |            |            |           |           |             | bcef          |            |            | k        |       | m              |             | n                 |              |
|                                                                                   |       | 14%             | 13%        | 7%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 88%      | 12%   | 66%            | 31%         | 44%               | 56%          |

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

**QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who personally use a mobile phone

|                                                                                      | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                      |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                              |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                     | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample                                                            | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                                                                                | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                                                                      |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Send/ receive emails                                                                 | 983   | 126             | 143        | 61         | 76        | 98        | 54          | 87            | 53         | 113        | 854      | 129   | 613            | 346         | 447               | 536          |
|                                                                                      | 34%   | 36%             | 35%        | 26%        | 35%       | 36%       | 28%         | 37%           | 41%        | 33%        | 35%      | 32%   | 35%            | 33%         | 31%               | 37%          |
|                                                                                      |       | cf              | cf         |            | c         | cf        |             | cf            | cfi        |            |          |       |                |             |                   | n            |
|                                                                                      |       | 13%             | 15%        | 6%         | 8%        | 10%       | 6%          | 9%            | 5%         | 12%        | 87%      | 13%   | 62%            | 35%         | 45%               | 55%          |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 897   | 132             | 129        | 54         | 66        | 77        | 51          | 77            | 45         | 106        | 804      | 93    | 608            | 266         | 369               | 528          |
|                                                                                      | 31%   | 38%             | 32%        | 23%        | 30%       | 28%       | 26%         | 33%           | 35%        | 31%        | 32%      | 23%   | 35%            | 25%         | 26%               | 37%          |
|                                                                                      |       | cef             | c          |            | c         |           |             | c             | cf         | c          | k        |       | m              |             |                   | n            |
|                                                                                      |       | 15%             | 14%        | 6%         | 7%        | 9%        | 6%          | 9%            | 5%         | 12%        | 90%      | 10%   | 68%            | 30%         | 41%               | 59%          |
| Take photos                                                                          | 821   | 88              | 116        | 59         | 70        | 80        | 48          | 75            | 45         | 89         | 700      | 121   | 517            | 287         | 380               | 442          |
|                                                                                      | 29%   | 25%             | 29%        | 25%        | 32%       | 29%       | 25%         | 32%           | 35%        | 26%        | 28%      | 30%   | 30%            | 27%         | 26%               | 31%          |
|                                                                                      |       |                 |            |            | acf       |           |             | af            | acfi       |            |          |       |                |             |                   | n            |
|                                                                                      |       | 11%             | 14%        | 7%         | 9%        | 10%       | 6%          | 9%            | 6%         | 11%        | 85%      | 15%   | 63%            | 35%         | 46%               | 54%          |
| Accessing/ receiving news                                                            | 799   | 112             | 119        | 54         | 62        | 68        | 43          | 59            | 40         | 97         | 705      | 94    | 528            | 255         | 377               | 421          |
|                                                                                      | 28%   | 32%             | 29%        | 23%        | 29%       | 25%       | 22%         | 25%           | 31%        | 28%        | 28%      | 23%   | 31%            | 24%         | 26%               | 29%          |
|                                                                                      |       | cf              | f          |            |           |           |             |               | cf         |            | k        |       | m              |             |                   | n            |
|                                                                                      |       | 14%             | 15%        | 7%         | 8%        | 9%        | 5%          | 7%            | 5%         | 12%        | 88%      | 12%   | 66%            | 32%         | 47%               | 53%          |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                 | 751   | 118             | 116        | 53         | 61        | 63        | 52          | 58            | 25         | 90         | 655      | 96    | 525            | 211         | 368               | 382          |
|                                                                                      | 26%   | 34%             | 29%        | 22%        | 28%       | 23%       | 27%         | 25%           | 20%        | 26%        | 26%      | 24%   | 30%            | 20%         | 26%               | 27%          |
|                                                                                      |       | ceghi           | h          |            | h         |           | h           |               |            |            |          |       | m              |             |                   |              |
|                                                                                      |       | 16%             | 15%        | 7%         | 8%        | 8%        | 7%          | 8%            | 3%         | 12%        | 87%      | 13%   | 70%            | 28%         | 49%               | 51%          |
| Listen to music (not radio)                                                          | 738   | 118             | 90         | 51         | 56        | 55        | 49          | 62            | 39         | 91         | 659      | 79    | 515            | 208         | 310               | 428          |
|                                                                                      | 26%   | 33%             | 22%        | 22%        | 26%       | 20%       | 25%         | 26%           | 30%        | 27%        | 27%      | 20%   | 30%            | 20%         | 21%               | 30%          |
|                                                                                      |       | bcd             |            |            |           |           |             |               | bce        |            | k        |       | m              |             |                   | n            |
|                                                                                      |       | 16%             | 12%        | 7%         | 8%        | 7%        | 7%          | 8%            | 5%         | 12%        | 89%      | 11%   | 70%            | 28%         | 42%               | 58%          |
| Play games                                                                           | 639   | 66              | 87         | 39         | 66        | 59        | 47          | 62            | 32         | 74         | 570      | 68    | 417            | 201         | 246               | 392          |
|                                                                                      | 22%   | 19%             | 21%        | 17%        | 31%       | 22%       | 24%         | 26%           | 25%        | 22%        | 23%      | 17%   | 24%            | 19%         | 17%               | 27%          |
|                                                                                      |       |                 |            |            | abcei     |           | c           | ac            | c          |            | k        |       | m              |             |                   | n            |
|                                                                                      |       | 10%             | 14%        | 6%         | 10%       | 9%        | 7%          | 10%           | 5%         | 12%        | 89%      | 11%   | 65%            | 31%         | 39%               | 61%          |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                                                                                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                               | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample                                                                                      | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                                                                                                          | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                                                                                                |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 462   | 77              | 65         | 29         | 40        | 33        | 30          | 40            | 21         | 45         | 421      | 42    | 325            | 128         | 174               | 288          |
|                                                                                                                | 16%   | 22%             | 16%        | 12%        | 18%       | 12%       | 16%         | 17%           | 16%        | 13%        | 17%      | 10%   | 19%            | 12%         | 12%               | 20%          |
|                                                                                                                |       | bcefi           |            |            | ce        |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                |       | 17%             | 14%        | 6%         | 9%        | 7%        | 7%          | 9%            | 4%         | 10%        | 91%      | 9%    | 70%            | 28%         | 38%               | 62%          |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 438   | 52              | 59         | 33         | 41        | 40        | 20          | 35            | 18         | 64         | 384      | 54    | 303            | 129         | 195               | 244          |
|                                                                                                                | 15%   | 15%             | 15%        | 14%        | 19%       | 15%       | 10%         | 15%           | 14%        | 19%        | 16%      | 14%   | 17%            | 12%         | 14%               | 17%          |
|                                                                                                                |       |                 |            |            | f         |           |             |               |            | f          |          |       | m              |             |                   | n            |
|                                                                                                                |       | 12%             | 14%        | 7%         | 9%        | 9%        | 5%          | 8%            | 4%         | 15%        | 88%      | 12%   | 69%            | 29%         | 44%               | 56%          |
| Listen to podcasts                                                                                             | 425   | 75              | 59         | 31         | 28        | 35        | 31          | 30            | 13         | 48         | 376      | 48    | 316            | 101         | 201               | 224          |
|                                                                                                                | 15%   | 21%             | 15%        | 13%        | 13%       | 13%       | 16%         | 13%           | 10%        | 14%        | 15%      | 12%   | 18%            | 10%         | 14%               | 16%          |
|                                                                                                                |       | bcddeghi        |            |            |           |           | h           |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                |       | 18%             | 14%        | 7%         | 7%        | 8%        | 7%          | 7%            | 3%         | 11%        | 89%      | 11%   | 74%            | 24%         | 47%               | 53%          |
| Record video clips                                                                                             | 420   | 59              | 66         | 29         | 30        | 42        | 26          | 30            | 20         | 46         | 374      | 46    | 272            | 141         | 169               | 251          |
|                                                                                                                | 15%   | 17%             | 16%        | 12%        | 14%       | 16%       | 13%         | 13%           | 15%        | 13%        | 15%      | 11%   | 16%            | 13%         | 12%               | 18%          |
|                                                                                                                |       |                 |            |            |           |           |             |               |            |            | k        |       |                |             | n                 |              |
|                                                                                                                |       | 14%             | 16%        | 7%         | 7%        | 10%       | 6%          | 7%            | 5%         | 11%        | 89%      | 11%   | 65%            | 34%         | 40%               | 60%          |
| Use your phone for Sat Nav or directions                                                                       | 321   | 42              | 50         | 23         | 21        | 27        | 17          | 28            | 15         | 37         | 286      | 36    | 222            | 91          | 134               | 188          |
|                                                                                                                | 11%   | 12%             | 12%        | 10%        | 10%       | 10%       | 9%          | 12%           | 11%        | 11%        | 12%      | 9%    | 13%            | 9%          | 9%                | 13%          |
|                                                                                                                |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | n                 |              |
|                                                                                                                |       | 13%             | 16%        | 7%         | 6%        | 8%        | 5%          | 9%            | 5%         | 11%        | 89%      | 11%   | 69%            | 28%         | 42%               | 58%          |
| Accessing/ receiving sports/ team news/ scores                                                                 | 296   | 43              | 38         | 16         | 24        | 32        | 15          | 27            | 13         | 42         | 255      | 41    | 207            | 83          | 135               | 161          |
|                                                                                                                | 10%   | 12%             | 9%         | 7%         | 11%       | 12%       | 8%          | 11%           | 10%        | 12%        | 10%      | 10%   | 12%            | 8%          | 9%                | 11%          |
|                                                                                                                |       | c               |            |            |           | c         |             | c             |            | c          |          |       | m              |             |                   |              |
|                                                                                                                |       | 14%             | 13%        | 5%         | 8%        | 11%       | 5%          | 9%            | 4%         | 14%        | 86%      | 14%   | 70%            | 28%         | 46%               | 54%          |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total            | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample   | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                       | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                             |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| Listen to radio             | 276   | 40              | 41         | 21         | 26        | 22        | 23          | 19            | 11         | 29         | 230      | 45    | 209            | 60          | 135               | 140          |
|                             | 10%   | 11%             | 10%        | 9%         | 12%       | 8%        | 12%         | 8%            | 8%         | 9%         | 9%       | 11%   | 12%            | 6%          | 9%                | 10%          |
|                             |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                             |       | 15%             | 15%        | 8%         | 9%        | 8%        | 8%          | 7%            | 4%         | 11%        | 84%      | 16%   | 76%            | 22%         | 49%               | 51%          |
| Listen to or read an e-book | 184   | 33              | 28         | 7          | 15        | 14        | 12          | 14            | 8          | 20         | 163      | 22    | 123            | 60          | 79                | 105          |
|                             | 6%    | 9%              | 7%         | 3%         | 7%        | 5%        | 6%          | 6%            | 6%         | 6%         | 7%       | 5%    | 7%             | 6%          | 5%                | 7%           |
|                             |       | ce              | c          |            | c         |           |             |               |            |            |          |       |                |             |                   | n            |
|                             |       | 18%             | 15%        | 4%         | 8%        | 7%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 67%            | 32%         | 43%               | 57%          |
| Other                       | 105   | 16              | 14         | 9          | 7         | 14        | 11          | 6             | 5          | 7          | 87       | 18    | 45             | 51          | 58                | 46           |
|                             | 4%    | 4%              | 3%         | 4%         | 3%        | 5%        | 6%          | 2%            | 4%         | 2%         | 4%       | 4%    | 3%             | 5%          | 4%                | 3%           |
|                             |       |                 |            |            |           | i         | gi          |               |            |            |          |       | l              |             |                   |              |
|                             |       | 15%             | 13%        | 9%         | 7%        | 14%       | 11%         | 6%            | 5%         | 7%         | 83%      | 17%   | 43%            | 49%         | 56%               | 44%          |
| None of these               | 249   | 23              | 56         | 23         | 17        | 18        | 15          | 16            | 10         | 27         | 198      | 51    | 142            | 95          | 157               | 92           |
|                             | 9%    | 6%              | 14%        | 10%        | 8%        | 7%        | 8%          | 7%            | 8%         | 8%         | 8%       | 13%   | 8%             | 9%          | 11%               | 6%           |
|                             |       |                 | adeefghi   |            |           |           |             |               |            |            |          | j     |                |             | o                 |              |
|                             |       | 9%              | 23%        | 9%         | 7%        | 7%        | 6%          | 6%            | 4%         | 11%        | 80%      | 20%   | 57%            | 38%         | 63%               | 37%          |
| Don't know                  | 32    | 5               | 4          | 5          | 1         | 8         | 2           | 1             | 1          | 2          | 27       | 4     | 23             | 8           | 11                | 21           |
|                             | 1%    | 1%              | 1%         | 2%         | 1%        | 3%        | 1%          | 1%            | 1%         | *          | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                             |       |                 |            |            |           | bdfgi     |             |               |            |            |          |       |                |             |                   |              |
|                             |       | 15%             | 11%        | 14%        | 3%        | 27%       | 5%          | 4%            | 4%         | 5%         | 86%      | 14%   | 74%            | 25%         | 36%               | 64%          |
| NOT ANSWERED [POSTAL ONLY]  | 107   | 4               | 16         | 11         | 4         | 11        | 5           | 12            | 4          | 19         | 89       | 18    | 20             | 82          | 58                | 49           |
|                             | 4%    | 1%              | 4%         | 5%         | 2%        | 4%        | 3%          | 5%            | 3%         | 6%         | 4%       | 4%    | 1%             | 8%          | 4%                | 3%           |
|                             |       |                 | a          | a          |           | a         |             | ad            |            | ad         |          |       |                | l           |                   |              |
|                             |       | 4%              | 15%        | 10%        | 4%        | 10%       | 5%          | 11%           | 3%         | 18%        | 83%      | 17%   | 19%            | 77%         | 54%               | 46%          |
| WEB/ DATA ACCESS            | 2071  | 275             | 284        | 159        | 163       | 191       | 133         | 167           | 93         | 245        | 1803     | 268   | 1364           | 662         | 1005              | 1066         |
|                             | 72%   | 78%             | 70%        | 68%        | 75%       | 70%       | 68%         | 71%           | 73%        | 72%        | 73%      | 67%   | 79%            | 63%         | 70%               | 74%          |
|                             |       | bcefg           |            |            | c         |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                             |       | 13%             | 14%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 87%      | 13%   | 66%            | 32%         | 49%               | 51%          |
| ENTERTAINMENT               | 1763  | 241             | 239        | 127        | 140       | 154       | 118         | 154           | 85         | 211        | 1545     | 218   | 1168           | 548         | 801               | 962          |
|                             | 61%   | 68%             | 59%        | 54%        | 64%       | 57%       | 61%         | 66%           | 66%        | 62%        | 62%      | 54%   | 68%            | 52%         | 56%               | 67%          |
|                             |       | bcef            |            |            | c         |           |             | ce            | ce         | c          | k        |       | m              |             |                   | n            |
|                             |       | 14%             | 14%        | 7%         | 8%        | 9%        | 7%          | 9%            | 5%         | 12%        | 88%      | 12%   | 66%            | 31%         | 45%               | 55%          |

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QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881     | 1194  | 2878           | 2057        | 2562              | 2513         |
| Effective Weighted Sample       | 3466  | 324             | 395        | 305        | 318       | 302       | 316         | 336           | 287        | 300        | 2937     | 534   | 2003           | 1385        | 1681              | 1789         |
| Total                           | 2875  | 352             | 405        | 236        | 217       | 272       | 194         | 234           | 128        | 342        | 2475     | 400   | 1729           | 1055        | 1442              | 1433         |
|                                 |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 50%               | 50%          |
| MESSAGING                       | 1699  | 214             | 234        | 132        | 131       | 155       | 108         | 140           | 84         | 210        | 1475     | 224   | 1043           | 615         | 821               | 878          |
|                                 | 59%   | 61%             | 58%        | 56%        | 60%       | 57%       | 56%         | 60%           | 66%        | 62%        | 60%      | 56%   | 60%            | 58%         | 57%               | 61%          |
|                                 |       |                 |            |            |           |           |             |               | bcef       |            |          |       |                |             |                   | n            |
|                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 87%      | 13%   | 61%            | 36%         | 48%               | 52%          |
| VIDEO OR VOICE CALLS USING VOIP | 1264  | 191             | 187        | 97         | 90        | 109       | 91          | 94            | 50         | 141        | 1098     | 166   | 858            | 382         | 619               | 645          |
|                                 | 44%   | 54%             | 46%        | 41%        | 42%       | 40%       | 47%         | 40%           | 39%        | 41%        | 44%      | 41%   | 50%            | 36%         | 43%               | 45%          |
|                                 |       | bcdefghi        |            |            |           |           | h           |               |            |            |          |       | m              |             |                   |              |
|                                 |       | 15%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%          |
| LISTEN TO AUDIO CONTENT         | 1013  | 164             | 136        | 72         | 75        | 84        | 71          | 79            | 49         | 117        | 901      | 112   | 720            | 269         | 446               | 566          |
|                                 | 35%   | 47%             | 34%        | 31%        | 35%       | 31%       | 37%         | 34%           | 38%        | 34%        | 36%      | 28%   | 42%            | 26%         | 31%               | 40%          |
|                                 |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                                 |       | 16%             | 13%        | 7%         | 7%        | 8%        | 7%          | 8%            | 5%         | 12%        | 89%      | 11%   | 71%            | 27%         | 44%               | 56%          |
| WATCHING AV CONTENT             | 999   | 147             | 145        | 63         | 76        | 85        | 58          | 84            | 48         | 118        | 895      | 104   | 681            | 293         | 411               | 589          |
|                                 | 35%   | 42%             | 36%        | 27%        | 35%       | 31%       | 30%         | 36%           | 37%        | 34%        | 36%      | 26%   | 39%            | 28%         | 28%               | 41%          |
|                                 |       | cef             | c          |            | c         |           |             | c             | c          | c          | k        |       | m              |             |                   | n            |
|                                 |       | 15%             | 15%        | 6%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 90%      | 10%   | 68%            | 29%         | 41%               | 59%          |

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



**QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who personally use a mobile phone

|                                                                                   | Total       | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|-----------------------------------------------------------------------------------|-------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                                                                                   |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                           |             |                      |                      |                       |             |                    |                        |
| Unweighted total                                                                  | 5075        | 2427                 | 2152                 | 3917                  | 3952        | 2153               | 4901                   |
| Effective Weighted Sample                                                         | 3466        | 1641                 | 1461                 | 2718                  | 2723        | 1492               | 3353                   |
| Total                                                                             | 2875        | 1376<br>48%          | 1223<br>43%          | 2198<br>76%           | 2223<br>77% | 1204<br>42%        | 2762<br>96%            |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage) | 1331<br>46% | 685<br>50%           | 568<br>46%           | 1109<br>50%           | 1150<br>52% | 651<br>54%         | 1309<br>47%            |
|                                                                                   |             | 51%                  | 43%                  | bf<br>83%             | bf<br>86%   | abcf<br>49%        | 98%                    |
| General browsing/ surfing the internet                                            | 1274<br>44% | 664<br>48%           | 528<br>43%           | 1042<br>47%           | 1102<br>50% | 622<br>52%         | 1253<br>45%            |
|                                                                                   |             | b<br>52%             | b<br>41%             | b<br>82%              | bf<br>86%   | bcf<br>49%         | 98%                    |
| Send/ receive SMS text messages                                                   | 1206<br>42% | 629<br>46%           | 534<br>44%           | 960<br>44%            | 965<br>43%  | 541<br>45%         | 1179<br>43%            |
|                                                                                   |             | f<br>52%             | f<br>44%             | f<br>80%              | f<br>80%    | f<br>45%           | 98%                    |
| Make normal calls                                                                 | 1167<br>41% | 592<br>43%           | 504<br>41%           | 916<br>42%            | 925<br>42%  | 533<br>44%         | 1132<br>41%            |
|                                                                                   |             | 51%                  | 43%                  | 79%                   | 79%         | f<br>46%           | 97%                    |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                     | 1155<br>40% | 578<br>42%           | 470<br>38%           | 983<br>45%            | 1027<br>46% | 618<br>51%         | 1135<br>41%            |
|                                                                                   |             | b<br>50%             | bf<br>41%            | bf<br>85%             | abf<br>89%  | abcdf<br>54%       | 98%                    |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram          | 1037<br>36% | 552<br>40%           | 404<br>33%           | 864<br>39%            | 932<br>42%  | 546<br>45%         | 1023<br>37%            |
|                                                                                   |             | bf<br>53%            | b<br>39%             | b<br>83%              | bcf<br>90%  | abcdf<br>53%       | b<br>99%               |

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

**QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who personally use a mobile phone

|                                                                                      | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|--------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                      |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                              |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                                     | 5075  | 2427            | 2152            | 3917             | 3952 | 2153          | 4901              |
| Effective Weighted Sample                                                            | 3466  | 1641            | 1461            | 2718             | 2723 | 1492          | 3353              |
| Total                                                                                | 2875  | 1376            | 1223            | 2198             | 2223 | 1204          | 2762              |
|                                                                                      |       | 48%             | 43%             | 76%              | 77%  | 42%           | 96%               |
| Send/ receive emails                                                                 | 983   | 509             | 405             | 787              | 825  | 483           | 959               |
|                                                                                      | 34%   | 37%             | 33%             | 36%              | 37%  | 40%           | 35%               |
|                                                                                      |       | b               |                 |                  | b    | bcd           |                   |
|                                                                                      |       | 52%             | 41%             | 80%              | 84%  | 49%           | 98%               |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 897   | 447             | 338             | 722              | 792  | 539           | 887               |
|                                                                                      | 31%   | 32%             | 28%             | 33%              | 36%  | 45%           | 32%               |
|                                                                                      |       | b               |                 | b                | abcd | abcd          | b                 |
|                                                                                      |       | 50%             | 38%             | 81%              | 88%  | 60%           | 99%               |
| Take photos                                                                          | 821   | 428             | 331             | 653              | 681  | 378           | 803               |
|                                                                                      | 29%   | 31%             | 27%             | 30%              | 31%  | 31%           | 29%               |
|                                                                                      |       | b               |                 |                  | b    | b             |                   |
|                                                                                      |       | 52%             | 40%             | 80%              | 83%  | 46%           | 98%               |
| Accessing/ receiving news                                                            | 799   | 404             | 334             | 688              | 694  | 425           | 786               |
|                                                                                      | 28%   | 29%             | 27%             | 31%              | 31%  | 35%           | 28%               |
|                                                                                      |       |                 |                 | bf               | bf   | abcd          |                   |
|                                                                                      |       | 51%             | 42%             | 86%              | 87%  | 53%           | 98%               |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                 | 751   | 382             | 297             | 631              | 651  | 394           | 735               |
|                                                                                      | 26%   | 28%             | 24%             | 29%              | 29%  | 33%           | 27%               |
|                                                                                      |       | b               |                 | b                | bf   | abcd          |                   |
|                                                                                      |       | 51%             | 40%             | 84%              | 87%  | 53%           | 98%               |
| Listen to music (not radio)                                                          | 738   | 359             | 280             | 597              | 662  | 402           | 724               |
|                                                                                      | 26%   | 26%             | 23%             | 27%              | 30%  | 33%           | 26%               |
|                                                                                      |       | b               |                 | b                | abcd | abcd          | b                 |
|                                                                                      |       | 49%             | 38%             | 81%              | 90%  | 55%           | 98%               |
| Play games                                                                           | 639   | 347             | 227             | 518              | 565  | 339           | 625               |
|                                                                                      | 22%   | 25%             | 19%             | 24%              | 25%  | 28%           | 23%               |
|                                                                                      |       | bf              |                 | b                | bf   | bcd           | b                 |
|                                                                                      |       | 54%             | 36%             | 81%              | 88%  | 53%           | 98%               |

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

**QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who personally use a mobile phone

|                                                                                                                   | Total      | TV SERVICES            |                        |                        |                          | YOUTUBE                    | ANY SER-<br>VICES      |
|-------------------------------------------------------------------------------------------------------------------|------------|------------------------|------------------------|------------------------|--------------------------|----------------------------|------------------------|
|                                                                                                                   |            | PAID TRAD<br>TV<br>a   | FREE TRAD<br>TV<br>b   | FREE<br>CATCH-UP<br>c  | SVOD<br>d                | SERV-<br>ICES<br>e         |                        |
| Significance Level: 95%                                                                                           |            |                        |                        |                        |                          |                            | f                      |
| Unweighted total                                                                                                  | 5075       | 2427                   | 2152                   | 3917                   | 3952                     | 2153                       | 4901                   |
| Effective Weighted Sample                                                                                         | 3466       | 1641                   | 1461                   | 2718                   | 2723                     | 1492                       | 3353                   |
| Total                                                                                                             | 2875       | 1376<br>48%            | 1223<br>43%            | 2198<br>76%            | 2223<br>77%              | 1204<br>42%                | 2762<br>96%            |
| Watching TV programmes/ films online e.g. Netflix, BBC<br>iPlayer, Sky Go                                         | 462<br>16% | 242<br>18%<br>b<br>52% | 158<br>13%<br>b<br>34% | 390<br>18%<br>b<br>84% | 430<br>19%<br>bf<br>93%  | 287<br>24%<br>abcdf<br>62% | 457<br>17%<br>b<br>99% |
| Contactless mobile payment at point of sale/ checkouts<br>e.g. Apple Pay, Google Wallet or contactless bank cards | 438<br>15% | 225<br>16%<br>b<br>51% | 163<br>13%<br>b<br>37% | 368<br>17%<br>b<br>84% | 397<br>18%<br>bf<br>91%  | 240<br>20%<br>abcf<br>55%  | 432<br>16%<br>b<br>99% |
| Listen to podcasts                                                                                                | 425<br>15% | 197<br>14%<br>b<br>46% | 157<br>13%<br>b<br>37% | 358<br>16%<br>b<br>84% | 398<br>18%<br>abf<br>94% | 242<br>20%<br>abcf<br>57%  | 421<br>15%<br>b<br>99% |
| Record video clips                                                                                                | 420<br>15% | 227<br>17%<br>b<br>54% | 148<br>12%<br>b<br>35% | 344<br>16%<br>b<br>82% | 366<br>16%<br>b<br>87%   | 214<br>18%<br>bf<br>51%    | 409<br>15%<br>b<br>98% |
| Use your phone for Sat Nav or directions                                                                          | 321<br>11% | 165<br>12%<br>b<br>51% | 135<br>11%<br>b<br>42% | 265<br>12%<br>b<br>82% | 278<br>13%<br>b<br>86%   | 177<br>15%<br>abcdf<br>55% | 314<br>11%<br>b<br>98% |
| Accessing/ receiving sports/ team news/ scores                                                                    | 296<br>10% | 170<br>12%<br>b<br>58% | 115<br>9%<br>b<br>39%  | 258<br>12%<br>b<br>87% | 260<br>12%<br>b<br>88%   | 159<br>13%<br>bf<br>54%    | 291<br>11%<br>b<br>99% |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                             | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-----------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                             |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                             |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%     |       |                 |                 |                  |      |               |                   |
| Unweighted total            | 5075  | 2427            | 2152            | 3917             | 3952 | 2153          | 4901              |
| Effective Weighted Sample   | 3466  | 1641            | 1461            | 2718             | 2723 | 1492          | 3353              |
| Total                       | 2875  | 1376            | 1223            | 2198             | 2223 | 1204          | 2762              |
|                             |       | 48%             | 43%             | 76%              | 77%  | 42%           | 96%               |
| Listen to radio             | 276   | 145             | 110             | 246              | 246  | 143           | 272               |
|                             | 10%   | 11%             | 9%              | 11%              | 11%  | 12%           | 10%               |
|                             |       |                 |                 | b                | b    | bf            |                   |
|                             |       | 53%             | 40%             | 89%              | 89%  | 52%           | 99%               |
| Listen to or read an e-book | 184   | 90              | 76              | 156              | 174  | 105           | 184               |
|                             | 6%    | 7%              | 6%              | 7%               | 8%   | 9%            | 7%                |
|                             |       |                 |                 |                  |      | abf           |                   |
|                             |       | 49%             | 41%             | 84%              | 94%  | 57%           | 100%              |
| Other                       | 105   | 44              | 37              | 68               | 66   | 30            | 93                |
|                             | 4%    | 3%              | 3%              | 3%               | 3%   | 2%            | 3%                |
|                             |       | 42%             | 36%             | 65%              | 63%  | 28%           | 89%               |
| None of these               | 249   | 107             | 113             | 165              | 153  | 75            | 226               |
|                             | 9%    | 8%              | 9%              | 7%               | 7%   | 6%            | 8%                |
|                             |       |                 | cde             |                  |      |               | e                 |
|                             |       | 43%             | 46%             | 66%              | 61%  | 30%           | 91%               |
| Don't know                  | 32    | 12              | 14              | 20               | 22   | 12            | 29                |
|                             | 1%    | 1%              | 1%              | 1%               | 1%   | 1%            | 1%                |
|                             |       | 39%             | 43%             | 63%              | 68%  | 37%           | 90%               |
| NOT ANSWERED [POSTAL ONLY]  | 107   | 39              | 60              | 45               | 28   | 9             | 96                |
|                             | 4%    | 3%              | 5%              | 2%               | 1%   | 1%            | 3%                |
|                             |       | de              | acdef           | de               |      |               | cde               |
|                             |       | 37%             | 56%             | 42%              | 26%  | 8%            | 90%               |
| WEB/ DATA ACCESS            | 2071  | 1049            | 861             | 1695             | 1759 | 997           | 2035              |
|                             | 72%   | 76%             | 70%             | 77%              | 79%  | 83%           | 74%               |
|                             |       | b               |                 | bf               | abf  | abcdf         | b                 |
|                             |       | 51%             | 42%             | 82%              | 85%  | 48%           | 98%               |
| ENTERTAINMENT               | 1763  | 883             | 703             | 1423             | 1517 | 887           | 1727              |
|                             | 61%   | 64%             | 57%             | 65%              | 68%  | 74%           | 63%               |
|                             |       | b               |                 | b                | abcf | abcdf         | b                 |
|                             |       | 50%             | 40%             | 81%              | 86%  | 50%           | 98%               |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

|                                 | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                 |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%         |       |                      |                      |                       |           |                    |                        |
| Unweighted total                | 5075  | 2427                 | 2152                 | 3917                  | 3952      | 2153               | 4901                   |
| Effective Weighted Sample       | 3466  | 1641                 | 1461                 | 2718                  | 2723      | 1492               | 3353                   |
| Total                           | 2875  | 1376                 | 1223                 | 2198                  | 2223      | 1204               | 2762                   |
|                                 |       | 48%                  | 43%                  | 76%                   | 77%       | 42%                | 96%                    |
| MESSAGING                       | 1699  | 864                  | 735                  | 1373                  | 1399      | 778                | 1664                   |
|                                 | 59%   | 63%                  | 60%                  | 62%                   | 63%       | 65%                | 60%                    |
|                                 |       |                      |                      |                       | f         | bf                 |                        |
|                                 |       | 51%                  | 43%                  | 81%                   | 82%       | 46%                | 98%                    |
| VIDEO OR VOICE CALLS USING VOIP | 1264  | 629                  | 521                  | 1068                  | 1112      | 659                | 1241                   |
|                                 | 44%   | 46%                  | 43%                  | 49%                   | 50%       | 55%                | 45%                    |
|                                 |       |                      |                      | bf                    | abf       | abcdf              |                        |
|                                 |       | 50%                  | 41%                  | 84%                   | 88%       | 52%                | 98%                    |
| LISTEN TO AUDIO CONTENT         | 1013  | 496                  | 383                  | 835                   | 914       | 549                | 995                    |
|                                 | 35%   | 36%                  | 31%                  | 38%                   | 41%       | 46%                | 36%                    |
|                                 |       | b                    | b                    | b                     | abcf      | abcdf              | b                      |
|                                 |       | 49%                  | 38%                  | 82%                   | 90%       | 54%                | 98%                    |
| WATCHING AV CONTENT             | 999   | 502                  | 377                  | 808                   | 887       | 589                | 987                    |
|                                 | 35%   | 36%                  | 31%                  | 37%                   | 40%       | 49%                | 36%                    |
|                                 |       | b                    | b                    | b                     | abcf      | abcdf              | b                      |
|                                 |       | 50%                  | 38%                  | 81%                   | 89%       | 59%                | 99%                    |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                                                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                  | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                         | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                             | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                   |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage) | 1331  | 549    | 771    | 157       | 298   | 454   | 412  | 79               | 97           | 162          | 649  | 378          | 383  | 231 | 290  | 1104     | 121       | 66    | 40  |
|                                                                                   | 44%   | 39%    | 50%    | 54%       | 51%   | 48%   | 37%  | 41%              | 39%          | 45%          | 51%  | 47%          | 50%  | 46% | 40%  | 44%      | 45%       | 44%   | 45% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 41%    | 58%    | 12%       | 22%   | 34%   | 31%  | 6%               | 7%           | 12%          | 49%  | 28%          | 29%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| General browsing/ surfing the internet                                            | 1274  | 554    | 708    | 136       | 291   | 448   | 391  | 70               | 101          | 158          | 589  | 338          | 351  | 253 | 283  | 1052     | 120       | 62    | 40  |
|                                                                                   | 42%   | 40%    | 46%    | 47%       | 50%   | 48%   | 35%  | 36%              | 40%          | 43%          | 46%  | 42%          | 46%  | 50% | 39%  | 42%      | 45%       | 41%   | 44% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 43%    | 56%    | 11%       | 23%   | 35%   | 31%  | 6%               | 8%           | 12%          | 46%  | 27%          | 28%  | 20% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive SMS text messages                                                   | 1206  | 519    | 672    | 136       | 214   | 393   | 449  | 89               | 103          | 164          | 484  | 288          | 292  | 233 | 337  | 991      | 113       | 62    | 39  |
|                                                                                   | 40%   | 37%    | 44%    | 47%       | 36%   | 42%   | 40%  | 46%              | 41%          | 45%          | 38%  | 36%          | 38%  | 46% | 46%  | 40%      | 42%       | 42%   | 44% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 43%    | 56%    | 11%       | 18%   | 33%   | 37%  | 7%               | 9%           | 14%          | 40%  | 24%          | 24%  | 19% | 28%  | 82%      | 9%        | 5%    | 3%  |
| Make normal calls                                                                 | 1167  | 497    | 655    | 119       | 213   | 381   | 436  | 78               | 97           | 149          | 463  | 273          | 287  | 223 | 320  | 969      | 98        | 60    | 39  |
|                                                                                   | 39%   | 36%    | 43%    | 41%       | 36%   | 41%   | 39%  | 40%              | 39%          | 41%          | 36%  | 34%          | 37%  | 44% | 44%  | 39%      | 36%       | 40%   | 43% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 43%    | 56%    | 10%       | 18%   | 33%   | 37%  | 7%               | 8%           | 13%          | 40%  | 23%          | 25%  | 19% | 27%  | 83%      | 8%        | 5%    | 3%  |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                     | 1155  | 458    | 687    | 159       | 289   | 411   | 284  | 55               | 75           | 118          | 623  | 352          | 377  | 180 | 212  | 958      | 110       | 53    | 32  |
|                                                                                   | 38%   | 33%    | 45%    | 55%       | 49%   | 44%   | 26%  | 28%              | 30%          | 32%          | 49%  | 44%          | 49%  | 36% | 29%  | 38%      | 41%       | 36%   | 36% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 40%    | 59%    | 14%       | 25%   | 36%   | 25%  | 5%               | 6%           | 10%          | 54%  | 30%          | 33%  | 16% | 18%  | 83%      | 10%       | 5%    | 3%  |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram          | 1037  | 393    | 634    | 176       | 249   | 358   | 246  | 71               | 84           | 117          | 483  | 252          | 327  | 183 | 238  | 847      | 102       | 54    | 33  |
|                                                                                   | 35%   | 28%    | 41%    | 60%       | 42%   | 38%   | 22%  | 37%              | 34%          | 32%          | 38%  | 32%          | 42%  | 36% | 32%  | 34%      | 38%       | 36%   | 37% |
|                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                                                                   |       | 38%    | 61%    | 17%       | 24%   | 35%   | 24%  | 7%               | 8%           | 11%          | 47%  | 24%          | 32%  | 18% | 23%  | 82%      | 10%       | 5%    | 3%  |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                                                                                      | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                      |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                              |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                     | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                            | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                                | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                      |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive emails                                                                 | 983   | 420    | 552    | 114       | 210   | 334   | 316  | 64               | 80           | 111          | 422  | 253          | 255  | 191 | 242  | 812      | 91        | 49    | 31  |
|                                                                                      | 33%   | 30%    | 36%    | 39%       | 36%   | 36%   | 29%  | 33%              | 32%          | 31%          | 33%  | 32%          | 33%  | 38% | 33%  | 33%      | 34%       | 32%   | 34% |
|                                                                                      |       | a      | f      | f         | f     | f     |      |                  |              |              |      |              |      | k   |      |          |           |       |     |
|                                                                                      |       | 43%    | 56%    | 12%       | 21%   | 34%   | 32%  | 7%               | 8%           | 11%          | 43%  | 26%          | 26%  | 19% | 25%  | 83%      | 9%        | 5%    | 3%  |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 897   | 400    | 489    | 153       | 255   | 295   | 188  | 61               | 60           | 101          | 426  | 204          | 276  | 174 | 205  | 736      | 87        | 46    | 27  |
|                                                                                      | 30%   | 29%    | 32%    | 52%       | 44%   | 31%   | 17%  | 31%              | 24%          | 28%          | 34%  | 26%          | 36%  | 34% | 28%  | 30%      | 32%       | 31%   | 30% |
|                                                                                      |       | a      | def    | ef        | f     | f     |      |                  |              |              | hi   |              | kn   | kn  |      |          |           |       |     |
|                                                                                      |       | 45%    | 55%    | 17%       | 28%   | 33%   | 21%  | 7%               | 7%           | 11%          | 47%  | 23%          | 31%  | 19% | 23%  | 82%      | 10%       | 5%    | 3%  |
| Take photos                                                                          | 821   | 318    | 496    | 97        | 185   | 291   | 243  | 59               | 58           | 109          | 346  | 195          | 215  | 166 | 209  | 671      | 80        | 44    | 26  |
|                                                                                      | 27%   | 23%    | 32%    | 33%       | 32%   | 31%   | 22%  | 30%              | 23%          | 30%          | 27%  | 24%          | 28%  | 33% | 29%  | 27%      | 30%       | 29%   | 29% |
|                                                                                      |       | a      | f      | f         | f     | f     |      |                  |              | h            |      |              |      | k   | k    |          |           |       |     |
|                                                                                      |       | 39%    | 60%    | 12%       | 23%   | 35%   | 30%  | 7%               | 7%           | 13%          | 42%  | 24%          | 26%  | 20% | 25%  | 82%      | 10%       | 5%    | 3%  |
| Accessing/ receiving news                                                            | 799   | 361    | 431    | 97        | 182   | 264   | 252  | 44               | 46           | 103          | 404  | 223          | 255  | 137 | 159  | 653      | 83        | 39    | 24  |
|                                                                                      | 27%   | 26%    | 28%    | 33%       | 31%   | 28%   | 23%  | 23%              | 18%          | 28%          | 32%  | 28%          | 33%  | 27% | 22%  | 26%      | 31%       | 26%   | 27% |
|                                                                                      |       | f      | f      | f         | f     | f     |      |                  |              | h            | gh   | n            | kmn  | n   |      |          |           |       |     |
|                                                                                      |       | 45%    | 54%    | 12%       | 23%   | 33%   | 32%  | 6%               | 6%           | 13%          | 51%  | 28%          | 32%  | 17% | 20%  | 82%      | 10%       | 5%    | 3%  |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                 | 751   | 313    | 430    | 87        | 186   | 276   | 197  | 33               | 45           | 87           | 386  | 237          | 229  | 116 | 147  | 637      | 58        | 35    | 21  |
|                                                                                      | 25%   | 22%    | 28%    | 30%       | 32%   | 29%   | 18%  | 17%              | 18%          | 24%          | 30%  | 30%          | 30%  | 23% | 20%  | 26%      | 21%       | 24%   | 23% |
|                                                                                      |       | a      | f      | f         | f     | f     |      |                  |              | g            | ghi  | mn           | mn   |     |      |          |           |       |     |
|                                                                                      |       | 42%    | 57%    | 12%       | 25%   | 37%   | 26%  | 4%               | 6%           | 12%          | 51%  | 32%          | 30%  | 15% | 20%  | 85%      | 8%        | 5%    | 3%  |
| Listen to music (not radio)                                                          | 738   | 346    | 379    | 146       | 208   | 252   | 124  | 46               | 52           | 76           | 336  | 188          | 230  | 134 | 160  | 609      | 71        | 33    | 24  |
|                                                                                      | 25%   | 25%    | 25%    | 50%       | 35%   | 27%   | 11%  | 24%              | 21%          | 21%          | 27%  | 24%          | 30%  | 26% | 22%  | 24%      | 26%       | 22%   | 26% |
|                                                                                      |       |        |        | def       | ef    | f     |      |                  |              |              | hi   |              | kn   |     |      |          |           |       |     |
|                                                                                      |       | 47%    | 51%    | 20%       | 28%   | 34%   | 17%  | 6%               | 7%           | 10%          | 46%  | 26%          | 31%  | 18% | 22%  | 83%      | 10%       | 5%    | 3%  |
| Play games                                                                           | 639   | 281    | 350    | 113       | 172   | 232   | 115  | 49               | 48           | 83           | 276  | 133          | 190  | 123 | 164  | 533      | 60        | 30    | 16  |
|                                                                                      | 21%   | 20%    | 23%    | 39%       | 29%   | 25%   | 10%  | 25%              | 19%          | 23%          | 22%  | 17%          | 25%  | 24% | 22%  | 21%      | 22%       | 20%   | 18% |
|                                                                                      |       |        |        | def       | ef    | f     |      |                  |              |              |      |              | k    | k   | k    |          |           |       |     |
|                                                                                      |       | 44%    | 55%    | 18%       | 27%   | 36%   | 18%  | 8%               | 8%           | 13%          | 43%  | 21%          | 30%  | 19% | 26%  | 83%      | 9%        | 5%    | 3%  |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                                                                                                                | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                        |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                               | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                                                      | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                                                          | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                                                |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 462   | 212    | 245    | 105       | 146   | 153   | 56   | 29               | 27           | 55           | 222  | 114          | 153  | 84  | 101  | 380      | 46        | 23    | 14  |
|                                                                                                                | 15%   | 15%    | 16%    | 36%       | 25%   | 16%   | 5%   | 15%              | 11%          | 15%          | 18%  | 14%          | 20%  | 17% | 14%  | 15%      | 17%       | 15%   | 15% |
|                                                                                                                |       |        |        | def       | ef    | f     |      |                  |              |              | h    |              | kn   |     |      |          |           |       |     |
|                                                                                                                |       | 46%    | 53%    | 23%       | 32%   | 33%   | 12%  | 6%               | 6%           | 12%          | 48%  | 25%          | 33%  | 18% | 22%  | 82%      | 10%       | 5%    | 3%  |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 438   | 187    | 247    | 85        | 122   | 136   | 92   | 21               | 35           | 59           | 225  | 121          | 135  | 84  | 86   | 362      | 44        | 20    | 13  |
|                                                                                                                | 15%   | 13%    | 16%    | 29%       | 21%   | 14%   | 8%   | 11%              | 14%          | 16%          | 18%  | 15%          | 18%  | 17% | 12%  | 15%      | 16%       | 13%   | 15% |
|                                                                                                                |       |        | a      | def       | ef    | f     |      |                  |              |              | g    | n            | n    | n   |      |          |           |       |     |
|                                                                                                                |       | 43%    | 56%    | 19%       | 28%   | 31%   | 21%  | 5%               | 8%           | 14%          | 51%  | 28%          | 31%  | 19% | 20%  | 83%      | 10%       | 4%    | 3%  |
| Listen to podcasts                                                                                             | 425   | 200    | 220    | 73        | 136   | 133   | 80   | 18               | 16           | 44           | 244  | 146          | 166  | 55  | 44   | 351      | 41        | 19    | 15  |
|                                                                                                                | 14%   | 14%    | 14%    | 25%       | 23%   | 14%   | 7%   | 9%               | 6%           | 12%          | 19%  | 18%          | 22%  | 11% | 6%   | 14%      | 15%       | 12%   | 17% |
|                                                                                                                |       |        |        | ef        | ef    | f     |      |                  |              | h            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                                                |       | 47%    | 52%    | 17%       | 32%   | 31%   | 19%  | 4%               | 4%           | 10%          | 57%  | 34%          | 39%  | 13% | 10%  | 83%      | 10%       | 4%    | 4%  |
| Record video clips                                                                                             | 420   | 156    | 260    | 59        | 115   | 146   | 97   | 29               | 25           | 51           | 191  | 98           | 118  | 88  | 100  | 348      | 37        | 23    | 12  |
|                                                                                                                | 14%   | 11%    | 17%    | 20%       | 20%   | 16%   | 9%   | 15%              | 10%          | 14%          | 15%  | 12%          | 15%  | 17% | 14%  | 14%      | 14%       | 15%   | 14% |
|                                                                                                                |       |        | a      | ef        | ef    | f     |      |                  |              |              | h    |              | k    | k   |      |          |           |       |     |
|                                                                                                                |       | 37%    | 62%    | 14%       | 27%   | 35%   | 23%  | 7%               | 6%           | 12%          | 46%  | 23%          | 28%  | 21% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Use your phone for Sat Nav or directions                                                                       | 321   | 152    | 167    | 36        | 65    | 120   | 97   | 14               | 24           | 47           | 149  | 81           | 68   | 85  | 77   | 259      | 37        | 17    | 8   |
|                                                                                                                | 11%   | 11%    | 11%    | 12%       | 11%   | 13%   | 9%   | 7%               | 9%           | 13%          | 12%  | 10%          | 9%   | 17% | 11%  | 10%      | 14%       | 11%   | 9%  |
|                                                                                                                |       |        |        | f         | f     | f     |      |                  |              | g            | g    |              |      | kln |      |          | r         |       |     |
|                                                                                                                |       | 47%    | 52%    | 11%       | 20%   | 37%   | 30%  | 4%               | 7%           | 15%          | 46%  | 25%          | 21%  | 26% | 24%  | 81%      | 11%       | 5%    | 2%  |
| Accessing/ receiving sports/ team news/ scores                                                                 | 296   | 216    | 78     | 32        | 57    | 101   | 104  | 8                | 18           | 34           | 153  | 81           | 89   | 60  | 57   | 249      | 27        | 12    | 8   |
|                                                                                                                | 10%   | 15%    | 5%     | 11%       | 10%   | 11%   | 9%   | 4%               | 7%           | 9%           | 12%  | 10%          | 12%  | 12% | 8%   | 10%      | 10%       | 8%    | 9%  |
|                                                                                                                |       | b      |        |           |       |       |      |                  |              | g            | gh   |              | n    | n   |      |          |           |       |     |
|                                                                                                                |       | 73%    | 26%    | 11%       | 19%   | 34%   | 35%  | 3%               | 6%           | 11%          | 52%  | 27%          | 30%  | 20% | 19%  | 84%      | 9%        | 4%    | 3%  |

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



QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total            | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample   | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                       | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                             |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Listen to radio             | 276   | 134    | 138    | 17        | 68    | 112   | 74   | 12               | 19           | 25           | 152  | 96           | 77   | 48  | 48   | 232      | 18        | 16    | 10  |
|                             | 9%    | 10%    | 9%     | 6%        | 12%   | 12%   | 7%   | 6%               | 7%           | 7%           | 12%  | 12%          | 10%  | 9%  | 7%   | 9%       | 7%        | 10%   | 11% |
|                             |       |        |        |           | cf    | cf    |      |                  |              |              | ghi  | n            | n    |     |      |          |           | p     |     |
|                             |       | 49%    | 50%    | 6%        | 25%   | 41%   | 27%  | 4%               | 7%           | 9%           | 55%  | 35%          | 28%  | 17% | 17%  | 84%      | 7%        | 6%    | 4%  |
| Listen to or read an e-book | 184   | 64     | 120    | 27        | 47    | 63    | 47   | 8                | 17           | 24           | 93   | 56           | 66   | 27  | 33   | 150      | 17        | 10    | 7   |
|                             | 6%    | 5%     | 8%     | 9%        | 8%    | 7%    | 4%   | 4%               | 7%           | 7%           | 7%   | 7%           | 9%   | 5%  | 5%   | 6%       | 6%        | 6%    | 8%  |
|                             |       |        | a      | f         | f     | f     |      |                  |              |              |      | n            | mn   |     |      |          |           |       |     |
|                             |       | 35%    | 65%    | 15%       | 25%   | 34%   | 25%  | 4%               | 9%           | 13%          | 51%  | 30%          | 36%  | 14% | 18%  | 82%      | 9%        | 5%    | 4%  |
| Other                       | 105   | 51     | 51     | 10        | 13    | 23    | 56   | 4                | 7            | 17           | 36   | 29           | 22   | 12  | 35   | 89       | 8         | 4     | 4   |
|                             | 3%    | 4%     | 3%     | 3%        | 2%    | 2%    | 5%   | 2%               | 3%           | 5%           | 3%   | 4%           | 3%   | 2%  | 5%   | 4%       | 3%        | 3%    | 4%  |
|                             |       |        |        |           |       |       | de   |                  |              |              |      |              |      |     | lm   |          |           |       |     |
|                             |       | 48%    | 48%    | 9%        | 12%   | 22%   | 53%  | 4%               | 6%           | 16%          | 34%  | 27%          | 21%  | 12% | 33%  | 85%      | 8%        | 4%    | 3%  |
| None of these               | 249   | 155    | 89     | 8         | 33    | 73    | 127  | 17               | 19           | 38           | 106  | 83           | 53   | 43  | 52   | 204      | 26        | 14    | 5   |
|                             | 8%    | 11%    | 6%     | 3%        | 6%    | 8%    | 11%  | 9%               | 8%           | 10%          | 8%   | 10%          | 7%   | 8%  | 7%   | 8%       | 10%       | 9%    | 5%  |
|                             |       | b      |        |           | c     | c     | cde  |                  |              |              |      | ln           |      |     |      | r        | r         | r     |     |
|                             |       | 62%    | 36%    | 3%        | 13%   | 29%   | 51%  | 7%               | 8%           | 15%          | 42%  | 33%          | 21%  | 17% | 21%  | 82%      | 11%       | 6%    | 2%  |
| Don't know                  | 32    | 18     | 14     | 5         | 12    | 9     | 4    | 1                | 3            | 5            | 10   | 7            | 10   | 10  | 2    | 28       | 1         | 2     | 1   |
|                             | 1%    | 1%     | 1%     | 2%        | 2%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 2%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                             |       |        |        | f         | f     |       |      |                  |              |              |      |              | n    | n   |      |          |           |       |     |
|                             |       | 57%    | 43%    | 16%       | 37%   | 28%   | 14%  | 4%               | 10%          | 17%          | 33%  | 21%          | 32%  | 30% | 6%   | 89%      | 2%        | 6%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]  | 107   | 50     | 55     | -         | *     | 8     | 88   | 16               | 21           | 13           | 15   | 13           | 12   | 17  | 49   | 86       | 12        | 6     | 3   |
|                             | 4%    | 4%     | 4%     | -%        | 1%    | 1%    | 8%   | 8%               | 8%           | 4%           | 1%   | 2%           | 2%   | 3%  | 7%   | 3%       | 4%        | 4%    | 3%  |
|                             |       |        |        |           |       | d     | cde  | ij               | ij           | j            |      |              |      | kl  | klm  |          |           |       |     |
|                             |       | 47%    | 51%    | -%        | 1%    | 7%    | 82%  | 15%              | 20%          | 12%          | 14%  | 12%          | 11%  | 16% | 46%  | 80%      | 11%       | 6%    | 3%  |
| WEB/ DATA ACCESS            | 2071  | 909    | 1140   | 238       | 472   | 721   | 623  | 115              | 154          | 236          | 994  | 588          | 595  | 363 | 446  | 1710     | 196       | 102   | 63  |
|                             | 69%   | 65%    | 74%    | 82%       | 80%   | 77%   | 56%  | 59%              | 61%          | 65%          | 78%  | 74%          | 77%  | 72% | 61%  | 69%      | 72%       | 68%   | 70% |
|                             |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | n            | mn   | n   |      |          |           |       |     |
|                             |       | 44%    | 55%    | 11%       | 23%   | 35%   | 30%  | 6%               | 7%           | 11%          | 48%  | 28%          | 29%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |
| ENTERTAINMENT               | 1763  | 762    | 978    | 235       | 432   | 615   | 465  | 107              | 129          | 209          | 828  | 466          | 515  | 316 | 392  | 1468     | 154       | 86    | 54  |
|                             | 59%   | 55%    | 63%    | 81%       | 74%   | 66%   | 42%  | 56%              | 51%          | 58%          | 65%  | 58%          | 67%  | 62% | 54%  | 59%      | 57%       | 58%   | 60% |
|                             |       |        | a      | def       | ef    | f     |      |                  |              |              | ghi  | n            | kn   | n   |      |          |           |       |     |
|                             |       | 43%    | 55%    | 13%       | 25%   | 35%   | 26%  | 6%               | 7%           | 12%          | 47%  | 26%          | 29%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |

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

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Base : All respondents

|                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample       | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                           | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                 |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| MESSAGING                       | 1699  | 728    | 952    | 185       | 343   | 568   | 585  | 109              | 129          | 215          | 761  | 463          | 452  | 296 | 416  | 1410     | 152       | 85    | 53  |
|                                 | 57%   | 52%    | 62%    | 64%       | 59%   | 61%   | 53%  | 56%              | 51%          | 59%          | 60%  | 58%          | 59%  | 58% | 57%  | 57%      | 56%       | 57%   | 58% |
|                                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                 |       | 43%    | 56%    | 11%       | 20%   | 33%   | 34%  | 6%               | 8%           | 13%          | 45%  | 27%          | 27%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| VIDEO OR VOICE CALLS USING VOIP | 1264  | 504    | 748    | 166       | 312   | 448   | 326  | 58               | 83           | 131          | 671  | 387          | 404  | 194 | 241  | 1050     | 118       | 60    | 36  |
|                                 | 42%   | 36%    | 48%    | 57%       | 53%   | 48%   | 29%  | 30%              | 33%          | 36%          | 53%  | 49%          | 52%  | 38% | 33%  | 42%      | 44%       | 40%   | 40% |
|                                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                 |       | 40%    | 59%    | 13%       | 25%   | 35%   | 26%  | 5%               | 7%           | 10%          | 53%  | 31%          | 32%  | 15% | 19%  | 83%      | 9%        | 5%    | 3%  |
| LISTEN TO AUDIO CONTENT         | 1013  | 468    | 528    | 170       | 289   | 352   | 190  | 59               | 64           | 104          | 505  | 288          | 329  | 172 | 189  | 846      | 88        | 46    | 33  |
|                                 | 34%   | 34%    | 34%    | 58%       | 49%   | 37%   | 17%  | 31%              | 25%          | 29%          | 40%  | 36%          | 43%  | 34% | 26%  | 34%      | 33%       | 31%   | 36% |
|                                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                 |       | 46%    | 52%    | 17%       | 29%   | 35%   | 19%  | 6%               | 6%           | 10%          | 50%  | 28%          | 33%  | 17% | 19%  | 84%      | 9%        | 5%    | 3%  |
| WATCHING AV CONTENT             | 999   | 449    | 540    | 171       | 280   | 336   | 206  | 67               | 71           | 112          | 476  | 235          | 307  | 192 | 227  | 824      | 96        | 49    | 30  |
|                                 | 33%   | 32%    | 35%    | 59%       | 48%   | 36%   | 19%  | 35%              | 28%          | 31%          | 38%  | 29%          | 40%  | 38% | 31%  | 33%      | 36%       | 33%   | 34% |
|                                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                 |       | 45%    | 54%    | 17%       | 28%   | 34%   | 21%  | 7%               | 7%           | 11%          | 48%  | 23%          | 31%  | 19% | 23%  | 82%      | 10%       | 5%    | 3%  |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                  | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                         | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                             | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                   |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage) | 1331  | 181             | 188        | 106        | 92        | 117       | 86          | 110           | 64         | 159        | 1147     | 184   | 867            | 438         | 641               | 691          |
|                                                                                   | 44%   | 50%             | 43%        | 42%        | 42%       | 41%       | 41%         | 46%           | 48%        | 44%        | 44%      | 45%   | 50%            | 39%         | 43%               | 46%          |
|                                                                                   |       | cdef            |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                   |       | 14%             | 14%        | 8%         | 7%        | 9%        | 6%          | 8%            | 5%         | 12%        | 86%      | 14%   | 65%            | 33%         | 48%               | 52%          |
| General browsing/ surfing the internet                                            | 1274  | 173             | 174        | 90         | 96        | 112       | 72          | 105           | 63         | 167        | 1120     | 154   | 845            | 397         | 601               | 673          |
|                                                                                   | 42%   | 48%             | 40%        | 36%        | 44%       | 40%       | 35%         | 44%           | 48%        | 46%        | 43%      | 37%   | 48%            | 35%         | 40%               | 45%          |
|                                                                                   |       | bcef            |            |            | cf        |           |             | cf            | bcf        | cf         | k        |       | m              |             | n                 |              |
|                                                                                   |       | 14%             | 14%        | 7%         | 8%        | 9%        | 6%          | 8%            | 5%         | 13%        | 88%      | 12%   | 66%            | 31%         | 47%               | 53%          |
| Send/ receive SMS text messages                                                   | 1206  | 130             | 153        | 91         | 99        | 120       | 70          | 102           | 66         | 161        | 1054     | 152   | 703            | 471         | 559               | 647          |
|                                                                                   | 40%   | 36%             | 35%        | 36%        | 45%       | 43%       | 34%         | 42%           | 50%        | 44%        | 41%      | 37%   | 40%            | 42%         | 38%               | 43%          |
|                                                                                   |       |                 |            |            | abcf      | bf        |             | bf            | abcf       | abcf       |          |       |                |             | n                 |              |
|                                                                                   |       | 11%             | 13%        | 8%         | 8%        | 10%       | 6%          | 8%            | 5%         | 13%        | 87%      | 13%   | 58%            | 39%         | 46%               | 54%          |
| Make normal calls                                                                 | 1167  | 145             | 147        | 90         | 95        | 111       | 66          | 103           | 61         | 153        | 1011     | 156   | 678            | 451         | 537               | 630          |
|                                                                                   | 39%   | 40%             | 34%        | 36%        | 43%       | 39%       | 31%         | 43%           | 47%        | 42%        | 39%      | 38%   | 39%            | 40%         | 36%               | 42%          |
|                                                                                   |       | f               |            |            | bf        | f         |             | bf            | bcf        | bf         |          |       |                |             | n                 |              |
|                                                                                   |       | 12%             | 13%        | 8%         | 8%        | 9%        | 6%          | 9%            | 5%         | 13%        | 87%      | 13%   | 58%            | 39%         | 46%               | 54%          |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                     | 1155  | 172             | 167        | 91         | 84        | 95        | 86          | 87            | 47         | 129        | 1002     | 152   | 789            | 346         | 566               | 589          |
|                                                                                   | 38%   | 48%             | 38%        | 36%        | 38%       | 34%       | 41%         | 36%           | 35%        | 36%        | 39%      | 37%   | 45%            | 31%         | 38%               | 39%          |
|                                                                                   |       | bcdeghi         |            |            |           |           | e           |               |            |            |          |       | m              |             |                   |              |
|                                                                                   |       | 15%             | 14%        | 8%         | 7%        | 8%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%          |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram          | 1037  | 142             | 137        | 74         | 81        | 91        | 60          | 86            | 54         | 122        | 909      | 128   | 689            | 323         | 459               | 577          |
|                                                                                   | 35%   | 40%             | 31%        | 29%        | 37%       | 32%       | 29%         | 36%           | 41%        | 34%        | 35%      | 31%   | 40%            | 29%         | 31%               | 38%          |
|                                                                                   |       | bcf             |            |            | cf        |           |             |               | bcef       |            |          |       | m              |             | n                 |              |
|                                                                                   |       | 14%             | 13%        | 7%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 88%      | 12%   | 66%            | 31%         | 44%               | 56%          |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                                                                                      | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                      |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                              |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                     | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                            | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                      |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Send/ receive emails                                                                 | 983   | 126             | 143        | 61         | 76        | 98        | 54          | 87            | 53         | 113        | 854      | 129   | 613            | 346         | 447               | 536          |
|                                                                                      | 33%   | 35%             | 33%        | 24%        | 35%       | 35%       | 26%         | 36%           | 40%        | 31%        | 33%      | 31%   | 35%            | 31%         | 30%               | 35%          |
|                                                                                      |       | cf              | cf         |            | cf        | cf        |             | cf            | bcfi       |            |          |       | m              |             |                   | n            |
|                                                                                      |       | 13%             | 15%        | 6%         | 8%        | 10%       | 6%          | 9%            | 5%         | 12%        | 87%      | 13%   | 62%            | 35%         | 45%               | 55%          |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 897   | 132             | 129        | 54         | 66        | 77        | 51          | 77            | 45         | 106        | 804      | 93    | 608            | 266         | 369               | 528          |
|                                                                                      | 30%   | 37%             | 30%        | 22%        | 30%       | 27%       | 25%         | 32%           | 34%        | 29%        | 31%      | 23%   | 35%            | 23%         | 25%               | 35%          |
|                                                                                      |       | bcefi           | c          |            | c         |           |             | cf            | cf         | c          | k        |       | m              |             |                   | n            |
|                                                                                      |       | 15%             | 14%        | 6%         | 7%        | 9%        | 6%          | 9%            | 5%         | 12%        | 90%      | 10%   | 68%            | 30%         | 41%               | 59%          |
| Take photos                                                                          | 821   | 88              | 116        | 59         | 70        | 80        | 48          | 75            | 45         | 89         | 700      | 121   | 517            | 287         | 380               | 442          |
|                                                                                      | 27%   | 24%             | 27%        | 24%        | 32%       | 28%       | 23%         | 31%           | 34%        | 25%        | 27%      | 29%   | 30%            | 25%         | 26%               | 29%          |
|                                                                                      |       |                 |            |            | acfi      |           |             | cf            | abcfi      |            |          |       | m              |             |                   | n            |
|                                                                                      |       | 11%             | 14%        | 7%         | 9%        | 10%       | 6%          | 9%            | 6%         | 11%        | 85%      | 15%   | 63%            | 35%         | 46%               | 54%          |
| Accessing/ receiving news                                                            | 799   | 112             | 119        | 54         | 62        | 68        | 43          | 59            | 40         | 97         | 705      | 94    | 528            | 255         | 377               | 421          |
|                                                                                      | 27%   | 31%             | 27%        | 21%        | 28%       | 24%       | 21%         | 24%           | 30%        | 27%        | 27%      | 23%   | 30%            | 23%         | 25%               | 28%          |
|                                                                                      |       | cefg            | f          |            | cf        |           |             |               | cf         |            | k        |       | m              |             |                   |              |
|                                                                                      |       | 14%             | 15%        | 7%         | 8%        | 9%        | 5%          | 7%            | 5%         | 12%        | 88%      | 12%   | 66%            | 32%         | 47%               | 53%          |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                 | 751   | 118             | 116        | 53         | 61        | 63        | 52          | 58            | 25         | 90         | 655      | 96    | 525            | 211         | 368               | 382          |
|                                                                                      | 25%   | 33%             | 27%        | 21%        | 28%       | 22%       | 25%         | 24%           | 19%        | 25%        | 25%      | 23%   | 30%            | 19%         | 25%               | 25%          |
|                                                                                      |       | cefg hi         | h          |            | ch        |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                      |       | 16%             | 15%        | 7%         | 8%        | 8%        | 7%          | 8%            | 3%         | 12%        | 87%      | 13%   | 70%            | 28%         | 49%               | 51%          |
| Listen to music (not radio)                                                          | 738   | 118             | 90         | 51         | 56        | 55        | 49          | 62            | 39         | 91         | 659      | 79    | 515            | 208         | 310               | 428          |
|                                                                                      | 25%   | 33%             | 21%        | 20%        | 25%       | 19%       | 23%         | 26%           | 29%        | 25%        | 25%      | 19%   | 30%            | 18%         | 21%               | 28%          |
|                                                                                      |       | bcd ef g i      |            |            |           |           |             |               | bce        |            | k        |       | m              |             |                   | n            |
|                                                                                      |       | 16%             | 12%        | 7%         | 8%        | 7%        | 7%          | 8%            | 5%         | 12%        | 89%      | 11%   | 70%            | 28%         | 42%               | 58%          |
| Play games                                                                           | 639   | 66              | 87         | 39         | 66        | 59        | 47          | 62            | 32         | 74         | 570      | 68    | 417            | 201         | 246               | 392          |
|                                                                                      | 21%   | 18%             | 20%        | 15%        | 30%       | 21%       | 23%         | 26%           | 25%        | 20%        | 22%      | 17%   | 24%            | 18%         | 17%               | 26%          |
|                                                                                      |       |                 |            |            | abcefi    |           | c           | ac            | c          |            | k        |       | m              |             |                   | n            |
|                                                                                      |       | 10%             | 14%        | 6%         | 10%       | 9%        | 7%          | 10%           | 5%         | 12%        | 89%      | 11%   | 65%            | 31%         | 39%               | 61%          |

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

**QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents

|                                                                                                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                               | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                                                      | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                                          | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                                                |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 462   | 77              | 65         | 29         | 40        | 33        | 30          | 40            | 21         | 45         | 421      | 42    | 325            | 128         | 174               | 288          |
|                                                                                                                | 15%   | 21%             | 15%        | 12%        | 18%       | 12%       | 14%         | 17%           | 16%        | 12%        | 16%      | 10%   | 19%            | 11%         | 12%               | 19%          |
|                                                                                                                |       | bcefi           |            |            | ce        |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                |       | 17%             | 14%        | 6%         | 9%        | 7%        | 7%          | 9%            | 4%         | 10%        | 91%      | 9%    | 70%            | 28%         | 38%               | 62%          |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 438   | 52              | 59         | 33         | 41        | 40        | 20          | 35            | 18         | 64         | 384      | 54    | 303            | 129         | 195               | 244          |
|                                                                                                                | 15%   | 14%             | 14%        | 13%        | 19%       | 14%       | 10%         | 14%           | 13%        | 18%        | 15%      | 13%   | 17%            | 11%         | 13%               | 16%          |
|                                                                                                                |       |                 |            |            | cf        |           |             |               |            | f          |          |       | m              |             |                   | n            |
|                                                                                                                |       | 12%             | 14%        | 7%         | 9%        | 9%        | 5%          | 8%            | 4%         | 15%        | 88%      | 12%   | 69%            | 29%         | 44%               | 56%          |
| Listen to podcasts                                                                                             | 425   | 75              | 59         | 31         | 28        | 35        | 31          | 30            | 13         | 48         | 376      | 48    | 316            | 101         | 201               | 224          |
|                                                                                                                | 14%   | 21%             | 14%        | 12%        | 13%       | 13%       | 15%         | 13%           | 10%        | 13%        | 15%      | 12%   | 18%            | 9%          | 13%               | 15%          |
|                                                                                                                |       | bdefghi         |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                |       | 18%             | 14%        | 7%         | 7%        | 8%        | 7%          | 7%            | 3%         | 11%        | 89%      | 11%   | 74%            | 24%         | 47%               | 53%          |
| Record video clips                                                                                             | 420   | 59              | 66         | 29         | 30        | 42        | 26          | 30            | 20         | 46         | 374      | 46    | 272            | 141         | 169               | 251          |
|                                                                                                                | 14%   | 16%             | 15%        | 12%        | 14%       | 15%       | 12%         | 12%           | 15%        | 13%        | 14%      | 11%   | 16%            | 12%         | 11%               | 17%          |
|                                                                                                                |       |                 |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                |       | 14%             | 16%        | 7%         | 7%        | 10%       | 6%          | 7%            | 5%         | 11%        | 89%      | 11%   | 65%            | 34%         | 40%               | 60%          |
| Use your phone for Sat Nav or directions                                                                       | 321   | 42              | 50         | 23         | 21        | 27        | 17          | 28            | 15         | 37         | 286      | 36    | 222            | 91          | 134               | 188          |
|                                                                                                                | 11%   | 12%             | 11%        | 9%         | 9%        | 10%       | 8%          | 12%           | 11%        | 10%        | 11%      | 9%    | 13%            | 8%          | 9%                | 12%          |
|                                                                                                                |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | n                 |              |
|                                                                                                                |       | 13%             | 16%        | 7%         | 6%        | 8%        | 5%          | 9%            | 5%         | 11%        | 89%      | 11%   | 69%            | 28%         | 42%               | 58%          |
| Accessing/ receiving sports/ team news/ scores                                                                 | 296   | 43              | 38         | 16         | 24        | 32        | 15          | 27            | 13         | 42         | 255      | 41    | 207            | 83          | 135               | 161          |
|                                                                                                                | 10%   | 12%             | 9%         | 6%         | 11%       | 11%       | 7%          | 11%           | 10%        | 12%        | 10%      | 10%   | 12%            | 7%          | 9%                | 11%          |
|                                                                                                                |       | cf              |            |            | c         | c         |             | c             |            | c          |          |       | m              |             |                   |              |
|                                                                                                                |       | 14%             | 13%        | 5%         | 8%        | 11%       | 5%          | 9%            | 4%         | 14%        | 86%      | 14%   | 70%            | 28%         | 46%               | 54%          |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total            | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample   | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                       | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                             |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Listen to radio             | 276   | 40              | 41         | 21         | 26        | 22        | 23          | 19            | 11         | 29         | 230      | 45    | 209            | 60          | 135               | 140          |
|                             | 9%    | 11%             | 9%         | 8%         | 12%       | 8%        | 11%         | 8%            | 8%         | 8%         | 9%       | 11%   | 12%            | 5%          | 9%                | 9%           |
|                             |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                             |       | 15%             | 15%        | 8%         | 9%        | 8%        | 8%          | 7%            | 4%         | 11%        | 84%      | 16%   | 76%            | 22%         | 49%               | 51%          |
| Listen to or read an e-book | 184   | 33              | 28         | 7          | 15        | 14        | 12          | 14            | 8          | 20         | 163      | 22    | 123            | 60          | 79                | 105          |
|                             | 6%    | 9%              | 6%         | 3%         | 7%        | 5%        | 6%          | 6%            | 6%         | 5%         | 6%       | 5%    | 7%             | 5%          | 5%                | 7%           |
|                             |       | ce              | c          |            | c         |           |             |               |            |            |          |       | m              |             | n                 |              |
|                             |       | 18%             | 15%        | 4%         | 8%        | 7%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 67%            | 32%         | 43%               | 57%          |
| Other                       | 105   | 16              | 14         | 9          | 7         | 14        | 11          | 6             | 5          | 7          | 87       | 18    | 45             | 51          | 58                | 46           |
|                             | 3%    | 4%              | 3%         | 4%         | 3%        | 5%        | 5%          | 2%            | 4%         | 2%         | 3%       | 4%    | 3%             | 5%          | 4%                | 3%           |
|                             |       |                 |            |            |           | i         | gi          |               |            |            |          |       | l              |             |                   |              |
|                             |       | 15%             | 13%        | 9%         | 7%        | 14%       | 11%         | 6%            | 5%         | 7%         | 83%      | 17%   | 43%            | 49%         | 56%               | 44%          |
| None of these               | 249   | 23              | 56         | 23         | 17        | 18        | 15          | 16            | 10         | 27         | 198      | 51    | 142            | 95          | 157               | 92           |
|                             | 8%    | 6%              | 13%        | 9%         | 8%        | 6%        | 7%          | 7%            | 7%         | 7%         | 8%       | 12%   | 8%             | 8%          | 11%               | 6%           |
|                             |       |                 | adeefghi   |            |           |           |             |               |            |            |          | j     |                |             | o                 |              |
|                             |       | 9%              | 23%        | 9%         | 7%        | 7%        | 6%          | 6%            | 4%         | 11%        | 80%      | 20%   | 57%            | 38%         | 63%               | 37%          |
| Don't know                  | 32    | 5               | 4          | 5          | 1         | 8         | 2           | 1             | 1          | 2          | 27       | 4     | 23             | 8           | 11                | 21           |
|                             | 1%    | 1%              | 1%         | 2%         | 1%        | 3%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                             |       |                 |            |            |           | bdfgi     |             |               |            |            |          |       |                |             |                   |              |
|                             |       | 15%             | 11%        | 14%        | 3%        | 27%       | 5%          | 4%            | 4%         | 5%         | 86%      | 14%   | 74%            | 25%         | 36%               | 64%          |
| NOT ANSWERED [POSTAL ONLY]  | 107   | 4               | 16         | 11         | 4         | 11        | 5           | 12            | 4          | 19         | 89       | 18    | 20             | 82          | 58                | 49           |
|                             | 4%    | 1%              | 4%         | 4%         | 2%        | 4%        | 3%          | 5%            | 3%         | 5%         | 3%       | 4%    | 1%             | 7%          | 4%                | 3%           |
|                             |       |                 | a          | a          |           | a         |             | ad            |            | ad         |          |       | l              |             |                   |              |
|                             |       | 4%              | 15%        | 10%        | 4%        | 10%       | 5%          | 11%           | 3%         | 18%        | 83%      | 17%   | 19%            | 77%         | 54%               | 46%          |
| WEB/ DATA ACCESS            | 2071  | 275             | 284        | 159        | 163       | 191       | 133         | 167           | 93         | 245        | 1803     | 268   | 1364           | 662         | 1005              | 1066         |
|                             | 69%   | 77%             | 65%        | 63%        | 74%       | 68%       | 63%         | 69%           | 71%        | 68%        | 70%      | 65%   | 78%            | 58%         | 67%               | 71%          |
|                             |       | bcefgi          |            |            | bcf       |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                             |       | 13%             | 14%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 87%      | 13%   | 66%            | 32%         | 49%               | 51%          |
| ENTERTAINMENT               | 1763  | 241             | 239        | 127        | 140       | 154       | 118         | 154           | 85         | 211        | 1545     | 218   | 1168           | 548         | 801               | 962          |
|                             | 59%   | 67%             | 55%        | 50%        | 63%       | 55%       | 56%         | 64%           | 64%        | 58%        | 60%      | 53%   | 67%            | 48%         | 54%               | 64%          |
|                             |       | bcefi           |            |            | bce       |           |             | bcef          | bcef       | c          | k        |       | m              |             | n                 |              |
|                             |       | 14%             | 14%        | 7%         | 8%        | 9%        | 7%          | 9%            | 5%         | 12%        | 88%      | 12%   | 66%            | 31%         | 45%               | 55%          |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample       | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                           | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                                 |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| MESSAGING                       | 1699  | 214             | 234        | 132        | 131       | 155       | 108         | 140           | 84         | 210        | 1475     | 224   | 1043           | 615         | 821               | 878         |
|                                 | 57%   | 60%             | 54%        | 52%        | 60%       | 55%       | 52%         | 58%           | 64%        | 58%        | 57%      | 54%   | 60%            | 54%         | 55%               | 58%         |
|                                 |       | f               |            |            | f         |           |             |               | bcef       |            |          |       | m              |             |                   |             |
|                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 87%      | 13%   | 61%            | 36%         | 48%               | 52%         |
| VIDEO OR VOICE CALLS USING VOIP | 1264  | 191             | 187        | 97         | 90        | 109       | 91          | 94            | 50         | 141        | 1098     | 166   | 858            | 382         | 619               | 645         |
|                                 | 42%   | 53%             | 43%        | 38%        | 41%       | 39%       | 43%         | 39%           | 38%        | 39%        | 42%      | 40%   | 49%            | 34%         | 42%               | 43%         |
|                                 |       | bcdefghi        |            |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                                 |       | 15%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%         |
| LISTEN TO AUDIO CONTENT         | 1013  | 164             | 136        | 72         | 75        | 84        | 71          | 79            | 49         | 117        | 901      | 112   | 720            | 269         | 446               | 566         |
|                                 | 34%   | 46%             | 31%        | 29%        | 34%       | 30%       | 34%         | 33%           | 37%        | 32%        | 35%      | 27%   | 41%            | 24%         | 30%               | 37%         |
|                                 |       | bcdefghi        |            |            |           |           |             |               | c          |            | k        |       | m              |             | n                 |             |
|                                 |       | 16%             | 13%        | 7%         | 7%        | 8%        | 7%          | 8%            | 5%         | 12%        | 89%      | 11%   | 71%            | 27%         | 44%               | 56%         |
| WATCHING AV CONTENT             | 999   | 147             | 145        | 63         | 76        | 85        | 58          | 84            | 48         | 118        | 895      | 104   | 681            | 293         | 411               | 589         |
|                                 | 33%   | 41%             | 33%        | 25%        | 35%       | 30%       | 28%         | 35%           | 36%        | 33%        | 35%      | 25%   | 39%            | 26%         | 28%               | 39%         |
|                                 |       | bcefi           | c          |            | c         |           |             | cf            | cf         | c          | k        |       | m              |             | n                 |             |
|                                 |       | 15%             | 15%        | 6%         | 8%        | 9%        | 6%          | 8%            | 5%         | 12%        | 90%      | 10%   | 68%            | 29%         | 41%               | 59%         |

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

**QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents

|                                                                                   | Total       | TV SERVICES             |                         |                          |                           | YOUTUBE                    |                         |
|-----------------------------------------------------------------------------------|-------------|-------------------------|-------------------------|--------------------------|---------------------------|----------------------------|-------------------------|
|                                                                                   |             | PAID TRAD<br>TV<br>a    | FREE TRAD<br>TV<br>b    | FREE<br>CATCH-UP<br>c    | SVOD<br>d                 | SERV-<br>ICES<br>e         | ANY SER-<br>VICES<br>f  |
| Significance Level: 95%                                                           |             |                         |                         |                          |                           |                            |                         |
| Unweighted total                                                                  | 5233        | 2461                    | 2214                    | 3966                     | 3991                      | 2172                       | 5004                    |
| Effective Weighted Sample                                                         | 3539        | 1661                    | 1497                    | 2748                     | 2752                      | 1500                       | 3413                    |
| Total                                                                             | 3000        | 1396<br>47%             | 1269<br>42%             | 2228<br>74%              | 2243<br>75%               | 1215<br>41%                | 2832<br>94%             |
| Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage) | 1331<br>44% | 685<br>49%<br>b<br>51%  | 568<br>45%<br>b<br>43%  | 1109<br>50%<br>bf<br>83% | 1150<br>51%<br>bf<br>86%  | 651<br>54%<br>abcf<br>49%  | 1309<br>46%<br>98%      |
| General browsing/ surfing the internet                                            | 1274<br>42% | 664<br>48%<br>bf<br>52% | 528<br>42%<br>bf<br>41% | 1042<br>47%<br>bf<br>82% | 1102<br>49%<br>bf<br>86%  | 622<br>51%<br>abcf<br>49%  | 1253<br>44%<br>98%      |
| Send/ receive SMS text messages                                                   | 1206<br>40% | 629<br>45%<br>f<br>52%  | 534<br>42%<br>44%       | 960<br>43%<br>80%        | 965<br>43%<br>80%         | 541<br>45%<br>45%          | 1179<br>42%<br>98%      |
| Make normal calls                                                                 | 1167<br>39% | 592<br>42%<br>51%       | 504<br>40%<br>43%       | 916<br>41%<br>79%        | 925<br>41%<br>79%         | 533<br>44%<br>bf<br>46%    | 1132<br>40%<br>97%      |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                     | 1155<br>38% | 578<br>41%<br>b<br>50%  | 470<br>37%<br>41%       | 983<br>44%<br>bf<br>85%  | 1027<br>46%<br>abf<br>89% | 618<br>51%<br>abcdf<br>54% | 1135<br>40%<br>b<br>98% |
| Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram          | 1037<br>35% | 552<br>40%<br>bf<br>53% | 404<br>32%<br>39%       | 864<br>39%<br>bf<br>83%  | 932<br>42%<br>bcf<br>90%  | 546<br>45%<br>abcdf<br>53% | 1023<br>36%<br>b<br>99% |

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



QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                                                                                      | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|--------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                      |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                              |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                                     | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample                                                            | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                                                                                | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                                                                                      |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| Send/ receive emails                                                                 | 983   | 509             | 405             | 787              | 825  | 483           | 959               |
|                                                                                      | 33%   | 36%             | 32%             | 35%              | 37%  | 40%           | 34%               |
|                                                                                      |       | b               | b               | b                | bf   | bcf           |                   |
|                                                                                      |       | 52%             | 41%             | 80%              | 84%  | 49%           | 98%               |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook) | 897   | 447             | 338             | 722              | 792  | 539           | 887               |
|                                                                                      | 30%   | 32%             | 27%             | 32%              | 35%  | 44%           | 31%               |
|                                                                                      |       | b               | b               | b                | abcf | abcdf         | b                 |
|                                                                                      |       | 50%             | 38%             | 81%              | 88%  | 60%           | 99%               |
| Take photos                                                                          | 821   | 428             | 331             | 653              | 681  | 378           | 803               |
|                                                                                      | 27%   | 31%             | 26%             | 29%              | 30%  | 31%           | 28%               |
|                                                                                      |       | b               | b               | b                | b    | b             |                   |
|                                                                                      |       | 52%             | 40%             | 80%              | 83%  | 46%           | 98%               |
| Accessing/ receiving news                                                            | 799   | 404             | 334             | 688              | 694  | 425           | 786               |
|                                                                                      | 27%   | 29%             | 26%             | 31%              | 31%  | 35%           | 28%               |
|                                                                                      |       |                 |                 | bf               | bf   | abcdf         |                   |
|                                                                                      |       | 51%             | 42%             | 86%              | 87%  | 53%           | 98%               |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                 | 751   | 382             | 297             | 631              | 651  | 394           | 735               |
|                                                                                      | 25%   | 27%             | 23%             | 28%              | 29%  | 32%           | 26%               |
|                                                                                      |       | b               | bf              | bf               | bf   | abcdf         |                   |
|                                                                                      |       | 51%             | 40%             | 84%              | 87%  | 53%           | 98%               |
| Listen to music (not radio)                                                          | 738   | 359             | 280             | 597              | 662  | 402           | 724               |
|                                                                                      | 25%   | 26%             | 22%             | 27%              | 30%  | 33%           | 26%               |
|                                                                                      |       | b               | b               | b                | abcf | abcdf         | b                 |
|                                                                                      |       | 49%             | 38%             | 81%              | 90%  | 55%           | 98%               |
| Play games                                                                           | 639   | 347             | 227             | 518              | 565  | 339           | 625               |
|                                                                                      | 21%   | 25%             | 18%             | 23%              | 25%  | 28%           | 22%               |
|                                                                                      |       | bf              | b               | b                | bf   | bcf           | b                 |
|                                                                                      |       | 54%             | 36%             | 81%              | 88%  | 53%           | 98%               |

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

**QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents

|                                                                                                                | Total | TV SERVICES     |                 |                  |      | YOUTUBE       | ANY SER-<br>VICES |
|----------------------------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                                                |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES |                   |
|                                                                                                                |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                                                                                        |       |                 |                 |                  |      |               |                   |
| Unweighted total                                                                                               | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample                                                                                      | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                                                                                                          | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                                                                                                                |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go                                         | 462   | 242             | 158             | 390              | 430  | 287           | 457               |
|                                                                                                                | 15%   | 17%             | 12%             | 17%              | 19%  | 24%           | 16%               |
|                                                                                                                |       | b               |                 | b                | bf   | abcdf         | b                 |
|                                                                                                                |       | 52%             | 34%             | 84%              | 93%  | 62%           | 99%               |
| Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards | 438   | 225             | 163             | 368              | 397  | 240           | 432               |
|                                                                                                                | 15%   | 16%             | 13%             | 17%              | 18%  | 20%           | 15%               |
|                                                                                                                |       | b               |                 | b                | bf   | abcf          | b                 |
|                                                                                                                |       | 51%             | 37%             | 84%              | 91%  | 55%           | 99%               |
| Listen to podcasts                                                                                             | 425   | 197             | 157             | 358              | 398  | 242           | 421               |
|                                                                                                                | 14%   | 14%             | 12%             | 16%              | 18%  | 20%           | 15%               |
|                                                                                                                |       |                 |                 | b                | abf  | abcf          | b                 |
|                                                                                                                |       | 46%             | 37%             | 84%              | 94%  | 57%           | 99%               |
| Record video clips                                                                                             | 420   | 227             | 148             | 344              | 366  | 214           | 409               |
|                                                                                                                | 14%   | 16%             | 12%             | 15%              | 16%  | 18%           | 14%               |
|                                                                                                                |       | b               |                 | b                | bf   | bf            | b                 |
|                                                                                                                |       | 54%             | 35%             | 82%              | 87%  | 51%           | 98%               |
| Use your phone for Sat Nav or directions                                                                       | 321   | 165             | 135             | 265              | 278  | 177           | 314               |
|                                                                                                                | 11%   | 12%             | 11%             | 12%              | 12%  | 15%           | 11%               |
|                                                                                                                |       |                 |                 |                  |      | abcdf         |                   |
|                                                                                                                |       | 51%             | 42%             | 82%              | 86%  | 55%           | 98%               |
| Accessing/ receiving sports/ team news/ scores                                                                 | 296   | 170             | 115             | 258              | 260  | 159           | 291               |
|                                                                                                                | 10%   | 12%             | 9%              | 12%              | 12%  | 13%           | 10%               |
|                                                                                                                |       | bf              |                 | b                | b    | bf            |                   |
|                                                                                                                |       | 58%             | 39%             | 87%              | 88%  | 54%           | 99%               |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                             | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|-----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                             |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%     |       |                      |                      |                       |           |                    |                        |
| Unweighted total            | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample   | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                       | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                             |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Listen to radio             | 276   | 145                  | 110                  | 246                   | 246       | 143                | 272                    |
|                             | 9%    | 10%                  | 9%                   | 11%                   | 11%       | 12%                | 10%                    |
|                             |       |                      |                      | b                     | b         | bf                 |                        |
|                             |       | 53%                  | 40%                  | 89%                   | 89%       | 52%                | 99%                    |
| Listen to or read an e-book | 184   | 90                   | 76                   | 156                   | 174       | 105                | 184                    |
|                             | 6%    | 6%                   | 6%                   | 7%                    | 8%        | 9%                 | 6%                     |
|                             |       |                      |                      | b                     | b         | abf                |                        |
|                             |       | 49%                  | 41%                  | 84%                   | 94%       | 57%                | 100%                   |
| Other                       | 105   | 44                   | 37                   | 68                    | 66        | 30                 | 93                     |
|                             | 3%    | 3%                   | 3%                   | 3%                    | 3%        | 2%                 | 3%                     |
|                             |       | 42%                  | 36%                  | 65%                   | 63%       | 28%                | 89%                    |
| None of these               | 249   | 107                  | 113                  | 165                   | 153       | 75                 | 226                    |
|                             | 8%    | 8%                   | 9%                   | 7%                    | 7%        | 6%                 | 8%                     |
|                             |       |                      | de                   |                       |           |                    | e                      |
|                             |       | 43%                  | 46%                  | 66%                   | 61%       | 30%                | 91%                    |
| Don't know                  | 32    | 12                   | 14                   | 20                    | 22        | 12                 | 29                     |
|                             | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                             |       | 39%                  | 43%                  | 63%                   | 68%       | 37%                | 90%                    |
| NOT ANSWERED [POSTAL ONLY]  | 107   | 39                   | 60                   | 45                    | 28        | 9                  | 96                     |
|                             | 4%    | 3%                   | 5%                   | 2%                    | 1%        | 1%                 | 3%                     |
|                             |       | de                   | acdef                | de                    |           |                    | cde                    |
|                             |       | 37%                  | 56%                  | 42%                   | 26%       | 8%                 | 90%                    |
| WEB/ DATA ACCESS            | 2071  | 1049                 | 861                  | 1695                  | 1759      | 997                | 2035                   |
|                             | 69%   | 75%                  | 68%                  | 76%                   | 78%       | 82%                | 72%                    |
|                             |       | bf                   |                      | bf                    | abcf      | abcdf              | b                      |
|                             |       | 51%                  | 42%                  | 82%                   | 85%       | 48%                | 98%                    |
| ENTERTAINMENT               | 1763  | 883                  | 703                  | 1423                  | 1517      | 887                | 1727                   |
|                             | 59%   | 63%                  | 55%                  | 64%                   | 68%       | 73%                | 61%                    |
|                             |       | b                    |                      | bf                    | abcf      | abcdf              | b                      |
|                             |       | 50%                  | 40%                  | 81%                   | 86%       | 50%                | 98%                    |

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

|                                 | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                 |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%         |       |                      |                      |                       |           |                    |                        |
| Unweighted total                | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample       | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                           | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                                 |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| MESSAGING                       | 1699  | 864                  | 735                  | 1373                  | 1399      | 778                | 1664                   |
|                                 | 57%   | 62%                  | 58%                  | 62%                   | 62%       | 64%                | 59%                    |
|                                 |       | bf                   |                      | bf                    | bf        | bf                 |                        |
|                                 |       | 51%                  | 43%                  | 81%                   | 82%       | 46%                | 98%                    |
| VIDEO OR VOICE CALLS USING VOIP | 1264  | 629                  | 521                  | 1068                  | 1112      | 659                | 1241                   |
|                                 | 42%   | 45%                  | 41%                  | 48%                   | 50%       | 54%                | 44%                    |
|                                 |       | b                    |                      | bf                    | abf       | abcdf              |                        |
|                                 |       | 50%                  | 41%                  | 84%                   | 88%       | 52%                | 98%                    |
| LISTEN TO AUDIO CONTENT         | 1013  | 496                  | 383                  | 835                   | 914       | 549                | 995                    |
|                                 | 34%   | 36%                  | 30%                  | 37%                   | 41%       | 45%                | 35%                    |
|                                 |       | b                    |                      | b                     | abcf      | abcdf              | b                      |
|                                 |       | 49%                  | 38%                  | 82%                   | 90%       | 54%                | 98%                    |
| WATCHING AV CONTENT             | 999   | 502                  | 377                  | 808                   | 887       | 589                | 987                    |
|                                 | 33%   | 36%                  | 30%                  | 36%                   | 40%       | 48%                | 35%                    |
|                                 |       | b                    |                      | b                     | abcf      | abcdf              | b                      |
|                                 |       | 50%                  | 38%                  | 81%                   | 89%       | 59%                | 99%                    |

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

|                                                                      | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|----------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                      |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                              |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                     | 4443  | 2106   | 2278   | 521       | 903   | 1578  | 1402 | 269              | 324          | 563          | 2058 | 1256         | 1544 | 543 | 940 | 2885     | 480       | 521   | 557 |
| Effective Weighted Sample                                            | 3082  | 1453   | 1590   | 356       | 665   | 1090  | 943  | 187              | 222          | 386          | 1457 | 903          | 1132 | 389 | 670 | 2407     | 282       | 361   | 470 |
| Total                                                                | 2508  | 1179   | 1295   | 276       | 556   | 869   | 781  | 130              | 185          | 299          | 1194 | 741          | 708  | 439 | 520 | 2079     | 232       | 124   | 73  |
|                                                                      |       | 47%    | 52%    | 11%       | 22%   | 35%   | 31%  | 5%               | 7%           | 12%          | 48%  | 30%          | 28%  | 18% | 21% | 83%      | 9%        | 5%    | 3%  |
| Messaging apps (e.g. WhatsApp, Facebook Messenger)                   | 2017  | 901    | 1101   | 232       | 468   | 712   | 591  | 105              | 143          | 222          | 1048 | 629          | 610  | 335 | 383 | 1667     | 192       | 98    | 60  |
|                                                                      | 80%   | 76%    | 85%    | 84%       | 84%   | 82%   | 76%  | 80%              | 77%          | 74%          | 88%  | 85%          | 86%  | 76% | 74% | 80%      | 83%       | 79%   | 82% |
|                                                                      |       | a      | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |     |          |           |       |     |
|                                                                      |       | 45%    | 55%    | 12%       | 23%   | 35%   | 29%  | 5%               | 7%           | 11%          | 52%  | 31%          | 30%  | 17% | 19% | 83%      | 10%       | 5%    | 3%  |
| Banking                                                              | 1852  | 856    | 980    | 228       | 476   | 691   | 445  | 97               | 131          | 212          | 971  | 552          | 565  | 321 | 359 | 1530     | 174       | 92    | 56  |
|                                                                      | 74%   | 73%    | 76%    | 82%       | 86%   | 80%   | 57%  | 75%              | 71%          | 71%          | 81%  | 74%          | 80%  | 73% | 69% | 74%      | 75%       | 74%   | 77% |
|                                                                      |       |        |        | f         | ef    | f     |      |                  |              |              | ghi  | n            | kmn  |     |     |          |           |       |     |
|                                                                      |       | 46%    | 53%    | 12%       | 26%   | 37%   | 24%  | 5%               | 7%           | 11%          | 52%  | 30%          | 30%  | 17% | 19% | 83%      | 9%        | 5%    | 3%  |
| Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn) | 1776  | 755    | 1003   | 242       | 452   | 662   | 410  | 95               | 121          | 197          | 920  | 521          | 551  | 311 | 346 | 1456     | 172       | 94    | 54  |
|                                                                      | 71%   | 64%    | 77%    | 88%       | 81%   | 76%   | 52%  | 73%              | 65%          | 66%          | 77%  | 70%          | 78%  | 71% | 67% | 70%      | 74%       | 76%   | 74% |
|                                                                      |       |        | a      | def       | ef    | f     |      |                  |              |              | hi   |              | kmn  |     |     |          |           | o     |     |
|                                                                      |       | 43%    | 56%    | 14%       | 25%   | 37%   | 23%  | 5%               | 7%           | 11%          | 52%  | 29%          | 31%  | 18% | 19% | 82%      | 10%       | 5%    | 3%  |
| Shopping (e.g. Amazon, Ocado, eBay)                                  | 1665  | 754    | 900    | 214       | 429   | 640   | 373  | 83               | 122          | 190          | 859  | 474          | 499  | 321 | 332 | 1372     | 157       | 87    | 49  |
|                                                                      | 66%   | 64%    | 69%    | 77%       | 77%   | 74%   | 48%  | 64%              | 66%          | 64%          | 72%  | 64%          | 71%  | 73% | 64% | 66%      | 68%       | 70%   | 67% |
|                                                                      |       |        | a      | f         | f     | f     |      |                  |              |              | gi   |              | kn   | kn  |     |          |           |       |     |
|                                                                      |       | 45%    | 54%    | 13%       | 26%   | 38%   | 22%  | 5%               | 7%           | 11%          | 52%  | 28%          | 30%  | 19% | 20% | 82%      | 9%        | 5%    | 3%  |
| Navigation/ Maps                                                     | 1626  | 793    | 820    | 191       | 410   | 598   | 417  | 66               | 106          | 180          | 903  | 553          | 498  | 279 | 257 | 1346     | 164       | 75    | 40  |
|                                                                      | 65%   | 67%    | 63%    | 69%       | 74%   | 69%   | 53%  | 51%              | 57%          | 60%          | 76%  | 75%          | 70%  | 64% | 49% | 65%      | 71%       | 61%   | 55% |
|                                                                      |       | b      |        | f         | ef    | f     |      |                  |              |              | g    | ghi          | lmn  | mn  | n   | r        | oqr       |       |     |
|                                                                      |       | 49%    | 50%    | 12%       | 25%   | 37%   | 26%  | 4%               | 7%           | 11%          | 56%  | 34%          | 31%  | 17% | 16% | 83%      | 10%       | 5%    | 2%  |
| Music                                                                | 1494  | 724    | 752    | 239       | 425   | 551   | 270  | 77               | 98           | 155          | 780  | 436          | 489  | 257 | 271 | 1228     | 151       | 72    | 43  |
|                                                                      | 60%   | 61%    | 58%    | 86%       | 76%   | 63%   | 35%  | 59%              | 53%          | 52%          | 65%  | 59%          | 69%  | 59% | 52% | 59%      | 65%       | 58%   | 59% |
|                                                                      |       |        |        | def       | ef    | f     |      |                  |              |              | hi   | n            | kmn  | n   |     |          |           |       |     |
|                                                                      |       | 48%    | 50%    | 16%       | 28%   | 37%   | 18%  | 5%               | 7%           | 10%          | 52%  | 29%          | 33%  | 17% | 18% | 82%      | 10%       | 5%    | 3%  |
| NHS COVID-19 Test and Trace app                                      | 1220  | 545    | 668    | 132       | 265   | 422   | 394  | 51               | 83           | 151          | 677  | 412          | 383  | 180 | 214 | 1034     | 108       | 53    | 24  |
|                                                                      | 49%   | 46%    | 52%    | 48%       | 48%   | 49%   | 50%  | 39%              | 45%          | 51%          | 57%  | 56%          | 54%  | 41% | 41% | 50%      | 46%       | 43%   | 33% |
|                                                                      |       |        | a      |           |       |       |      |                  |              |              | g    | ghi          | mn   | mn  |     | qr       | r         | r     |     |
|                                                                      |       | 45%    | 55%    | 11%       | 22%   | 35%   | 32%  | 4%               | 7%           | 12%          | 56%  | 34%          | 31%  | 15% | 18% | 85%      | 9%        | 4%    | 2%  |

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

|                                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|-------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                  | 4443  | 2106   | 2278   | 521       | 903   | 1578  | 1402 | 269              | 324          | 563          | 2058 | 1256         | 1544 | 543 | 940 | 2885     | 480       | 521   | 557 |
| Effective Weighted Sample                                         | 3082  | 1453   | 1590   | 356       | 665   | 1090  | 943  | 187              | 222          | 386          | 1457 | 903          | 1132 | 389 | 670 | 2407     | 282       | 361   | 470 |
| Total                                                             | 2508  | 1179   | 1295   | 276       | 556   | 869   | 781  | 130              | 185          | 299          | 1194 | 741          | 708  | 439 | 520 | 2079     | 232       | 124   | 73  |
|                                                                   |       | 47%    | 52%    | 11%       | 22%   | 35%   | 31%  | 5%               | 7%           | 12%          | 48%  | 30%          | 28%  | 18% | 21% | 83%      | 9%        | 5%    | 3%  |
| News/ newspapers                                                  | 1147  | 583    | 551    | 130       | 271   | 421   | 317  | 42               | 66           | 114          | 651  | 406          | 371  | 166 | 177 | 966      | 97        | 52    | 31  |
|                                                                   | 46%   | 49%    | 43%    | 47%       | 49%   | 48%   | 41%  | 32%              | 36%          | 38%          | 55%  | 55%          | 52%  | 38% | 34% | 46%      | 42%       | 42%   | 43% |
|                                                                   |       | b      |        | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |     |          |           |       |     |
|                                                                   |       | 51%    | 48%    | 11%       | 24%   | 37%   | 28%  | 4%               | 6%           | 10%          | 57%  | 35%          | 32%  | 14% | 15% | 84%      | 8%        | 5%    | 3%  |
| Payment services (e.g. Apple Pay, PayPal)                         | 1134  | 522    | 602    | 181       | 308   | 421   | 217  | 55               | 75           | 125          | 624  | 351          | 353  | 193 | 207 | 940      | 101       | 58    | 35  |
|                                                                   | 45%   | 44%    | 46%    | 66%       | 55%   | 48%   | 28%  | 42%              | 41%          | 42%          | 52%  | 47%          | 50%  | 44% | 40% | 45%      | 44%       | 47%   | 48% |
|                                                                   |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  | n            | mn   |     |     |          |           |       |     |
|                                                                   |       | 46%    | 53%    | 16%       | 27%   | 37%   | 19%  | 5%               | 7%           | 11%          | 55%  | 31%          | 31%  | 17% | 18% | 83%      | 9%        | 5%    | 3%  |
| TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)     | 1111  | 542    | 557    | 200       | 336   | 394   | 175  | 51               | 74           | 124          | 588  | 323          | 377  | 180 | 208 | 918      | 105       | 53    | 36  |
|                                                                   | 44%   | 46%    | 43%    | 72%       | 60%   | 45%   | 22%  | 39%              | 40%          | 42%          | 49%  | 44%          | 53%  | 41% | 40% | 44%      | 45%       | 43%   | 49% |
|                                                                   |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  |              | kmn  |     |     |          |           |       | o   |
|                                                                   |       | 49%    | 50%    | 18%       | 30%   | 35%   | 16%  | 5%               | 7%           | 11%          | 53%  | 29%          | 34%  | 16% | 19% | 83%      | 9%        | 5%    | 3%  |
| Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)               | 1105  | 471    | 617    | 198       | 373   | 393   | 132  | 61               | 77           | 127          | 575  | 305          | 363  | 191 | 214 | 926      | 101       | 52    | 26  |
|                                                                   | 44%   | 40%    | 48%    | 71%       | 67%   | 45%   | 17%  | 47%              | 41%          | 43%          | 48%  | 41%          | 51%  | 44% | 41% | 45%      | 43%       | 42%   | 36% |
|                                                                   |       |        | a      | ef        | ef    | f     |      |                  |              |              |      |              | kmn  |     |     | r        | r         |       |     |
|                                                                   |       | 43%    | 56%    | 18%       | 34%   | 36%   | 12%  | 6%               | 7%           | 12%          | 52%  | 28%          | 33%  | 17% | 19% | 84%      | 9%        | 5%    | 2%  |
| Games                                                             | 1092  | 496    | 585    | 193       | 307   | 405   | 184  | 65               | 82           | 134          | 529  | 270          | 346  | 197 | 240 | 899      | 109       | 55    | 30  |
|                                                                   | 44%   | 42%    | 45%    | 70%       | 55%   | 47%   | 24%  | 50%              | 44%          | 45%          | 44%  | 36%          | 49%  | 45% | 46% | 43%      | 47%       | 44%   | 41% |
|                                                                   |       |        |        | def       | ef    | f     |      |                  |              |              |      |              | k    | k   | k   |          |           |       |     |
|                                                                   |       | 45%    | 54%    | 18%       | 28%   | 37%   | 17%  | 6%               | 7%           | 12%          | 48%  | 25%          | 32%  | 18% | 22% | 82%      | 10%       | 5%    | 3%  |
| Health and fitness apps (e.g. Strava)                             | 762   | 335    | 420    | 102       | 231   | 289   | 136  | 30               | 40           | 63           | 466  | 273          | 278  | 100 | 96  | 633      | 73        | 35    | 22  |
|                                                                   | 30%   | 28%    | 32%    | 37%       | 41%   | 33%   | 17%  | 23%              | 22%          | 21%          | 39%  | 37%          | 39%  | 23% | 18% | 30%      | 31%       | 28%   | 30% |
|                                                                   |       |        | a      | f         | ef    | f     |      |                  |              |              | ghi  | mn           | mn   |     |     |          |           |       |     |
|                                                                   |       | 44%    | 55%    | 13%       | 30%   | 38%   | 18%  | 4%               | 5%           | 8%           | 61%  | 36%          | 36%  | 13% | 13% | 83%      | 10%       | 5%    | 3%  |
| Apps to order food/ drink for the table at a pub/ bar/ restaurant | 685   | 305    | 374    | 119       | 210   | 240   | 114  | 26               | 41           | 71           | 396  | 225          | 235  | 115 | 98  | 564      | 74        | 35    | 11  |
|                                                                   | 27%   | 26%    | 29%    | 43%       | 38%   | 28%   | 15%  | 20%              | 22%          | 24%          | 33%  | 30%          | 33%  | 26% | 19% | 27%      | 32%       | 28%   | 16% |
|                                                                   |       |        |        | ef        | ef    | f     |      |                  |              |              | ghi  | n            | mn   | n   |     | r        | r         | r     |     |
|                                                                   |       | 45%    | 55%    | 17%       | 31%   | 35%   | 17%  | 4%               | 6%           | 10%          | 58%  | 33%          | 34%  | 17% | 14% | 82%      | 11%       | 5%    | 2%  |

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

|                                                | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                        |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                               | 4443  | 2106   | 2278   | 521       | 903   | 1578  | 1402 | 269              | 324          | 563          | 2058 | 1256         | 1544 | 543 | 940 | 2885     | 480       | 521   | 557 |
| Effective Weighted Sample                      | 3082  | 1453   | 1590   | 356       | 665   | 1090  | 943  | 187              | 222          | 386          | 1457 | 903          | 1132 | 389 | 670 | 2407     | 282       | 361   | 470 |
| Total                                          | 2508  | 1179   | 1295   | 276       | 556   | 869   | 781  | 130              | 185          | 299          | 1194 | 741          | 708  | 439 | 520 | 2079     | 232       | 124   | 73  |
|                                                |       | 47%    | 52%    | 11%       | 22%   | 35%   | 31%  | 5%               | 7%           | 12%          | 48%  | 30%          | 28%  | 18% | 21% | 83%      | 9%        | 5%    | 3%  |
| Taxi booking (e.g. Uber, Ola)                  | 629   | 300    | 321    | 118       | 216   | 208   | 82   | 26               | 40           | 56           | 364  | 227          | 224  | 73  | 91  | 546      | 57        | 13    | 14  |
|                                                | 25%   | 25%    | 25%    | 43%       | 39%   | 24%   | 11%  | 20%              | 22%          | 19%          | 31%  | 31%          | 32%  | 17% | 17% | 26%      | 25%       | 10%   | 19% |
|                                                |       |        |        | ef        | ef    | f     |      |                  |              |              | ghi  | mn           | mn   |     |     | qr       | q         |       | q   |
|                                                |       | 48%    | 51%    | 19%       | 34%   | 33%   | 13%  | 4%               | 6%           | 9%           | 58%  | 36%          | 36%  | 12% | 14% | 87%      | 9%        | 2%    | 2%  |
| Any other COVID-19 apps (e.g. symptom checker) | 305   | 123    | 175    | 32        | 67    | 110   | 95   | 10               | 19           | 43           | 165  | 119          | 92   | 36  | 51  | 259      | 25        | 15    | 7   |
|                                                | 12%   | 10%    | 13%    | 12%       | 12%   | 13%   | 12%  | 8%               | 10%          | 14%          | 14%  | 16%          | 13%  | 8%  | 10% | 12%      | 11%       | 12%   | 9%  |
|                                                |       |        | a      |           |       |       |      |                  |              | g            | g    | lmn          | mn   |     |     | r        |           |       |     |
|                                                |       | 40%    | 57%    | 11%       | 22%   | 36%   | 31%  | 3%               | 6%           | 14%          | 54%  | 39%          | 30%  | 12% | 17% | 85%      | 8%        | 5%    | 2%  |
| None of these                                  | 63    | 30     | 32     | 2         | 6     | 6     | 46   | 4                | 6            | 9            | 16   | 14           | 14   | 7   | 22  | 52       | 5         | 5     | 2   |
|                                                | 2%    | 3%     | 2%     | 1%        | 1%    | 1%    | 6%   | 3%               | 3%           | 3%           | 1%   | 2%           | 2%   | 2%  | 4%  | 2%       | 2%        | 4%    | 2%  |
|                                                |       |        |        |           |       |       | cde  | j                | j            | j            |      |              |      |     | klm |          |           |       |     |
|                                                |       | 47%    | 51%    | 3%        | 10%   | 10%   | 74%  | 7%               | 9%           | 14%          | 25%  | 22%          | 22%  | 11% | 36% | 82%      | 7%        | 7%    | 3%  |
| Don't know                                     | 19    | 13     | 4      | 7         | 4     | 5     | 1    | *                | 1            | 5            | *    | -            | 3    | 5   | 3   | 17       | 1         | *     | *   |
|                                                | 1%    | 1%     | *%     | 3%        | 1%    | 1%    | *%   | *%               | 1%           | 2%           | *%   | -%           | *%   | 1%  | 1%  | 1%       | 1%        | *%    | *%  |
|                                                |       | b      |        | def       | f     | f     |      |                  | j            | j            |      |              |      | k   | k   |          |           |       |     |
|                                                |       | 67%    | 23%    | 37%       | 22%   | 28%   | 3%   | 1%               | 7%           | 24%          | 1%   | -%           | 16%  | 29% | 18% | 92%      | 7%        | *%    | 1%  |

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

|                                                                      | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                      |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                              |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                     | 4443  | 339             | 395        | 291        | 310       | 304       | 316         | 340           | 295        | 295        | 3419     | 1024  | 2726           | 1612        | 2231              | 2212         |
| Effective Weighted Sample                                            | 3082  | 300             | 356        | 264        | 279       | 266       | 286         | 301           | 258        | 266        | 2623     | 463   | 1917           | 1114        | 1497              | 1588         |
| Total                                                                | 2508  | 327             | 354        | 201        | 190       | 232       | 176         | 198           | 112        | 289        | 2164     | 344   | 1644           | 797         | 1253              | 1255         |
|                                                                      |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 66%            | 32%         | 50%               | 50%          |
| Messaging apps (e.g. WhatsApp, Facebook Messenger)                   | 2017  | 274             | 285        | 162        | 146       | 183       | 140         | 160           | 90         | 228        | 1742     | 275   | 1384           | 596         | 1014              | 1003         |
|                                                                      | 80%   | 84%             | 80%        | 81%        | 77%       | 79%       | 80%         | 80%           | 80%        | 79%        | 80%      | 80%   | 84%            | 75%         | 81%               | 80%          |
|                                                                      |       | d               |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                      |       | 14%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 69%            | 30%         | 50%               | 50%          |
| Banking                                                              | 1852  | 239             | 245        | 149        | 145       | 172       | 128         | 150           | 89         | 211        | 1620     | 232   | 1314           | 502         | 892               | 960          |
|                                                                      | 74%   | 73%             | 69%        | 74%        | 76%       | 74%       | 73%         | 76%           | 80%        | 73%        | 75%      | 67%   | 80%            | 63%         | 71%               | 77%          |
|                                                                      |       |                 |            |            | b         |           |             |               | b          |            | k        |       | m              |             | n                 |              |
|                                                                      |       | 13%             | 13%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 87%      | 13%   | 71%            | 27%         | 48%               | 52%          |
| Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn) | 1776  | 240             | 249        | 138        | 133       | 155       | 119         | 137           | 85         | 200        | 1545     | 231   | 1256           | 486         | 839               | 937          |
|                                                                      | 71%   | 73%             | 70%        | 69%        | 70%       | 67%       | 68%         | 69%           | 76%        | 69%        | 71%      | 67%   | 76%            | 61%         | 67%               | 75%          |
|                                                                      |       |                 |            |            |           |           |             |               | ef         |            |          |       | m              |             | n                 |              |
|                                                                      |       | 14%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 11%        | 87%      | 13%   | 71%            | 27%         | 47%               | 53%          |
| Shopping (e.g. Amazon, Ocado, eBay)                                  | 1665  | 208             | 229        | 126        | 136       | 152       | 123         | 137           | 75         | 187        | 1462     | 203   | 1191           | 444         | 780               | 885          |
|                                                                      | 66%   | 64%             | 65%        | 63%        | 72%       | 65%       | 70%         | 69%           | 67%        | 65%        | 68%      | 59%   | 72%            | 56%         | 62%               | 71%          |
|                                                                      |       |                 |            |            | ac        |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                      |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 71%            | 27%         | 47%               | 53%          |
| Navigation/ Maps                                                     | 1626  | 236             | 227        | 137        | 117       | 137       | 114         | 123           | 68         | 187        | 1408     | 218   | 1192           | 412         | 817               | 808          |
|                                                                      | 65%   | 72%             | 64%        | 68%        | 62%       | 59%       | 65%         | 62%           | 61%        | 65%        | 65%      | 63%   | 73%            | 52%         | 65%               | 64%          |
|                                                                      |       | bdegh           |            | e          |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                      |       | 15%             | 14%        | 8%         | 7%        | 8%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 73%            | 25%         | 50%               | 50%          |
| Music                                                                | 1494  | 208             | 209        | 112        | 114       | 123       | 104         | 122           | 70         | 168        | 1311     | 183   | 1078           | 380         | 685               | 809          |
|                                                                      | 60%   | 63%             | 59%        | 56%        | 60%       | 53%       | 59%         | 61%           | 63%        | 58%        | 61%      | 53%   | 66%            | 48%         | 55%               | 64%          |
|                                                                      |       | e               |            |            |           |           |             | e             | e          |            | k        |       | m              |             | n                 |              |
|                                                                      |       | 14%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 5%         | 11%        | 88%      | 12%   | 72%            | 25%         | 46%               | 54%          |
| NHS COVID-19 Test and Trace app                                      | 1220  | 156             | 195        | 110        | 97        | 98        | 96          | 97            | 51         | 135        | 1047     | 172   | 834            | 368         | 663               | 557          |
|                                                                      | 49%   | 48%             | 55%        | 55%        | 51%       | 42%       | 54%         | 49%           | 46%        | 47%        | 48%      | 50%   | 51%            | 46%         | 53%               | 44%          |
|                                                                      |       |                 | ehi        | eh         | e         |           | eh          |               |            |            |          |       | m              |             | o                 |              |
|                                                                      |       | 13%             | 16%        | 9%         | 8%        | 8%        | 8%          | 8%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 54%               | 46%          |

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



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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

|                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                  | 4443  | 339             | 395        | 291        | 310       | 304       | 316         | 340           | 295        | 295        | 3419     | 1024  | 2726           | 1612        | 2231              | 2212         |
| Effective Weighted Sample                                         | 3082  | 300             | 356        | 264        | 279       | 266       | 286         | 301           | 258        | 266        | 2623     | 463   | 1917           | 1114        | 1497              | 1588         |
| Total                                                             | 2508  | 327             | 354        | 201        | 190       | 232       | 176         | 198           | 112        | 289        | 2164     | 344   | 1644           | 797         | 1253              | 1255         |
|                                                                   |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 66%            | 32%         | 50%               | 50%          |
| News/ newspapers                                                  | 1147  | 179             | 175        | 96         | 87        | 97        | 76          | 80            | 51         | 125        | 995      | 152   | 814            | 314         | 586               | 561          |
|                                                                   | 46%   | 55%             | 49%        | 48%        | 46%       | 42%       | 43%         | 40%           | 45%        | 43%        | 46%      | 44%   | 50%            | 39%         | 47%               | 45%          |
|                                                                   |       | defghi          | g          |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                   |       | 16%             | 15%        | 8%         | 8%        | 8%        | 7%          | 7%            | 4%         | 11%        | 87%      | 13%   | 71%            | 27%         | 51%               | 49%          |
| Payment services (e.g. Apple Pay, PayPal)                         | 1134  | 141             | 167        | 93         | 86        | 109       | 70          | 99            | 48         | 127        | 998      | 136   | 818            | 296         | 527               | 607          |
|                                                                   | 45%   | 43%             | 47%        | 46%        | 45%       | 47%       | 40%         | 50%           | 43%        | 44%        | 46%      | 39%   | 50%            | 37%         | 42%               | 48%          |
|                                                                   |       |                 |            |            |           |           |             | f             |            |            | k        |       | m              |             | n                 |              |
|                                                                   |       | 12%             | 15%        | 8%         | 8%        | 10%       | 6%          | 9%            | 4%         | 11%        | 88%      | 12%   | 72%            | 26%         | 46%               | 54%          |
| TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)     | 1111  | 171             | 157        | 77         | 85        | 94        | 81          | 87            | 45         | 121        | 984      | 127   | 816            | 277         | 482               | 629          |
|                                                                   | 44%   | 52%             | 44%        | 39%        | 45%       | 41%       | 46%         | 44%           | 40%        | 42%        | 45%      | 37%   | 50%            | 35%         | 38%               | 50%          |
|                                                                   |       | bceghi          |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                   |       | 15%             | 14%        | 7%         | 8%        | 8%        | 7%          | 8%            | 4%         | 11%        | 89%      | 11%   | 73%            | 25%         | 43%               | 57%          |
| Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)               | 1105  | 172             | 133        | 72         | 89        | 108       | 80          | 89            | 52         | 130        | 1006     | 98    | 802            | 277         | 421               | 683          |
|                                                                   | 44%   | 53%             | 37%        | 36%        | 47%       | 47%       | 46%         | 45%           | 47%        | 45%        | 47%      | 29%   | 49%            | 35%         | 34%               | 54%          |
|                                                                   |       | bc              |            |            | bc        | bc        | bc          | c             | bc         | c          | k        |       | m              |             | n                 |              |
|                                                                   |       | 16%             | 12%        | 7%         | 8%        | 10%       | 7%          | 8%            | 5%         | 12%        | 91%      | 9%    | 73%            | 25%         | 38%               | 62%          |
| Games                                                             | 1092  | 124             | 152        | 79         | 101       | 99        | 80          | 89            | 52         | 123        | 972      | 120   | 762            | 303         | 464               | 628          |
|                                                                   | 44%   | 38%             | 43%        | 39%        | 53%       | 43%       | 45%         | 45%           | 46%        | 43%        | 45%      | 35%   | 46%            | 38%         | 37%               | 50%          |
|                                                                   |       |                 |            |            | abcegi    |           |             |               | a          |            | k        |       | m              |             | n                 |              |
|                                                                   |       | 11%             | 14%        | 7%         | 9%        | 9%        | 7%          | 8%            | 5%         | 11%        | 89%      | 11%   | 70%            | 28%         | 42%               | 58%          |
| Health and fitness apps (e.g. Strava)                             | 762   | 123             | 113        | 62         | 62        | 47        | 48          | 57            | 29         | 94         | 669      | 93    | 597            | 158         | 374               | 388          |
|                                                                   | 30%   | 37%             | 32%        | 31%        | 32%       | 20%       | 27%         | 29%           | 26%        | 32%        | 31%      | 27%   | 36%            | 20%         | 30%               | 31%          |
|                                                                   |       | efgh            | e          | e          | e         |           |             | e             |            | e          |          |       | m              |             |                   |              |
|                                                                   |       | 16%             | 15%        | 8%         | 8%        | 6%        | 6%          | 7%            | 4%         | 12%        | 88%      | 12%   | 78%            | 21%         | 49%               | 51%          |
| Apps to order food/ drink for the table at a pub/ bar/ restaurant | 685   | 104             | 92         | 49         | 52        | 63        | 41          | 57            | 34         | 71         | 612      | 73    | 509            | 167         | 322               | 362          |
|                                                                   | 27%   | 32%             | 26%        | 24%        | 28%       | 27%       | 23%         | 29%           | 30%        | 25%        | 28%      | 21%   | 31%            | 21%         | 26%               | 29%          |
|                                                                   |       | cf              |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                   |       | 15%             | 13%        | 7%         | 8%        | 9%        | 6%          | 8%            | 5%         | 10%        | 89%      | 11%   | 74%            | 24%         | 47%               | 53%          |

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

|                                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                               | 4443  | 339             | 395        | 291        | 310       | 304       | 316         | 340           | 295        | 295        | 3419     | 1024  | 2726           | 1612        | 2231              | 2212         |
| Effective Weighted Sample                      | 3082  | 300             | 356        | 264        | 279       | 266       | 286         | 301           | 258        | 266        | 2623     | 463   | 1917           | 1114        | 1497              | 1588         |
| Total                                          | 2508  | 327             | 354        | 201        | 190       | 232       | 176         | 198           | 112        | 289        | 2164     | 344   | 1644           | 797         | 1253              | 1255         |
|                                                |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 66%            | 32%         | 50%               | 50%          |
| Taxi booking (e.g. Uber, Ola)                  | 629   | 154             | 74         | 36         | 37        | 63        | 33          | 53            | 27         | 69         | 592      | 37    | 468            | 151         | 234               | 396          |
|                                                | 25%   | 47%             | 21%        | 18%        | 19%       | 27%       | 19%         | 27%           | 24%        | 24%        | 27%      | 11%   | 28%            | 19%         | 19%               | 32%          |
|                                                |       | bcdefghi        |            |            |           | cdf       |             | cdf           |            |            | k        |       | m              |             |                   | n            |
|                                                |       | 24%             | 12%        | 6%         | 6%        | 10%       | 5%          | 8%            | 4%         | 11%        | 94%      | 6%    | 74%            | 24%         | 37%               | 63%          |
| Any other COVID-19 apps (e.g. symptom checker) | 305   | 49              | 50         | 24         | 19        | 23        | 21          | 26            | 10         | 37         | 265      | 39    | 201            | 96          | 164               | 141          |
|                                                | 12%   | 15%             | 14%        | 12%        | 10%       | 10%       | 12%         | 13%           | 9%         | 13%        | 12%      | 11%   | 12%            | 12%         | 13%               | 11%          |
|                                                |       | h               |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                                |       | 16%             | 16%        | 8%         | 6%        | 8%        | 7%          | 9%            | 3%         | 12%        | 87%      | 13%   | 66%            | 31%         | 54%               | 46%          |
| None of these                                  | 63    | 4               | 9          | 5          | 4         | 6         | 5           | 5             | 3          | 11         | 49       | 13    | 16             | 43          | 30                | 32           |
|                                                | 2%    | 1%              | 2%         | 2%         | 2%        | 3%        | 3%          | 3%            | 3%         | 4%         | 2%       | 4%    | 1%             | 5%          | 2%                | 3%           |
|                                                |       |                 |            |            |           |           |             |               |            |            |          | j     |                | l           |                   |              |
|                                                |       | 7%              | 14%        | 8%         | 6%        | 10%       | 8%          | 8%            | 5%         | 17%        | 79%      | 21%   | 26%            | 69%         | 48%               | 52%          |
| Don't know                                     | 19    | 6               | 2          | 2          | 2         | 4         | -           | -             | 1          | 1          | 19       | *     | 7              | 9           | 8                 | 11           |
|                                                | 1%    | 2%              | 1%         | 1%         | 1%        | 2%        | -%          | -%            | 1%         | *%         | 1%       | *%    | *%             | 1%          | 1%                | 1%           |
|                                                |       | fg              |            |            |           | fg        |             |               |            |            | k        |       | l              |             |                   |              |
|                                                |       | 31%             | 10%        | 11%        | 10%       | 21%       | -%          | -%            | 4%         | 5%         | 99%      | 1%    | 39%            | 49%         | 42%               | 58%          |

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

|                                                                      | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|----------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                      |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                              |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                     | 4443  | 2175            | 1820            | 3554             | 3713 | 2035          | 4327              |
| Effective Weighted Sample                                            | 3082  | 1500            | 1262            | 2488             | 2577 | 1422          | 3005              |
| Total                                                                | 2508  | 1237            | 1026            | 2005             | 2098 | 1141          | 2436              |
|                                                                      |       | 49%             | 41%             | 80%              | 84%  | 45%           | 97%               |
| Messaging apps (e.g. WhatsApp, Facebook Messenger)                   | 2017  | 1026            | 836             | 1679             | 1763 | 993           | 1992              |
|                                                                      | 80%   | 83%             | 81%             | 84%              | 84%  | 87%           | 82%               |
|                                                                      |       |                 |                 |                  | bf   | abcdf         |                   |
|                                                                      |       | 51%             | 41%             | 83%              | 87%  | 49%           | 99%               |
| Banking                                                              | 1852  | 934             | 738             | 1523             | 1646 | 917           | 1819              |
|                                                                      | 74%   | 76%             | 72%             | 76%              | 78%  | 80%           | 75%               |
|                                                                      |       | b               |                 | b                | abcf | abcf          |                   |
|                                                                      |       | 50%             | 40%             | 82%              | 89%  | 49%           | 98%               |
| Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn) | 1776  | 903             | 724             | 1476             | 1598 | 906           | 1753              |
|                                                                      | 71%   | 73%             | 71%             | 74%              | 76%  | 79%           | 72%               |
|                                                                      |       |                 |                 | b                | abcf | abcdf         |                   |
|                                                                      |       | 51%             | 41%             | 83%              | 90%  | 51%           | 99%               |
| Shopping (e.g. Amazon, Ocado, eBay)                                  | 1665  | 859             | 655             | 1376             | 1495 | 847           | 1639              |
|                                                                      | 66%   | 69%             | 64%             | 69%              | 71%  | 74%           | 67%               |
|                                                                      |       | b               |                 | b                | bcb  | abcdf         | b                 |
|                                                                      |       | 52%             | 39%             | 83%              | 90%  | 51%           | 98%               |
| Navigation/ Maps                                                     | 1626  | 802             | 662             | 1366             | 1445 | 821           | 1602              |
|                                                                      | 65%   | 65%             | 65%             | 68%              | 69%  | 72%           | 66%               |
|                                                                      |       |                 |                 | ab               | abf  | abcdf         |                   |
|                                                                      |       | 49%             | 41%             | 84%              | 89%  | 51%           | 99%               |
| Music                                                                | 1494  | 736             | 588             | 1239             | 1366 | 793           | 1470              |
|                                                                      | 60%   | 60%             | 57%             | 62%              | 65%  | 70%           | 60%               |
|                                                                      |       |                 |                 | b                | abcf | abcdf         |                   |
|                                                                      |       | 49%             | 39%             | 83%              | 91%  | 53%           | 98%               |
| NHS COVID-19 Test and Trace app                                      | 1220  | 630             | 529             | 1060             | 1092 | 596           | 1206              |
|                                                                      | 49%   | 51%             | 52%             | 53%              | 52%  | 52%           | 49%               |
|                                                                      |       |                 |                 | f                |      |               |                   |
|                                                                      |       | 52%             | 43%             | 87%              | 90%  | 49%           | 99%               |

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

|                                                                   | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                   |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                           |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                  | 4443  | 2175            | 1820            | 3554             | 3713 | 2035          | 4327              |
| Effective Weighted Sample                                         | 3082  | 1500            | 1262            | 2488             | 2577 | 1422          | 3005              |
| Total                                                             | 2508  | 1237            | 1026            | 2005             | 2098 | 1141          | 2436              |
|                                                                   |       | 49%             | 41%             | 80%              | 84%  | 45%           | 97%               |
| News/ newspapers                                                  | 1147  | 572             | 485             | 995              | 1021 | 580           | 1131              |
|                                                                   | 46%   | 46%             | 47%             | 50%              | 49%  | 51%           | 46%               |
|                                                                   |       |                 |                 | af               |      | af            |                   |
|                                                                   |       | 50%             | 42%             | 87%              | 89%  | 51%           | 99%               |
| Payment services (e.g. Apple Pay, PayPal)                         | 1134  | 574             | 421             | 943              | 1032 | 637           | 1117              |
|                                                                   | 45%   | 46%             | 41%             | 47%              | 49%  | 56%           | 46%               |
|                                                                   |       | b               |                 | b                | bf   | abcdf         | b                 |
|                                                                   |       | 51%             | 37%             | 83%              | 91%  | 56%           | 99%               |
| TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)     | 1111  | 550             | 429             | 942              | 1035 | 661           | 1104              |
|                                                                   | 44%   | 45%             | 42%             | 47%              | 49%  | 58%           | 45%               |
|                                                                   |       |                 |                 | b                | abf  | abcdf         | b                 |
|                                                                   |       | 50%             | 39%             | 85%              | 93%  | 59%           | 99%               |
| Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)               | 1105  | 550             | 377             | 879              | 1023 | 606           | 1087              |
|                                                                   | 44%   | 44%             | 37%             | 44%              | 49%  | 53%           | 45%               |
|                                                                   |       | b               |                 | b                | abcf | abcdf         | b                 |
|                                                                   |       | 50%             | 34%             | 80%              | 93%  | 55%           | 98%               |
| Games                                                             | 1092  | 582             | 404             | 881              | 982  | 571           | 1074              |
|                                                                   | 44%   | 47%             | 39%             | 44%              | 47%  | 50%           | 44%               |
|                                                                   |       | b               |                 | b                | bcb  | bcb           | b                 |
|                                                                   |       | 53%             | 37%             | 81%              | 90%  | 52%           | 98%               |
| Health and fitness apps (e.g. Strava)                             | 762   | 383             | 301             | 665              | 710  | 407           | 754               |
|                                                                   | 30%   | 31%             | 29%             | 33%              | 34%  | 36%           | 31%               |
|                                                                   |       |                 |                 | b                | bf   | abf           |                   |
|                                                                   |       | 50%             | 39%             | 87%              | 93%  | 53%           | 99%               |
| Apps to order food/ drink for the table at a pub/ bar/ restaurant | 685   | 351             | 274             | 592              | 644  | 402           | 676               |
|                                                                   | 27%   | 28%             | 27%             | 30%              | 31%  | 35%           | 28%               |
|                                                                   |       |                 |                 |                  | bf   | abcdf         |                   |
|                                                                   |       | 51%             | 40%             | 87%              | 94%  | 59%           | 99%               |

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

|                                                | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                                |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                        |       |                      |                      |                       |           |                    |                        |
| Unweighted total                               | 4443  | 2175                 | 1820                 | 3554                  | 3713      | 2035               | 4327                   |
| Effective Weighted Sample                      | 3082  | 1500                 | 1262                 | 2488                  | 2577      | 1422               | 3005                   |
| Total                                          | 2508  | 1237                 | 1026                 | 2005                  | 2098      | 1141               | 2436                   |
|                                                |       | 49%                  | 41%                  | 80%                   | 84%       | 45%                | 97%                    |
| Taxi booking (e.g. Uber, Ola)                  | 629   | 279                  | 233                  | 506                   | 592       | 352                | 621                    |
|                                                | 25%   | 23%                  | 23%                  | 25%                   | 28%       | 31%                | 26%                    |
|                                                |       |                      |                      |                       | abcf      | abcf               | a                      |
|                                                |       | 44%                  | 37%                  | 80%                   | 94%       | 56%                | 99%                    |
| Any other COVID-19 apps (e.g. symptom checker) | 305   | 147                  | 139                  | 266                   | 280       | 147                | 298                    |
|                                                | 12%   | 12%                  | 14%                  | 13%                   | 13%       | 13%                | 12%                    |
|                                                |       | 48%                  | 46%                  | 87%                   | 92%       | 48%                | 98%                    |
| None of these                                  | 63    | 21                   | 33                   | 40                    | 29        | 7                  | 59                     |
|                                                | 2%    | 2%                   | 3%                   | 2%                    | 1%        | 1%                 | 2%                     |
|                                                |       | e                    | acde                 | e                     | e         |                    | de                     |
|                                                |       | 34%                  | 53%                  | 64%                   | 47%       | 11%                | 94%                    |
| Don't know                                     | 19    | 4                    | 2                    | 7                     | 10        | 2                  | 13                     |
|                                                | 1%    | *%                   | *%                   | *%                    | *%        | *%                 | 1%                     |
|                                                |       | 20%                  | 12%                  | 37%                   | 52%       | 12%                | 67%                    |

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

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

Base : All respondents

|                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample       | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                           | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                 |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Yes - PC                        | 1017  | 545    | 460    | 108       | 151   | 329   | 416  | 44               | 69           | 121          | 487  | 345          | 281  | 142 | 204  | 854      | 88        | 47    | 28  |
|                                 | 34%   | 39%    | 30%    | 37%       | 26%   | 35%   | 37%  | 23%              | 27%          | 33%          | 38%  | 43%          | 36%  | 28% | 28%  | 34%      | 33%       | 31%   | 32% |
|                                 |       | b      |        | d         |       | d     | d    |                  |              | g            | ghi  | lmn          | mn   |     |      |          |           |       |     |
|                                 |       | 54%    | 45%    | 11%       | 15%   | 32%   | 41%  | 4%               | 7%           | 12%          | 48%  | 34%          | 28%  | 14% | 20%  | 84%      | 9%        | 5%    | 3%  |
| Yes - laptop                    | 2201  | 1027   | 1150   | 222       | 457   | 747   | 743  | 106              | 155          | 263          | 1063 | 685          | 642  | 350 | 428  | 1827     | 204       | 107   | 62  |
|                                 | 73%   | 74%    | 75%    | 76%       | 78%   | 80%   | 67%  | 55%              | 62%          | 73%          | 84%  | 86%          | 83%  | 69% | 59%  | 73%      | 76%       | 71%   | 69% |
|                                 |       |        |        | f         | f     | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      |          | r         |       |     |
|                                 |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 48%  | 31%          | 29%  | 16% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Yes - netbook                   | 147   | 73     | 71     | 12        | 27    | 55    | 49   | 8                | 8            | 16           | 76   | 49           | 27   | 35  | 29   | 120      | 17        | 8     | 2   |
|                                 | 5%    | 5%     | 5%     | 4%        | 5%    | 6%    | 4%   | 4%               | 3%           | 4%           | 6%   | 6%           | 3%   | 7%  | 4%   | 5%       | 6%        | 5%    | 3%  |
|                                 |       |        |        |           |       |       |      |                  |              |              |      | ln           |      | ln  |      | r        | r         | r     |     |
|                                 |       | 50%    | 48%    | 8%        | 18%   | 37%   | 33%  | 6%               | 6%           | 11%          | 52%  | 33%          | 18%  | 23% | 20%  | 82%      | 11%       | 6%    | 2%  |
| Yes - tablet computer e.g. iPad | 1684  | 781    | 884    | 125       | 271   | 591   | 675  | 69               | 131          | 202          | 825  | 560          | 438  | 271 | 347  | 1383     | 170       | 87    | 45  |
|                                 | 56%   | 56%    | 57%    | 43%       | 46%   | 63%   | 61%  | 36%              | 52%          | 56%          | 65%  | 70%          | 57%  | 53% | 47%  | 56%      | 63%       | 58%   | 50% |
|                                 |       |        |        |           |       | cd    | cd   |                  |              | g            | ghi  | lmn          | n    | n   |      | r        | or        | r     |     |
|                                 |       | 46%    | 52%    | 7%        | 16%   | 35%   | 40%  | 4%               | 8%           | 12%          | 49%  | 33%          | 26%  | 16% | 21%  | 82%      | 10%       | 5%    | 3%  |
| TOTAL 'YES'                     | 2720  | 1269   | 1410   | 258       | 533   | 884   | 1002 | 147              | 208          | 336          | 1239 | 782          | 742  | 462 | 600  | 2261     | 249       | 132   | 78  |
|                                 | 91%   | 91%    | 91%    | 89%       | 91%   | 94%   | 90%  | 76%              | 83%          | 92%          | 98%  | 98%          | 96%  | 91% | 82%  | 91%      | 92%       | 88%   | 86% |
|                                 |       |        |        |           |       | cdf   |      |                  |              | gh           | ghi  | lmn          | mn   | n   |      | r        | r         |       |     |
|                                 |       | 47%    | 52%    | 9%        | 20%   | 33%   | 37%  | 5%               | 8%           | 12%          | 46%  | 29%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| PC ONLY                         | 156   | 82     | 69     | 19        | 28    | 44    | 64   | 12               | 12           | 24           | 43   | 26           | 36   | 34  | 48   | 134      | 11        | 6     | 5   |
|                                 | 5%    | 6%     | 4%     | 6%        | 5%    | 5%    | 6%   | 6%               | 5%           | 7%           | 3%   | 3%           | 5%   | 7%  | 7%   | 5%       | 4%        | 4%    | 6%  |
|                                 |       |        |        |           |       |       |      |                  |              | j            |      |              |      | k   | k    |          |           |       |     |
|                                 |       | 52%    | 44%    | 12%       | 18%   | 28%   | 41%  | 7%               | 8%           | 15%          | 28%  | 17%          | 23%  | 22% | 31%  | 86%      | 7%        | 4%    | 3%  |
| LAPTOP ONLY                     | 666   | 293    | 361    | 74        | 192   | 200   | 185  | 51               | 53           | 85           | 275  | 149          | 205  | 119 | 155  | 565      | 49        | 31    | 21  |
|                                 | 22%   | 21%    | 23%    | 26%       | 33%   | 21%   | 17%  | 26%              | 21%          | 23%          | 22%  | 19%          | 27%  | 23% | 21%  | 23%      | 18%       | 21%   | 23% |
|                                 |       |        |        | f         | cef   | f     |      |                  |              |              |      |              | kn   | k   |      |          |           |       |     |
|                                 |       | 44%    | 54%    | 11%       | 29%   | 30%   | 28%  | 8%               | 8%           | 13%          | 41%  | 22%          | 31%  | 18% | 23%  | 85%      | 7%        | 5%    | 3%  |
| TABLET ONLY                     | 206   | 86     | 111    | 13        | 33    | 56    | 100  | 25               | 27           | 26           | 56   | 21           | 32   | 49  | 85   | 170      | 18        | 11    | 7   |
|                                 | 7%    | 6%     | 7%     | 4%        | 6%    | 6%    | 9%   | 13%              | 11%          | 7%           | 4%   | 3%           | 4%   | 10% | 12%  | 7%       | 7%        | 7%    | 8%  |
|                                 |       |        |        |           |       |       | cde  | ij               | j            | j            |      |              | k    | kl  | kl   |          |           |       |     |
|                                 |       | 42%    | 54%    | 6%        | 16%   | 27%   | 48%  | 12%              | 13%          | 13%          | 27%  | 10%          | 16%  | 24% | 41%  | 83%      | 9%        | 5%    | 3%  |

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

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

Base : All respondents

|                            |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| No                         | 228   | 106    | 120    | 26        | 41    | 46    | 98   | 45               | 40           | 26           | 25   | 14           | 24   | 40  | 123  | 182      | 20        | 16    | 10  |
|                            | 8%    | 8%     | 8%     | 9%        | 7%    | 5%    | 9%   | 23%              | 16%          | 7%           | 2%   | 2%           | 3%   | 8%  | 17%  | 7%       | 7%        | 10%   | 11% |
|                            |       |        |        | e         |       |       | e    | hij              | ij           | j            |      |              | k    | kl  | klm  |          |           | o     | o   |
|                            |       | 47%    | 53%    | 11%       | 18%   | 20%   | 43%  | 20%              | 17%          | 11%          | 11%  | 6%           | 10%  | 17% | 54%  | 80%      | 9%        | 7%    | 4%  |
| Don't know                 | 46    | 18     | 8      | 7         | 12    | 7     | 5    | 1                | 1            | 1            | 1    | 1            | 5    | 1   | 7    | 41       | 1         | 2     | 2   |
|                            | 2%    | 1%     | 1%     | 3%        | 2%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 2%       | 1%        | 2%    | 2%  |
|                            |       | b      |        | ef        | ef    |       |      |                  |              |              |      |              |      |     | k    |          |           |       | p   |
|                            |       | 39%    | 17%    | 16%       | 26%   | 16%   | 10%  | 2%               | 3%           | 3%           | 2%   | 2%           | 10%  | 3%  | 14%  | 88%      | 3%        | 5%    | 5%  |
| NOT ANSWERED [POSTAL ONLY] | 6     | 2      | 4      | -         | -     | -     | 6    | -                | 2            | -            | 4    | *            | -    | 4   | 2    | 6        | -         | *     | -   |
|                            | 1%    | 1%     | 1%     | 0%        | 0%    | 0%    | 1%   | 0%               | 1%           | 0%           | 1%   | 1%           | 0%   | 1%  | 1%   | 1%       | 0%        | 1%    | 0%  |
|                            |       |        |        | e         |       |       | e    |                  |              |              |      |              |      | kl  |      |          |           |       |     |
|                            |       | 33%    | 67%    | 0%        | 0%    | 0%    | 100% | 0%               | 30%          | 0%           | 70%  | 3%           | 0%   | 67% | 30%  | 97%      | 0%        | 3%    | 0%  |

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

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

Base : All respondents

|                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample       | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                           | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                                 |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| Yes - PC                        | 1017  | 125             | 180        | 100        | 81        | 87        | 76          | 71            | 46         | 87         | 855      | 162   | 591            | 401         | 580               | 437         |
|                                 | 34%   | 35%             | 41%        | 40%        | 37%       | 31%       | 36%         | 30%           | 35%        | 24%        | 33%      | 39%   | 34%            | 35%         | 39%               | 29%         |
|                                 |       | i               | egi        | egi        | gi        |           | i           |               | i          |            |          | j     |                |             | o                 |             |
|                                 |       | 12%             | 18%        | 10%        | 8%        | 9%        | 7%          | 7%            | 4%         | 9%         | 84%      | 16%   | 58%            | 39%         | 57%               | 43%         |
| Yes - laptop                    | 2201  | 301             | 324        | 185        | 164       | 189       | 158         | 165           | 87         | 255        | 1889     | 312   | 1421           | 722         | 1138              | 1063        |
|                                 | 73%   | 84%             | 74%        | 73%        | 75%       | 67%       | 76%         | 69%           | 66%        | 70%        | 73%      | 76%   | 81%            | 64%         | 76%               | 70%         |
|                                 |       | bcdefghi        | eh         |            | eh        |           | egh         |               |            |            |          |       | m              |             | o                 |             |
|                                 |       | 14%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 12%        | 86%      | 14%   | 65%            | 33%         | 52%               | 48%         |
| Yes - netbook                   | 147   | 13              | 25         | 14         | 11        | 12        | 14          | 9             | 6          | 16         | 127      | 20    | 100            | 43          | 80                | 67          |
|                                 | 5%    | 4%              | 6%         | 5%         | 5%        | 4%        | 7%          | 4%            | 4%         | 4%         | 5%       | 5%    | 6%             | 4%          | 5%                | 4%          |
|                                 |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                                 |       | 9%              | 17%        | 9%         | 8%        | 8%        | 9%          | 6%            | 4%         | 11%        | 86%      | 14%   | 68%            | 29%         | 54%               | 46%         |
| Yes - tablet computer e.g. iPad | 1684  | 206             | 269        | 137        | 118       | 130       | 127         | 125           | 77         | 193        | 1422     | 262   | 1050           | 594         | 919               | 766         |
|                                 | 56%   | 57%             | 62%        | 55%        | 54%       | 46%       | 61%         | 52%           | 59%        | 53%        | 55%      | 64%   | 60%            | 53%         | 62%               | 51%         |
|                                 |       | e               | cdegi      | e          |           |           | eg          |               | e          |            |          | j     | m              |             | o                 |             |
|                                 |       | 12%             | 16%        | 8%         | 7%        | 8%        | 8%          | 7%            | 5%         | 11%        | 84%      | 16%   | 62%            | 35%         | 55%               | 45%         |
| TOTAL 'YES'                     | 2720  | 348             | 401        | 229        | 206       | 232       | 193         | 205           | 122        | 323        | 2331     | 389   | 1659           | 980         | 1399              | 1321        |
|                                 | 91%   | 97%             | 92%        | 91%        | 94%       | 83%       | 92%         | 85%           | 93%        | 89%        | 90%      | 94%   | 95%            | 87%         | 94%               | 87%         |
|                                 |       | bcdefghi        | eg         | eg         | egi       |           | eg          |               | eg         | e          |          | j     | m              |             | o                 |             |
|                                 |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 61%            | 36%         | 51%               | 49%         |
| PC ONLY                         | 156   | 18              | 28         | 14         | 14        | 15        | 10          | 6             | 10         | 19         | 131      | 25    | 79             | 68          | 81                | 75          |
|                                 | 5%    | 5%              | 6%         | 6%         | 6%        | 5%        | 5%          | 2%            | 8%         | 5%         | 5%       | 6%    | 5%             | 6%          | 5%                | 5%          |
|                                 |       |                 | g          | g          | g         | g         |             |               | g          |            |          |       |                |             |                   |             |
|                                 |       | 11%             | 18%        | 9%         | 9%        | 10%       | 7%          | 4%            | 7%         | 12%        | 84%      | 16%   | 50%            | 43%         | 52%               | 48%         |
| LAPTOP ONLY                     | 666   | 96              | 76         | 54         | 59        | 68        | 40          | 57            | 25         | 92         | 587      | 79    | 417            | 227         | 283               | 383         |
|                                 | 22%   | 27%             | 17%        | 21%        | 27%       | 24%       | 19%         | 24%           | 19%        | 25%        | 23%      | 19%   | 24%            | 20%         | 19%               | 25%         |
|                                 |       | bfn             |            |            | bfn       | b         |             | b             |            | b          |          |       | m              |             | n                 |             |
|                                 |       | 14%             | 11%        | 8%         | 9%        | 10%       | 6%          | 9%            | 4%         | 14%        | 88%      | 12%   | 63%            | 34%         | 42%               | 58%         |

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



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

Base : All respondents

|                            |      | ENGLAND REGIONS |        |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |
|----------------------------|------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|
|                            |      | Total           | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  |
| Significance Level: 95%    |      | a               | b      | c          | d          | e         | f         | g           | h             | i          | j          | k     | l              | m       | n                 | o    |
| Unweighted total           | 5233 | 375             | 465    | 354        | 361        | 360       | 376       | 400         | 337           | 357        | 4002       | 1231  | 2898           | 2162    | 2623              | 2610 |
| Effective Weighted Sample  | 3539 | 331             | 399    | 312        | 322        | 311       | 335       | 346         | 289           | 310        | 2998       | 549   | 2012           | 1442    | 1706              | 1836 |
| Total                      | 3000 | 359             | 435    | 252        | 220        | 281       | 209       | 240         | 132           | 362        | 2588       | 412   | 1744           | 1131    | 1489              | 1511 |
|                            |      | 12%             | 14%    | 8%         | 7%         | 9%        | 7%        | 8%          | 4%            | 12%        | 86%        | 14%   | 58%            | 38%     | 50%               | 50%  |
| TABLET ONLY                | 206  | 21              | 25     | 12         | 12         | 16        | 11        | 19          | 18            | 36         | 180        | 26    | 87             | 107     | 81                | 125  |
|                            | 7%   | 6%              | 6%     | 5%         | 5%         | 6%        | 5%        | 8%          | 14%           | 10%        | 7%         | 6%    | 5%             | 9%      | 5%                | 8%   |
|                            |      | 10%             | 12%    | 6%         | 6%         | 8%        | 5%        | 9%          | 9%            | 17%        | 87%        | 13%   | 42%            | 52%     | 39%               | 61%  |
| No                         | 228  | 9               | 23     | 17         | 14         | 43        | 11        | 32          | 9             | 25         | 209        | 19    | 72             | 135     | 70                | 158  |
|                            | 8%   | 2%              | 5%     | 7%         | 6%         | 15%       | 5%        | 13%         | 7%            | 7%         | 8%         | 5%    | 4%             | 12%     | 5%                | 10%  |
|                            |      | a               | a      | a          | abcdfhi    | abcdfhi   | a         | a           | k             | l          | n          |       |                |         |                   |      |
|                            |      | 4%              | 10%    | 7%         | 6%         | 19%       | 5%        | 14%         | 4%            | 11%        | 92%        | 8%    | 31%            | 59%     | 31%               | 69%  |
| Don't know                 | 46   | 2               | 10     | 6          | -          | 6         | 6         | 3           | -             | 8          | 42         | 4     | 10             | 15      | 16                | 30   |
|                            | 2%   | *%              | 2%     | 2%         | -%         | 2%        | 3%        | 1%          | -%            | 2%         | 2%         | 1%    | 1%             | 1%      | 1%                | 2%   |
|                            |      |                 | adh    | adh        |            | dh        | adh       | dh          |               | dh         |            |       | l              | n       |                   |      |
|                            |      | 4%              | 22%    | 12%        | -%         | 13%       | 12%       | 7%          | -%            | 17%        | 91%        | 9%    | 21%            | 32%     | 35%               | 65%  |
| NOT ANSWERED [POSTAL ONLY] | 6    | -               | -      | -          | -          | -         | -         | -           | -             | 6          | 6          | *     | 4              | 2       | 4                 | 2    |
|                            | *%   | -%              | -%     | -%         | -%         | -%        | -%        | -%          | -%            | 2%         | *%         | *%    | *%             | *%      | *%                | *%   |
|                            |      |                 |        |            |            |           |           |             | abcdefgh      |            |            |       |                |         |                   |      |
|                            |      | -%              | -%     | -%         | -%         | -%        | -%        | -%          | -%            | 97%        | 97%        | 3%    | 67%            | 33%     | 67%               | 33%  |

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

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

Base : All respondents

|                                 | Total | TV SERVICES  |              |               |      |                  |              |
|---------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                                 |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%         |       | a            | b            | c             | d    | e                | f            |
| Unweighted total                | 5233  | 2461         | 2214         | 3966          | 3991 | 2172             | 5004         |
| Effective Weighted Sample       | 3539  | 1661         | 1497         | 2748          | 2752 | 1500             | 3413         |
| Total                           | 3000  | 1396         | 1269         | 2228          | 2243 | 1215             | 2832         |
|                                 |       | 47%          | 42%          | 74%           | 75%  | 41%              | 94%          |
| Yes - PC                        | 1017  | 507          | 459          | 817           | 802  | 466              | 988          |
|                                 | 34%   | 36%          | 36%          | 37%           | 36%  | 38%              | 35%          |
|                                 |       | f            |              |               |      | f                |              |
|                                 |       | 50%          | 45%          | 80%           | 79%  | 46%              | 97%          |
| Yes - laptop                    | 2201  | 1078         | 948          | 1781          | 1806 | 988              | 2146         |
|                                 | 73%   | 77%          | 75%          | 80%           | 81%  | 81%              | 76%          |
|                                 |       |              |              | abf           | abf  | abf              |              |
|                                 |       | 49%          | 43%          | 81%           | 82%  | 45%              | 97%          |
| Yes - netbook                   | 147   | 91           | 64           | 124           | 128  | 69               | 145          |
|                                 | 5%    | 7%           | 5%           | 6%            | 6%   | 6%               | 5%           |
|                                 |       | f            |              |               |      |                  |              |
|                                 |       | 62%          | 43%          | 84%           | 87%  | 47%              | 98%          |
| Yes - tablet computer e.g. iPad | 1684  | 891          | 762          | 1419          | 1371 | 751              | 1660         |
|                                 | 56%   | 64%          | 60%          | 64%           | 61%  | 62%              | 59%          |
|                                 |       | bf           |              | bdf           | f    | f                |              |
|                                 |       | 53%          | 45%          | 84%           | 81%  | 45%              | 99%          |
| TOTAL 'YES'                     | 2720  | 1331         | 1159         | 2144          | 2149 | 1167             | 2639         |
|                                 | 91%   | 95%          | 91%          | 96%           | 96%  | 96%              | 93%          |
|                                 |       | bf           |              | bf            | bf   | bf               | b            |
|                                 |       | 49%          | 43%          | 79%           | 79%  | 43%              | 97%          |
| PC ONLY                         | 156   | 66           | 61           | 94            | 97   | 50               | 145          |
|                                 | 5%    | 5%           | 5%           | 4%            | 4%   | 4%               | 5%           |
|                                 |       | 42%          | 39%          | 60%           | 62%  | 32%              | 93%          |
| LAPTOP ONLY                     | 666   | 279          | 234          | 474           | 520  | 274              | 632          |
|                                 | 22%   | 20%          | 18%          | 21%           | 23%  | 23%              | 22%          |
|                                 |       |              |              | b             | ab   | b                | b            |
|                                 |       | 42%          | 35%          | 71%           | 78%  | 41%              | 95%          |
| TABLET ONLY                     | 206   | 100          | 80           | 135           | 133  | 69               | 195          |
|                                 | 7%    | 7%           | 6%           | 6%            | 6%   | 6%               | 7%           |
|                                 |       | 48%          | 39%          | 66%           | 65%  | 33%              | 95%          |

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

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

Base : All respondents

|                            | Total | TV SERVICES     |                 |                  |      |                          |                   |
|----------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%    |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total           | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample  | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                      | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                            |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| No                         | 228   | 59              | 100             | 76               | 82   | 42                       | 175               |
|                            | 8%    | 4%              | 8%              | 3%               | 4%   | 3%                       | 6%                |
|                            |       |                 | acdef           |                  |      |                          | acde              |
|                            |       | 26%             | 44%             | 33%              | 36%  | 19%                      | 77%               |
| Don't know                 | 46    | 2               | 5               | 4                | 8    | 2                        | 13                |
|                            | 2%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                            |       | 4%              | 11%             | 9%               | 18%  | 5%                       | 27%               |
| NOT ANSWERED [POSTAL ONLY] | 6     | 4               | 6               | 4                | 4    | 4                        | 6                 |
|                            | *%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                            |       | 70%             | 97%             | 67%              | 67%  | 67%                      | 100%              |

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

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**QE2. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

|                                         | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
|                                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Significance Level: 95%                 |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| Unweighted total                        | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample               | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                   | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                         |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Yes – have access and use at home       | 2721  | 1279   | 1402   | 268       | 550   | 882   | 980  | 154              | 211          | 331          | 1234 | 769          | 742  | 478 | 602  | 2251     | 255       | 136   | 78  |
|                                         | 91%   | 92%    | 91%    | 92%       | 94%   | 94%   | 88%  | 80%              | 84%          | 91%          | 97%  | 96%          | 96%  | 94% | 82%  | 90%      | 95%       | 91%   | 87% |
|                                         |       |        |        | f         | f     | f     |      |                  |              | gh           | ghi  | n            | n    | n   |      | r        | oqr       |       |     |
|                                         |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 45%  | 28%          | 27%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Yes – have access but don't use at home | 65    | 23     | 38     | 5         | 6     | 13    | 35   | 6                | 9            | 11           | 16   | 8            | 7    | 7   | 37   | 54       | 4         | 3     | 3   |
|                                         | 2%    | 2%     | 2%     | 2%        | 1%    | 1%    | 3%   | 3%               | 4%           | 3%           | 1%   | 1%           | 1%   | 1%  | 5%   | 2%       | 2%        | 2%    | 4%  |
|                                         |       |        |        |           |       |       | de   | j                | j            | j            |      |              |      |     | klm  |          |           |       | o   |
|                                         |       | 36%    | 58%    | 7%        | 10%   | 20%   | 55%  | 9%               | 14%          | 17%          | 24%  | 12%          | 11%  | 10% | 57%  | 84%      | 6%        | 5%    | 5%  |
| No do not have access at home           | 146   | 68     | 76     | 10        | 13    | 31    | 77   | 31               | 29           | 18           | 10   | 16           | 15   | 17  | 73   | 126      | 7         | 8     | 5   |
|                                         | 5%    | 5%     | 5%     | 3%        | 2%    | 3%    | 7%   | 16%              | 11%          | 5%           | 1%   | 2%           | 2%   | 3%  | 10%  | 5%       | 3%        | 6%    | 5%  |
|                                         |       |        |        |           |       |       | cde  | ij               | ij           | j            |      |              |      |     | klm  |          |           |       |     |
|                                         |       | 47%    | 52%    | 7%        | 9%    | 21%   | 53%  | 21%              | 20%          | 12%          | 7%   | 11%          | 10%  | 11% | 50%  | 86%      | 5%        | 6%    | 3%  |
| Don't know                              | 65    | 25     | 22     | 9         | 17    | 12    | 13   | 2                | 2            | 4            | 4    | 4            | 7    | 2   | 19   | 55       | 3         | 3     | 4   |
|                                         | 2%    | 2%     | 1%     | 3%        | 3%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 3%   | 2%       | 1%        | 2%    | 4%  |
|                                         |       |        |        | ef        | ef    |       |      |                  |              | j            |      |              |      |     | klm  |          |           |       | opq |
|                                         |       | 38%    | 34%    | 13%       | 26%   | 18%   | 21%  | 3%               | 3%           | 6%           | 6%   | 6%           | 10%  | 3%  | 30%  | 85%      | 5%        | 4%    | 6%  |
| NOT ANSWERED [POSTAL ONLY]              | 4     | *      | 4      | -         | -     | -     | 4    | -                | -            | -            | 4    | *            | -    | 4   | -    | 4        | -         | *     | -   |
|                                         | 1%    | 1%     | 1%     | 0%        | 0%    | 0%    | 1%   | 0%               | 0%           | 0%           | 1%   | 1%           | 0%   | 1%  | 0%   | 1%       | 0%        | 1%    | 0%  |
|                                         |       |        |        |           |       |       | e    |                  |              |              |      |              |      |     | klm  |          |           |       |     |
|                                         |       | 4%     | 96%    | 0%        | 0%    | 0%    | 100% | 0%               | 0%           | 0%           | 100% | 4%           | 0%   | 96% | 0%   | 96%      | 0%        | 4%    | 0%  |
| <b>INTERNET ACCESS AT HOME</b>          |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| YES                                     | 2785  | 1302   | 1440   | 273       | 557   | 895   | 1015 | 160              | 220          | 341          | 1250 | 777          | 749  | 485 | 639  | 2305     | 260       | 139   | 82  |
|                                         | 93%   | 93%    | 93%    | 94%       | 95%   | 95%   | 91%  | 83%              | 88%          | 94%          | 99%  | 97%          | 97%  | 96% | 87%  | 93%      | 96%       | 93%   | 91% |
|                                         |       |        |        |           | f     | f     |      |                  |              | gh           | ghi  | n            | n    | n   |      |          | oqr       |       |     |
|                                         |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| NO                                      | 146   | 68     | 76     | 10        | 13    | 31    | 77   | 31               | 29           | 18           | 10   | 16           | 15   | 17  | 73   | 126      | 7         | 8     | 5   |
|                                         | 5%    | 5%     | 5%     | 3%        | 2%    | 3%    | 7%   | 16%              | 11%          | 5%           | 1%   | 2%           | 2%   | 3%  | 10%  | 5%       | 3%        | 6%    | 5%  |
|                                         |       |        |        |           |       |       | cde  | ij               | ij           | j            |      |              |      |     | klm  |          |           |       |     |
|                                         |       | 47%    | 52%    | 7%        | 9%    | 21%   | 53%  | 21%              | 20%          | 12%          | 7%   | 11%          | 10%  | 11% | 50%  | 86%      | 5%        | 6%    | 3%  |

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

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**QE2. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

|                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|-----------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%                 |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total                        | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610        |
| Effective Weighted Sample               | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836        |
| Total                                   | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588  | 412            | 1744    | 1131              | 1489 | 1511        |
|                                         |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 58%     | 38%               | 50%  | 50%         |
| Yes – have access and use at home       | 2721  | 340             | 387        | 228        | 208       | 246       | 194         | 215           | 120        | 312        | 2333  | 388            | 1672    | 967               | 1390 | 1331        |
|                                         | 91%   | 95%             | 89%        | 91%        | 95%       | 87%       | 93%         | 90%           | 91%        | 86%        | 90%   | 94%            | 96%     | 86%               | 93%  | 88%         |
|                                         |       | bcegi           |            |            | begi      |           | ei          |               |            |            |       | j              | m       |                   | o    |             |
|                                         |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%   | 14%            | 61%     | 36%               | 51%  | 49%         |
| Yes – have access but don't use at home | 65    | 5               | 6          | 8          | 6         | 6         | 3           | 5             | 5          | 10         | 57    | 7              | 17      | 42                | 21   | 44          |
|                                         | 2%    | 2%              | 1%         | 3%         | 3%        | 2%        | 1%          | 2%            | 4%         | 3%         | 2%    | 2%             | 1%      | 4%                | 1%   | 3%          |
|                                         |       |                 |            |            |           |           |             |               | abf        |            |       |                |         | l                 |      | n           |
|                                         |       | 8%              | 10%        | 13%        | 9%        | 9%        | 4%          | 7%            | 8%         | 15%        | 89%   | 11%            | 27%     | 64%               | 32%  | 68%         |
| No do not have access at home           | 146   | 8               | 28         | 7          | 5         | 22        | 6           | 17            | 4          | 28         | 132   | 14             | 34      | 98                | 54   | 92          |
|                                         | 5%    | 2%              | 7%         | 3%         | 2%        | 8%        | 3%          | 7%            | 3%         | 8%         | 5%    | 3%             | 2%      | 9%                | 4%   | 6%          |
|                                         |       |                 | acdf       |            |           | acdfh     |             | acdfh         |            | acdfh      |       |                |         | l                 |      | n           |
|                                         |       | 5%              | 20%        | 5%         | 3%        | 15%       | 4%          | 12%           | 3%         | 19%        | 90%   | 10%            | 24%     | 67%               | 37%  | 63%         |
| Don't know                              | 65    | 5               | 13         | 8          | 1         | 7         | 7           | 3             | 2          | 8          | 62    | 3              | 16      | 24                | 21   | 44          |
|                                         | 2%    | 2%              | 3%         | 3%         | 1%        | 3%        | 3%          | 1%            | 1%         | 2%         | 2%    | 1%             | 1%      | 2%                | 1%   | 3%          |
|                                         |       |                 | d          | d          |           | d         | d           |               |            |            | k     |                |         | l                 |      | n           |
|                                         |       | 8%              | 20%        | 13%        | 2%        | 11%       | 10%         | 5%            | 3%         | 13%        | 96%   | 4%             | 25%     | 36%               | 32%  | 68%         |
| NOT ANSWERED [POSTAL ONLY]              | 4     | -               | -          | -          | -         | -         | -           | -             | -          | 4          | 4     | *              | 4       | *                 | 4    | *           |
|                                         | *%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | 1%         | *%    | *%             | *%      | *%                | *%   | *%          |
|                                         |       |                 |            |            |           |           |             |               |            | b          |       |                |         |                   | o    |             |
|                                         |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | 96%        | 96%   | 4%             | 96%     | 4%                | 96%  | 4%          |
| INTERNET ACCESS AT HOME                 |       |                 |            |            |           |           |             |               |            |            |       |                |         |                   |      |             |
| YES                                     | 2785  | 346             | 393        | 237        | 214       | 252       | 197         | 220           | 125        | 322        | 2390  | 395            | 1689    | 1009              | 1410 | 1375        |
|                                         | 93%   | 96%             | 90%        | 94%        | 97%       | 89%       | 94%         | 92%           | 95%        | 89%        | 92%   | 96%            | 97%     | 89%               | 95%  | 91%         |
|                                         |       | begi            |            | ei         | bcefgi    |           | ei          |               | bei        |            |       | j              | m       |                   | o    |             |
|                                         |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%   | 14%            | 61%     | 36%               | 51%  | 49%         |

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

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**QE2. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836        |
| NO                        | 146   | 8               | 28         | 7          | 5         | 22        | 6           | 17            | 4          | 28         | 132   | 14             | 34      | 98                | 54   | 92          |
|                           | 5%    | 2%              | 7%         | 3%         | 2%        | 8%        | 3%          | 7%            | 3%         | 8%         | 5%    | 3%             | 2%      | 9%                | 4%   | 6%          |
|                           |       |                 | acdf       |            |           | acdfh     |             | acdfh         |            | acdfh      |       |                |         | l                 |      | n           |
|                           |       | 5%              | 20%        | 5%         | 3%        | 15%       | 4%          | 12%           | 3%         | 19%        | 90%   | 10%            | 24%     | 67%               | 37%  | 63%         |

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

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**QE2. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

|                                         | Total | TV SERVICES  |              |               |      |                   |               |
|-----------------------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                                         |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                 |       | a            | b            | c             | d    | e                 | f             |
| Unweighted total                        | 5233  | 2461         | 2214         | 3966          | 3991 | 2172              | 5004          |
| Effective Weighted Sample               | 3539  | 1661         | 1497         | 2748          | 2752 | 1500              | 3413          |
| Total                                   | 3000  | 1396         | 1269         | 2228          | 2243 | 1215              | 2832          |
|                                         |       | 47%          | 42%          | 74%           | 75%  | 41%               | 94%           |
| Yes – have access and use at home       | 2721  | 1336         | 1156         | 2154          | 2174 | 1182              | 2647          |
|                                         | 91%   | 96%          | 91%          | 97%           | 97%  | 97%               | 93%           |
|                                         |       | bf           |              | bf            | abf  | abf               | b             |
|                                         |       | 49%          | 42%          | 79%           | 80%  | 43%               | 97%           |
| Yes – have access but don't use at home | 65    | 22           | 33           | 32            | 30   | 15                | 58            |
|                                         | 2%    | 2%           | 3%           | 1%            | 1%   | 1%                | 2%            |
|                                         |       |              | acde         |               |      |                   | de            |
|                                         |       | 34%          | 51%          | 50%           | 47%  | 23%               | 90%           |
| No do not have access at home           | 146   | 30           | 68           | 28            | 22   | 10                | 101           |
|                                         | 5%    | 2%           | 5%           | 1%            | 1%   | 1%                | 4%            |
|                                         |       | cde          | acdef        |               |      |                   | acde          |
|                                         |       | 21%          | 47%          | 19%           | 15%  | 7%                | 70%           |
| Don't know                              | 65    | 3            | 8            | 9             | 13   | 5                 | 21            |
|                                         | 2%    | *%           | 1%           | *%            | 1%   | *%                | 1%            |
|                                         |       |              |              |               |      |                   | a             |
|                                         |       | 5%           | 12%          | 14%           | 21%  | 8%                | 33%           |
| NOT ANSWERED [POSTAL ONLY]              | 4     | 4            | 4            | 4             | 4    | 4                 | 4             |
|                                         | *%    | *%           | *%           | *%            | *%   | *%                | *%            |
|                                         |       | 100%         | 96%          | 96%           | 96%  | 96%               | 100%          |
| <b>INTERNET ACCESS AT HOME</b>          |       |              |              |               |      |                   |               |
| YES                                     | 2785  | 1358         | 1189         | 2187          | 2204 | 1197              | 2705          |
|                                         | 93%   | 97%          | 94%          | 98%           | 98%  | 98%               | 96%           |
|                                         |       | bf           |              | bf            | abf  | abf               | b             |
|                                         |       | 49%          | 43%          | 79%           | 79%  | 43%               | 97%           |
| NO                                      | 146   | 30           | 68           | 28            | 22   | 10                | 101           |
|                                         | 5%    | 2%           | 5%           | 1%            | 1%   | 1%                | 4%            |
|                                         |       | cde          | acdef        |               |      |                   | acde          |
|                                         |       | 21%          | 47%          | 19%           | 15%  | 7%                | 70%           |

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

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

Base : All respondents

|                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                  | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample         | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                             | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                   |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Your workplace                    | 1406  | 677    | 711    | 126       | 398   | 582   | 286  | 43               | 63           | 153          | 848  | 471          | 492  | 265 | 147  | 1170     | 130       | 66    | 39  |
|                                   | 47%   | 49%    | 46%    | 43%       | 68%   | 62%   | 26%  | 22%              | 25%          | 42%          | 67%  | 59%          | 64%  | 52% | 20%  | 47%      | 48%       | 44%   | 43% |
|                                   |       |        |        | f         | cef   | cf    |      |                  |              | gh           | ghi  | mn           | kmn  | n   |      |          |           |       |     |
|                                   |       | 48%    | 51%    | 9%        | 28%   | 41%   | 20%  | 3%               | 5%           | 11%          | 60%  | 34%          | 35%  | 19% | 10%  | 83%      | 9%        | 5%    | 3%  |
| In someone else's home            | 1220  | 509    | 700    | 150       | 262   | 405   | 395  | 63               | 92           | 147          | 625  | 363          | 371  | 202 | 239  | 1003     | 119       | 62    | 36  |
|                                   | 41%   | 36%    | 45%    | 51%       | 45%   | 43%   | 36%  | 33%              | 36%          | 41%          | 49%  | 46%          | 48%  | 40% | 33%  | 40%      | 44%       | 41%   | 40% |
|                                   |       |        | a      | def       | f     | f     |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                   |       | 42%    | 57%    | 12%       | 22%   | 33%   | 32%  | 5%               | 8%           | 12%          | 51%  | 30%          | 30%  | 17% | 20%  | 82%      | 10%       | 5%    | 3%  |
| While travelling                  | 1199  | 597    | 592    | 114       | 234   | 399   | 440  | 49               | 78           | 119          | 656  | 432          | 345  | 191 | 192  | 1001     | 120       | 49    | 29  |
|                                   | 40%   | 43%    | 38%    | 39%       | 40%   | 43%   | 40%  | 26%              | 31%          | 33%          | 52%  | 54%          | 45%  | 38% | 26%  | 40%      | 44%       | 33%   | 33% |
|                                   |       |        | b      |           |       |       |      |                  |              | g            | ghi  | lmn          | mn   | n   |      | qr       | qr        |       |     |
|                                   |       | 50%    | 49%    | 10%       | 20%   | 33%   | 37%  | 4%               | 6%           | 10%          | 55%  | 36%          | 29%  | 16% | 16%  | 83%      | 10%       | 4%    | 2%  |
| In cafés/ restaurants/ pubs/ bars | 1028  | 464    | 556    | 124       | 217   | 355   | 324  | 48               | 52           | 93           | 586  | 372          | 315  | 154 | 159  | 846      | 105       | 47    | 30  |
|                                   | 34%   | 33%    | 36%    | 43%       | 37%   | 38%   | 29%  | 25%              | 21%          | 25%          | 46%  | 47%          | 41%  | 30% | 22%  | 34%      | 39%       | 32%   | 33% |
|                                   |       |        |        | f         | f     | f     |      |                  |              |              | ghi  | lmn          | mn   | n   |      |          | q         |       |     |
|                                   |       | 45%    | 54%    | 12%       | 21%   | 35%   | 32%  | 5%               | 5%           | 9%           | 57%  | 36%          | 31%  | 15% | 15%  | 82%      | 10%       | 5%    | 3%  |
| In shops or shopping centres      | 780   | 350    | 421    | 108       | 155   | 264   | 243  | 37               | 50           | 78           | 410  | 259          | 223  | 113 | 155  | 640      | 83        | 35    | 22  |
|                                   | 26%   | 25%    | 27%    | 37%       | 27%   | 28%   | 22%  | 19%              | 20%          | 21%          | 32%  | 32%          | 29%  | 22% | 21%  | 26%      | 31%       | 23%   | 25% |
|                                   |       |        |        | def       | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      |          | q         |       |     |
|                                   |       | 45%    | 54%    | 14%       | 20%   | 34%   | 31%  | 5%               | 6%           | 10%          | 53%  | 33%          | 29%  | 15% | 20%  | 82%      | 11%       | 4%    | 3%  |
| On public transport               | 732   | 341    | 380    | 119       | 162   | 233   | 210  | 41               | 50           | 68           | 388  | 243          | 237  | 95  | 130  | 609      | 74        | 28    | 21  |
|                                   | 24%   | 24%    | 25%    | 41%       | 28%   | 25%   | 19%  | 21%              | 20%          | 19%          | 31%  | 30%          | 31%  | 19% | 18%  | 24%      | 27%       | 19%   | 23% |
|                                   |       |        |        | def       | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      |          | q         |       |     |
|                                   |       | 47%    | 52%    | 16%       | 22%   | 32%   | 29%  | 6%               | 7%           | 9%           | 53%  | 33%          | 32%  | 13% | 18%  | 83%      | 10%       | 4%    | 3%  |
| Outdoor areas such as parks       | 714   | 342    | 366    | 65        | 142   | 259   | 243  | 30               | 46           | 71           | 404  | 250          | 209  | 111 | 123  | 606      | 65        | 28    | 16  |
|                                   | 24%   | 25%    | 24%    | 22%       | 24%   | 28%   | 22%  | 15%              | 18%          | 20%          | 32%  | 31%          | 27%  | 22% | 17%  | 24%      | 24%       | 19%   | 17% |
|                                   |       |        |        |           |       | cf    |      |                  |              |              | ghi  | lmn          | mn   | n   |      | qr       | r         |       |     |
|                                   |       | 48%    | 51%    | 9%        | 20%   | 36%   | 34%  | 4%               | 6%           | 10%          | 57%  | 35%          | 29%  | 16% | 17%  | 85%      | 9%        | 4%    | 2%  |

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



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

Base : All respondents

|                                                                | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                        |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                               | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                      | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                          | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| In leisure centres/ gyms/ sports grounds                       | 285   | 134    | 147    | 56        | 82    | 97    | 50   | 14               | 13           | 21           | 167  | 94           | 109  | 39  | 35   | 236      | 31        | 10    | 8   |
|                                                                | 10%   | 10%    | 10%    | 19%       | 14%   | 10%   | 4%   | 7%               | 5%           | 6%           | 13%  | 12%          | 14%  | 8%  | 5%   | 9%       | 12%       | 7%    | 9%  |
|                                                                |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          | q         |       |     |
|                                                                |       | 47%    | 52%    | 20%       | 29%   | 34%   | 17%  | 5%               | 4%           | 7%           | 58%  | 33%          | 38%  | 14% | 12%  | 83%      | 11%       | 3%    | 3%  |
| School/ college/ University                                    | 253   | 98     | 148    | 136       | 48    | 48    | 18   | 25               | 13           | 29           | 85   | 51           | 113  | 42  | 36   | 207      | 26        | 11    | 9   |
|                                                                | 8%    | 7%     | 10%    | 47%       | 8%    | 5%    | 2%   | 13%              | 5%           | 8%           | 7%   | 6%           | 15%  | 8%  | 5%   | 8%       | 10%       | 7%    | 10% |
|                                                                |       |        | a      | def       | ef    | f     |      | hij              |              |              |      |              | kmn  | n   |      |          |           |       |     |
|                                                                |       | 39%    | 59%    | 54%       | 19%   | 19%   | 7%   | 10%              | 5%           | 11%          | 34%  | 20%          | 45%  | 17% | 14%  | 82%      | 10%       | 4%    | 3%  |
| Library                                                        | 187   | 75     | 109    | 56        | 38    | 42    | 47   | 22               | 18           | 24           | 58   | 42           | 73   | 21  | 45   | 157      | 16        | 7     | 7   |
|                                                                | 6%    | 5%     | 7%     | 19%       | 7%    | 4%    | 4%   | 11%              | 7%           | 6%           | 5%   | 5%           | 9%   | 4%  | 6%   | 6%       | 6%        | 5%    | 7%  |
|                                                                |       |        | a      | def       | f     |       |      | ij               |              |              |      |              | kmn  |     |      |          |           |       |     |
|                                                                |       | 40%    | 58%    | 30%       | 20%   | 22%   | 25%  | 12%              | 10%          | 13%          | 31%  | 22%          | 39%  | 11% | 24%  | 84%      | 9%        | 4%    | 4%  |
| Internet café                                                  | 137   | 73     | 62     | 22        | 30    | 51    | 34   | 5                | 10           | 15           | 62   | 49           | 41   | 14  | 28   | 113      | 14        | 4     | 5   |
|                                                                | 5%    | 5%     | 4%     | 7%        | 5%    | 5%    | 3%   | 2%               | 4%           | 4%           | 5%   | 6%           | 5%   | 3%  | 4%   | 5%       | 5%        | 3%    | 6%  |
|                                                                |       |        |        | f         | f     | f     |      |                  |              |              |      | mn           | m    |     |      |          |           |       | q   |
|                                                                |       | 53%    | 45%    | 16%       | 22%   | 37%   | 25%  | 3%               | 7%           | 11%          | 45%  | 36%          | 30%  | 10% | 20%  | 82%      | 11%       | 3%    | 4%  |
| UK culture centre/ Learn Direct/ other online learning centres | 35    | 14     | 20     | 4         | 11    | 12    | 7    | 2                | 2            | 5            | 9    | 11           | 10   | 2   | 7    | 30       | 3         | 1     | *   |
|                                                                | 1%    | 1%     | 1%     | 1%        | 2%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | *%  | 1%   | 1%       | 1%        | *%    | 1%  |
|                                                                |       |        |        | f         |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                                |       | 42%    | 57%    | 11%       | 31%   | 35%   | 21%  | 6%               | 5%           | 14%          | 28%  | 31%          | 28%  | 5%  | 21%  | 87%      | 10%       | 2%    | 1%  |
| Other                                                          | 37    | 21     | 14     | 2         | 4     | 8     | 22   | 4                | 4            | 5            | 14   | 12           | 9    | 5   | 8    | 32       | 2         | 1     | 1   |
|                                                                | 1%    | 2%     | 1%     | 1%        | 1%    | 1%    | 2%   | 2%               | 2%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                                |       |        |        |           |       |       | de   |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                                |       | 57%    | 39%    | 6%        | 10%   | 21%   | 59%  | 10%              | 10%          | 13%          | 39%  | 32%          | 25%  | 15% | 22%  | 87%      | 7%        | 4%    | 3%  |
| No, do not                                                     | 702   | 322    | 349    | 28        | 88    | 155   | 386  | 72               | 92           | 90           | 130  | 94           | 90   | 106 | 310  | 587      | 56        | 36    | 23  |
|                                                                | 23%   | 23%    | 23%    | 10%       | 15%   | 17%   | 35%  | 37%              | 37%          | 25%          | 10%  | 12%          | 12%  | 21% | 42%  | 24%      | 21%       | 24%   | 26% |
|                                                                |       |        |        |           | c     | c     | cde  | ij               | ij           | j            |      |              |      | kl  | klm  |          |           |       |     |
|                                                                |       | 46%    | 50%    | 4%        | 13%   | 22%   | 55%  | 10%              | 13%          | 13%          | 18%  | 13%          | 13%  | 15% | 44%  | 84%      | 8%        | 5%    | 3%  |

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

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

Base : All respondents

|                                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                            | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                   | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                       | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                             |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]                  | 10    | 2      | 8      | -         | -     | -     | 10   | 1                | -            | 1            | 6    | 1            | 1    | 4   | 2    | 9        | *         | 1     | *   |
|                                             | *%    | *%     | 1%     | -%        | -%    | -%    | 1%   | 1%               | -%           | *%           | *%   | *%           | *%   | 1%  | *%   | *%       | *%        | 1%    | *%  |
|                                             |       | a      | a      |           |       |       | de   |                  |              |              |      |              |      | kl  |      |          |           |       |     |
|                                             |       | 17%    | 83%    | -%        | -%    | -%    | 100% | 13%              | -%           | 7%           | 58%  | 6%           | 10%  | 40% | 25%  | 87%      | 2%        | 10%   | 1%  |
| EVER USE INTERNET AT HOME OR ELSEWHERE      | 2788  | 1306   | 1440   | 281       | 566   | 906   | 992  | 164              | 216          | 339          | 1245 | 779          | 752  | 490 | 629  | 2307     | 259       | 140   | 83  |
|                                             | 93%   | 94%    | 93%    | 96%       | 96%   | 97%   | 89%  | 85%              | 86%          | 94%          | 98%  | 98%          | 97%  | 97% | 86%  | 93%      | 96%       | 93%   | 92% |
|                                             |       |        |        | f         | f     | f     |      |                  |              | gh           | ghi  | n            | n    | n   |      |          | or        |       |     |
|                                             |       | 47%    | 52%    | 10%       | 20%   | 32%   | 36%  | 6%               | 8%           | 12%          | 45%  | 28%          | 27%  | 18% | 23%  | 83%      | 9%        | 5%    | 3%  |
| EVER USE INTERNET ELSEWHERE BUT NOT AT HOME | 68    | 27     | 38     | 13        | 15    | 24    | 12   | 9                | 5            | 9            | 10   | 11           | 9    | 12  | 27   | 57       | 3         | 4     | 4   |
|                                             | 2%    | 2%     | 2%     | 4%        | 3%    | 3%    | 1%   | 5%               | 2%           | 2%           | 1%   | 1%           | 1%   | 2%  | 4%   | 2%       | 1%        | 3%    | 5%  |
|                                             |       |        |        | f         | f     | f     |      | j                |              | j            |      |              |      | kl  |      |          |           |       | op  |
|                                             |       | 40%    | 56%    | 19%       | 22%   | 35%   | 18%  | 13%              | 7%           | 13%          | 15%  | 16%          | 14%  | 17% | 39%  | 84%      | 4%        | 6%    | 6%  |

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

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

Base : All respondents

|                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                  | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample         | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                             | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                   |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Your workplace                    | 1406  | 196             | 200        | 112        | 110       | 134       | 99          | 102           | 64         | 153        | 1227     | 179   | 1292           | 91          | 714               | 691          |
|                                   | 47%   | 55%             | 46%        | 44%        | 50%       | 48%       | 48%         | 43%           | 49%        | 42%        | 47%      | 43%   | 74%            | 8%          | 48%               | 46%          |
|                                   |       | bcgi            |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                   |       | 14%             | 14%        | 8%         | 8%        | 10%       | 7%          | 7%            | 5%         | 11%        | 87%      | 13%   | 92%            | 6%          | 51%               | 49%          |
| In someone else's home            | 1220  | 160             | 181        | 117        | 91        | 114       | 74          | 93            | 50         | 124        | 1047     | 173   | 777            | 420         | 621               | 599          |
|                                   | 41%   | 44%             | 42%        | 46%        | 41%       | 40%       | 35%         | 39%           | 38%        | 34%        | 40%      | 42%   | 45%            | 37%         | 42%               | 40%          |
|                                   |       | fi              | i          | fghi       |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                   |       | 13%             | 15%        | 10%        | 7%        | 9%        | 6%          | 8%            | 4%         | 10%        | 86%      | 14%   | 64%            | 34%         | 51%               | 49%          |
| While travelling                  | 1199  | 195             | 193        | 98         | 72        | 105       | 86          | 81            | 43         | 127        | 1031     | 168   | 794            | 378         | 631               | 568          |
|                                   | 40%   | 54%             | 44%        | 39%        | 33%       | 37%       | 41%         | 34%           | 33%        | 35%        | 40%      | 41%   | 46%            | 33%         | 42%               | 38%          |
|                                   |       | bcdefghi        | dghi       |            |           |           | dgh         |               |            |            |          |       | m              |             | o                 |              |
|                                   |       | 16%             | 16%        | 8%         | 6%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 66%            | 32%         | 53%               | 47%          |
| In cafés/ restaurants/ pubs/ bars | 1028  | 151             | 154        | 91         | 66        | 89        | 70          | 66            | 41         | 117        | 874      | 154   | 707            | 303         | 561               | 467          |
|                                   | 34%   | 42%             | 35%        | 36%        | 30%       | 32%       | 34%         | 27%           | 31%        | 32%        | 34%      | 37%   | 41%            | 27%         | 38%               | 31%          |
|                                   |       | defghi          | g          | g          |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                   |       | 15%             | 15%        | 9%         | 6%        | 9%        | 7%          | 6%            | 4%         | 11%        | 85%      | 15%   | 69%            | 30%         | 55%               | 45%          |
| In shops or shopping centres      | 780   | 117             | 120        | 60         | 49        | 72        | 52          | 50            | 30         | 90         | 677      | 103   | 519            | 244         | 390               | 389          |
|                                   | 26%   | 32%             | 28%        | 24%        | 22%       | 25%       | 25%         | 21%           | 23%        | 25%        | 26%      | 25%   | 30%            | 22%         | 26%               | 26%          |
|                                   |       | cdefghi         | g          |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                   |       | 15%             | 15%        | 8%         | 6%        | 9%        | 7%          | 6%            | 4%         | 12%        | 87%      | 13%   | 67%            | 31%         | 50%               | 50%          |
| On public transport               | 732   | 153             | 115        | 49         | 35        | 61        | 46          | 50            | 24         | 76         | 650      | 82    | 488            | 228         | 347               | 385          |
|                                   | 24%   | 43%             | 26%        | 19%        | 16%       | 22%       | 22%         | 21%           | 18%        | 21%        | 25%      | 20%   | 28%            | 20%         | 23%               | 25%          |
|                                   |       | bcdefghi        | cdh        |            |           |           | d           |               |            |            | k        |       | m              |             |                   |              |
|                                   |       | 21%             | 16%        | 7%         | 5%        | 8%        | 6%          | 7%            | 3%         | 10%        | 89%      | 11%   | 67%            | 31%         | 47%               | 53%          |
| Outdoor areas such as parks       | 714   | 115             | 109        | 68         | 51        | 62        | 42          | 49            | 29         | 81         | 616      | 98    | 489            | 211         | 388               | 327          |
|                                   | 24%   | 32%             | 25%        | 27%        | 23%       | 22%       | 20%         | 20%           | 22%        | 22%        | 24%      | 24%   | 28%            | 19%         | 26%               | 22%          |
|                                   |       | bdefghi         | f          |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                   |       | 16%             | 15%        | 9%         | 7%        | 9%        | 6%          | 7%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 54%               | 46%          |

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

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

Base : All respondents

|                                                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                               | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                      | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                          | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| In leisure centres/ gyms/ sports grounds                       | 285   | 50              | 48         | 20         | 14        | 24        | 16          | 18            | 10         | 37         | 255      | 30    | 208            | 73          | 134               | 152          |
|                                                                | 10%   | 14%             | 11%        | 8%         | 6%        | 9%        | 8%          | 7%            | 7%         | 10%        | 10%      | 7%    | 12%            | 6%          | 9%                | 10%          |
|                                                                |       | cdefgh          | d          |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                |       | 17%             | 17%        | 7%         | 5%        | 9%        | 6%          | 6%            | 3%         | 13%        | 90%      | 10%   | 73%            | 26%         | 47%               | 53%          |
| School/ college/ University                                    | 253   | 43              | 41         | 10         | 19        | 22        | 16          | 14            | 12         | 30         | 228      | 25    | 108            | 137         | 101               | 151          |
|                                                                | 8%    | 12%             | 10%        | 4%         | 9%        | 8%        | 8%          | 6%            | 9%         | 8%         | 9%       | 6%    | 6%             | 12%         | 7%                | 10%          |
|                                                                |       | cg              | c          |            | c         | c         | c           |               | c          | c          | k        |       |                | l           |                   | n            |
|                                                                |       | 17%             | 16%        | 4%         | 8%        | 9%        | 6%          | 5%            | 5%         | 12%        | 90%      | 10%   | 43%            | 54%         | 40%               | 60%          |
| Library                                                        | 187   | 37              | 27         | 14         | 12        | 15        | 17          | 9             | 5          | 20         | 174      | 13    | 81             | 99          | 63                | 124          |
|                                                                | 6%    | 10%             | 6%         | 6%         | 5%        | 5%        | 8%          | 4%            | 4%         | 6%         | 7%       | 3%    | 5%             | 9%          | 4%                | 8%           |
|                                                                |       | bcdeghi         |            |            |           |           | gh          |               |            |            | k        |       |                | l           |                   | n            |
|                                                                |       | 20%             | 14%        | 8%         | 6%        | 8%        | 9%          | 5%            | 3%         | 11%        | 93%      | 7%    | 44%            | 53%         | 34%               | 66%          |
| Internet café                                                  | 137   | 25              | 19         | 13         | 6         | 11        | 8           | 6             | 4          | 21         | 121      | 16    | 85             | 46          | 54                | 82           |
|                                                                | 5%    | 7%              | 4%         | 5%         | 3%        | 4%        | 4%          | 2%            | 3%         | 6%         | 5%       | 4%    | 5%             | 4%          | 4%                | 5%           |
|                                                                |       | dgh             |            |            |           |           |             |               |            | g          |          |       |                |             |                   | n            |
|                                                                |       | 19%             | 14%        | 9%         | 4%        | 8%        | 6%          | 4%            | 3%         | 15%        | 88%      | 12%   | 62%            | 34%         | 40%               | 60%          |
| UK culture centre/ Learn Direct/ other online learning centres | 35    | 3               | 7          | 1          | 1         | 4         | 2           | 3             | 1          | 7          | 31       | 3     | 20             | 11          | 13                | 21           |
|                                                                | 1%    | 1%              | 2%         | *%         | *%        | 1%        | 1%          | 1%            | *%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                                |       |                 |            |            |           |           |             |               |            | d          |          |       |                |             |                   |              |
|                                                                |       | 10%             | 22%        | 3%         | 2%        | 12%       | 6%          | 9%            | 2%         | 21%        | 90%      | 10%   | 58%            | 31%         | 39%               | 61%          |
| Other                                                          | 37    | 5               | 6          | 6          | 3         | 2         | 3           | 2             | 2          | 3          | 30       | 7     | 13             | 22          | 21                | 16           |
|                                                                | 1%    | 1%              | 1%         | 3%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 2%    | 1%             | 2%          | 1%                | 1%           |
|                                                                |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                                                                |       | 13%             | 17%        | 17%        | 9%        | 5%        | 7%          | 6%            | 5%         | 8%         | 82%      | 18%   | 36%            | 59%         | 57%               | 43%          |
| No, do not                                                     | 702   | 47              | 103        | 57         | 47        | 71        | 51          | 75            | 33         | 103        | 608      | 93    | 205            | 430         | 324               | 377          |
|                                                                | 23%   | 13%             | 24%        | 23%        | 21%       | 25%       | 24%         | 31%           | 25%        | 29%        | 24%      | 23%   | 12%            | 38%         | 22%               | 25%          |
|                                                                |       |                 | a          | a          | a         | a         | a           | abcdf         | a          | ad         |          |       |                | l           |                   | n            |
|                                                                |       | 7%              | 15%        | 8%         | 7%        | 10%       | 7%          | 11%           | 5%         | 15%        | 87%      | 13%   | 29%            | 61%         | 46%               | 54%          |

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Base : All respondents

|                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                            | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample                   | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                                       | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                                             |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| NOT ANSWERED [POSTAL ONLY]                  | 10    | -               | 1          | 2          | -         | -         | 1           | -             | *          | 4          | 9        | *     | 4              | 4           | 6                 | 4           |
|                                             | *%    | -%              | *%         | 1%         | -%        | -%        | *%          | -%            | *%         | 1%         | *%       | *%    | *%             | *%          | *%                | *%          |
|                                             |       | -%              | 10%        | 24%        | -%        | -%        | 10%         | -%            | 3%         | 40%        | 97%      | 3%    | 40%            | 39%         | 64%               | 36%         |
| EVER USE INTERNET AT HOME OR ELSEWHERE      | 2788  | 346             | 400        | 233        | 214       | 256       | 196         | 219           | 121        | 323        | 2393     | 396   | 1702           | 997         | 1410              | 1379        |
|                                             | 93%   | 96%             | 92%        | 93%        | 97%       | 91%       | 94%         | 91%           | 92%        | 89%        | 92%      | 96%   | 98%            | 88%         | 95%               | 91%         |
|                                             |       | bceghi          |            |            | bcefg     |           | i           |               |            |            |          | j     | m              |             | o                 |             |
|                                             |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 61%            | 36%         | 51%               | 49%         |
| EVER USE INTERNET ELSEWHERE BUT NOT AT HOME | 68    | 6               | 13         | 5          | 6         | 10        | 2           | 4             | 1          | 11         | 60       | 8     | 31             | 30          | 20                | 48          |
|                                             | 2%    | 2%              | 3%         | 2%         | 3%        | 3%        | 1%          | 1%            | 1%         | 3%         | 2%       | 2%    | 2%             | 3%          | 1%                | 3%          |
|                                             |       |                 | h          |            | h         | fh        |             |               |            | h          |          |       |                |             |                   | n           |
|                                             |       | 8%              | 18%        | 7%         | 9%        | 14%       | 3%          | 5%            | 1%         | 16%        | 88%      | 12%   | 45%            | 44%         | 30%               | 70%         |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

|                                   | Total | TV SERVICES  |              |               |      |                  |              |
|-----------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                                   |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%           |       | a            | b            | c             | d    | e                | f            |
| Unweighted total                  | 5233  | 2461         | 2214         | 3966          | 3991 | 2172             | 5004         |
| Effective Weighted Sample         | 3539  | 1661         | 1497         | 2748          | 2752 | 1500             | 3413         |
| Total                             | 3000  | 1396         | 1269         | 2228          | 2243 | 1215             | 2832         |
|                                   |       | 47%          | 42%          | 74%           | 75%  | 41%              | 94%          |
| Your workplace                    | 1406  | 719          | 554          | 1167          | 1242 | 679              | 1371         |
|                                   | 47%   | 52%          | 44%          | 52%           | 55%  | 56%              | 48%          |
|                                   |       | bf           |              | bf            | abcf | abcf             | b            |
|                                   |       | 51%          | 39%          | 83%           | 88%  | 48%              | 98%          |
| In someone else's home            | 1220  | 616          | 545          | 1045          | 1041 | 631              | 1200         |
|                                   | 41%   | 44%          | 43%          | 47%           | 46%  | 52%              | 42%          |
|                                   |       |              |              | bf            | bf   | abcdf            |              |
|                                   |       | 51%          | 45%          | 86%           | 85%  | 52%              | 98%          |
| While travelling                  | 1199  | 590          | 535          | 1026          | 1028 | 606              | 1185         |
|                                   | 40%   | 42%          | 42%          | 46%           | 46%  | 50%              | 42%          |
|                                   |       |              |              | abf           | abf  | abcdf            |              |
|                                   |       | 49%          | 45%          | 86%           | 86%  | 51%              | 99%          |
| In cafés/ restaurants/ pubs/ bars | 1028  | 540          | 451          | 914           | 909  | 542              | 1019         |
|                                   | 34%   | 39%          | 36%          | 41%           | 41%  | 45%              | 36%          |
|                                   |       |              |              | bf            | bf   | abcdf            |              |
|                                   |       | 52%          | 44%          | 89%           | 88%  | 53%              | 99%          |
| In shops or shopping centres      | 780   | 412          | 319          | 668           | 684  | 429              | 768          |
|                                   | 26%   | 30%          | 25%          | 30%           | 30%  | 35%              | 27%          |
|                                   |       | b            |              | bf            | bf   | abcdf            |              |
|                                   |       | 53%          | 41%          | 86%           | 88%  | 55%              | 98%          |
| On public transport               | 732   | 358          | 308          | 621           | 645  | 400              | 722          |
|                                   | 24%   | 26%          | 24%          | 28%           | 29%  | 33%              | 26%          |
|                                   |       |              |              | bf            | abf  | abcdf            |              |
|                                   |       | 49%          | 42%          | 85%           | 88%  | 55%              | 99%          |
| Outdoor areas such as parks       | 714   | 365          | 326          | 622           | 619  | 378              | 708          |
|                                   | 24%   | 26%          | 26%          | 28%           | 28%  | 31%              | 25%          |
|                                   |       |              |              | f             | f    | abcdf            |              |
|                                   |       | 51%          | 46%          | 87%           | 87%  | 53%              | 99%          |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

|                                                                | Total | TV SERVICES  |              |               |      |                  |              |
|----------------------------------------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                                                                |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%                                        |       | a            | b            | c             | d    | e                | f            |
| Unweighted total                                               | 5233  | 2461         | 2214         | 3966          | 3991 | 2172             | 5004         |
| Effective Weighted Sample                                      | 3539  | 1661         | 1497         | 2748          | 2752 | 1500             | 3413         |
| Total                                                          | 3000  | 1396         | 1269         | 2228          | 2243 | 1215             | 2832         |
|                                                                |       | 47%          | 42%          | 74%           | 75%  | 41%              | 94%          |
| In leisure centres/ gyms/ sports grounds                       | 285   | 137          | 110          | 241           | 262  | 164              | 283          |
|                                                                | 10%   | 10%          | 9%           | 11%           | 12%  | 13%              | 10%          |
|                                                                |       |              |              | b             | bf   | abcf             |              |
|                                                                |       | 48%          | 39%          | 85%           | 92%  | 57%              | 99%          |
| School/ college/ University                                    | 253   | 99           | 84           | 189           | 227  | 148              | 241          |
|                                                                | 8%    | 7%           | 7%           | 8%            | 10%  | 12%              | 9%           |
|                                                                |       |              |              | b             | abcf | abcdf            | b            |
|                                                                |       | 39%          | 33%          | 75%           | 90%  | 58%              | 96%          |
| Library                                                        | 187   | 64           | 76           | 140           | 146  | 97               | 180          |
|                                                                | 6%    | 5%           | 6%           | 6%            | 7%   | 8%               | 6%           |
|                                                                |       |              |              | a             | a    | abcf             | a            |
|                                                                |       | 34%          | 41%          | 75%           | 78%  | 52%              | 96%          |
| Internet café                                                  | 137   | 62           | 52           | 109           | 118  | 70               | 133          |
|                                                                | 5%    | 4%           | 4%           | 5%            | 5%   | 6%               | 5%           |
|                                                                |       |              |              |               |      | b                |              |
|                                                                |       | 45%          | 38%          | 80%           | 86%  | 52%              | 98%          |
| UK culture centre/ Learn Direct/ other online learning centres | 35    | 19           | 12           | 30            | 28   | 15               | 34           |
|                                                                | 1%    | 1%           | 1%           | 1%            | 1%   | 1%               | 1%           |
|                                                                |       | 56%          | 34%          | 88%           | 81%  | 43%              | 98%          |
| Other                                                          | 37    | 13           | 21           | 30            | 24   | 14               | 36           |
|                                                                | 1%    | 1%           | 2%           | 1%            | 1%   | 1%               | 1%           |
|                                                                |       | 35%          | 56%          | 81%           | 66%  | 39%              | 98%          |
| No, do not                                                     | 702   | 246          | 308          | 350           | 331  | 156              | 598          |
|                                                                | 23%   | 18%          | 24%          | 16%           | 15%  | 13%              | 21%          |
|                                                                |       | de           | acdef        | e             |      | acde             |              |
|                                                                |       | 35%          | 44%          | 50%           | 47%  | 22%              | 85%          |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

|                                             | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                             |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                     |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                            | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample                   | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                                       | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                                             |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| NOT ANSWERED [POSTAL ONLY]                  | 10    | 5               | 5               | 6                | 5    | 4                        | 7                 |
|                                             | *%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                                             |       | 56%             | 53%             | 58%              | 52%  | 45%                      | 71%               |
| EVER USE INTERNET AT HOME OR ELSEWHERE      | 2788  | 1356            | 1180            | 2181             | 2205 | 1193                     | 2696              |
|                                             | 93%   | 97%             | 93%             | 98%              | 98%  | 98%                      | 95%               |
|                                             |       | bf              |                 | bf               | abf  | bf                       | b                 |
|                                             |       | 49%             | 42%             | 78%              | 79%  | 43%                      | 97%               |
| EVER USE INTERNET ELSEWHERE BUT NOT AT HOME | 68    | 20              | 24              | 27               | 31   | 11                       | 50                |
|                                             | 2%    | 1%              | 2%              | 1%               | 1%   | 1%                       | 2%                |
|                                             |       |                 | e               |                  |      |                          | e                 |
|                                             |       | 30%             | 35%             | 40%              | 46%  | 16%                      | 73%               |

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



## QE58. How many people in your household share the internet connection? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |      |      | NATION   |           |       |      |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|------|------|----------|-----------|-------|------|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2   | DE   | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r    |
| Unweighted total          | 4652  | 2209   | 2381   | 516       | 905   | 1600  | 1590 | 281              | 342          | 598          | 2118 | 1304         | 1595 | 558  | 1022 | 3009     | 513       | 556   | 574  |
| Effective Weighted Sample | 3233  | 1525   | 1665   | 353       | 665   | 1114  | 1070 | 199              | 235          | 413          | 1494 | 939          | 1172 | 403  | 727  | 2517     | 300       | 380   | 480  |
| Total                     | 2599  | 1217   | 1344   | 270       | 555   | 875   | 872  | 137              | 192          | 314          | 1219 | 755          | 724  | 450  | 564  | 2147     | 245       | 132   | 75   |
|                           |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17%  | 22%  | 83%      | 9%        | 5%    | 3%   |
| 1                         | 355   | 167    | 182    | 14        | 67    | 100   | 170  | 42               | 56           | 62           | 105  | 91           | 95   | 54   | 101  | 279      | 47        | 17    | 12   |
|                           | 14%   | 14%    | 14%    | 5%        | 12%   | 11%   | 19%  | 31%              | 29%          | 20%          | 9%   | 12%          | 13%  | 12%  | 18%  | 13%      | 19%       | 13%   | 16%  |
|                           |       |        |        |           | c     | c     | cde  | ij               | ij           | j            |      |              |      | klm  |      |          | oq        |       | o    |
|                           |       | 47%    | 51%    | 4%        | 19%   | 28%   | 48%  | 12%              | 16%          | 18%          | 30%  | 26%          | 27%  | 15%  | 28%  | 79%      | 13%       | 5%    | 3%   |
| 2                         | 1239  | 591    | 637    | 97        | 309   | 283   | 540  | 47               | 77           | 160          | 626  | 375          | 374  | 190  | 265  | 1032     | 116       | 60    | 32   |
|                           | 48%   | 49%    | 47%    | 36%       | 56%   | 32%   | 62%  | 34%              | 40%          | 51%          | 51%  | 50%          | 52%  | 42%  | 47%  | 48%      | 47%       | 45%   | 42%  |
|                           |       |        |        |           | ce    |       | cde  |                  |              | gh           | gh   | m            | m    |      |      | r        |           |       |      |
|                           |       | 48%    | 51%    | 8%        | 25%   | 23%   | 44%  | 4%               | 6%           | 13%          | 50%  | 30%          | 30%  | 15%  | 21%  | 83%      | 9%        | 5%    | 3%   |
| 3                         | 426   | 200    | 216    | 58        | 85    | 172   | 105  | 24               | 28           | 44           | 188  | 113          | 97   | 88   | 98   | 357      | 34        | 23    | 12   |
|                           | 16%   | 16%    | 16%    | 21%       | 15%   | 20%   | 12%  | 17%              | 14%          | 14%          | 15%  | 15%          | 13%  | 20%  | 17%  | 17%      | 14%       | 18%   | 16%  |
|                           |       |        |        | df        | f     | df    |      |                  |              |              |      |              |      | kl   | l    |          |           |       |      |
|                           |       | 47%    | 51%    | 14%       | 20%   | 40%   | 25%  | 6%               | 6%           | 10%          | 44%  | 26%          | 23%  | 21%  | 23%  | 84%      | 8%        | 5%    | 3%   |
| 4                         | 377   | 170    | 198    | 47        | 61    | 217   | 48   | 10               | 18           | 31           | 211  | 126          | 98   | 78   | 59   | 311      | 33        | 20    | 13   |
|                           | 14%   | 14%    | 15%    | 17%       | 11%   | 25%   | 5%   | 7%               | 9%           | 10%          | 17%  | 17%          | 14%  | 17%  | 11%  | 14%      | 13%       | 15%   | 17%  |
|                           |       |        |        | df        | f     | cdf   |      |                  |              |              | ghi  | ln           | n    | n    |      |          |           |       |      |
|                           |       | 45%    | 53%    | 13%       | 16%   | 58%   | 13%  | 3%               | 5%           | 8%           | 56%  | 33%          | 26%  | 21%  | 16%  | 83%      | 9%        | 5%    | 3%   |
| 5 or more                 | 201   | 89     | 110    | 55        | 32    | 103   | 9    | 15               | 13           | 16           | 89   | 51           | 60   | 40   | 39   | 167      | 16        | 12    | 6    |
|                           | 8%    | 7%     | 8%     | 20%       | 6%    | 12%   | 1%   | 11%              | 7%           | 5%           | 7%   | 7%           | 8%   | 9%   | 7%   | 8%       | 6%        | 9%    | 8%   |
|                           |       |        |        | def       | f     | df    |      | i                |              |              |      |              |      |      |      |          |           |       |      |
|                           |       | 44%    | 55%    | 27%       | 16%   | 51%   | 4%   | 7%               | 6%           | 8%           | 44%  | 25%          | 30%  | 20%  | 19%  | 83%      | 8%        | 6%    | 3%   |
| Don't know                | 1     | *      | 1      | -         | -     | 1     | 1    | -                | -            | *            | -    | -            | -    | -    | 1    | 1        | -         | -     | -    |
|                           | *%    | *%     | *%     | -%        | -%    | *%    | *%   | -%               | -%           | *%           | -%   | -%           | -%   | -%   | *%   | *%       | -%        | -%    | -%   |
|                           |       | 28%    | 72%    | -%        | -%    | 45%   | 55%  | -%               | -%           | 28%          | -%   | -%           | -%   | -%   | 100% | 100%     | -%        | -%    | -%   |
| Mean number of people     | 2.6   | 2.6    | 2.6    | 3.3       | 2.4   | 3.0   | 2.1  | 2.4              | 2.3          | 2.3          | 2.7  | 2.6          | 2.6  | 2.7  | 2.5  | 2.6      | 2.4       | 2.7   | 2.6  |
|                           |       |        |        | def       | f     | df    |      |                  |              |              | ghi  | n            | n    | klm  |      | p        |           | p     | p    |
| Standard deviation        | 1.24  | 1.21   | 1.27   | 1.50      | 1.10  | 1.35  | .80  | 1.50             | 1.27         | 1.11         | 1.14 | 1.14         | 1.28 | 1.26 | 1.24 | 1.23     | 1.25      | 1.30  | 1.22 |
| Standard error            | .02   | .03    | .03    | .07       | .04   | .03   | .02  | .09              | .07          | .05          | .02  | .03          | .03  | .05  | .04  | .02      | .06       | .06   | .05  |

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

## QE58. How many people in your household share the internet connection? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4652  | 346             | 406        | 311        | 334       | 313       | 337         | 351           | 306        | 305        | 3561     | 1091  | 2757           | 1777        | 2359              | 2293         |
| Effective Weighted Sample | 3233  | 306             | 368        | 282        | 300       | 275       | 306         | 316           | 265        | 275        | 2740     | 496   | 1946           | 1225        | 1583              | 1653         |
| Total                     | 2599  | 332             | 362        | 213        | 204       | 236       | 185         | 202           | 117        | 297        | 2234     | 365   | 1652           | 876         | 1310              | 1289         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 64%            | 34%         | 50%               | 50%          |
| 1                         | 355   | 43              | 46         | 32         | 23        | 34        | 20          | 26            | 22         | 33         | 317      | 38    | 195            | 144         | 154               | 200          |
|                           | 14%   | 13%             | 13%        | 15%        | 11%       | 14%       | 11%         | 13%           | 19%        | 11%        | 14%      | 10%   | 12%            | 16%         | 12%               | 16%          |
|                           |       |                 |            |            |           |           |             |               | bdfi       |            | k        |       |                | l           |                   | n            |
|                           |       | 12%             | 13%        | 9%         | 6%        | 10%       | 6%          | 7%            | 6%         | 9%         | 89%      | 11%   | 55%            | 40%         | 44%               | 56%          |
| 2                         | 1239  | 146             | 182        | 101        | 105       | 100       | 85          | 106           | 50         | 157        | 1037     | 202   | 759            | 455         | 662               | 577          |
|                           | 48%   | 44%             | 50%        | 47%        | 52%       | 42%       | 46%         | 53%           | 42%        | 53%        | 46%      | 55%   | 46%            | 52%         | 51%               | 45%          |
|                           |       |                 | eh         |            | eh        |           |             | aeh           |            | aeh        |          | j     |                | l           | o                 |              |
|                           |       | 12%             | 15%        | 8%         | 8%        | 8%        | 7%          | 9%            | 4%         | 13%        | 84%      | 16%   | 61%            | 37%         | 53%               | 47%          |
| 3                         | 426   | 59              | 50         | 48         | 31        | 41        | 33          | 25            | 15         | 55         | 372      | 54    | 292            | 122         | 201               | 226          |
|                           | 16%   | 18%             | 14%        | 22%        | 15%       | 18%       | 18%         | 12%           | 13%        | 18%        | 17%      | 15%   | 18%            | 14%         | 15%               | 18%          |
|                           |       | g               |            | bdgh       |           |           | g           |               |            | g          |          |       | m              |             |                   |              |
|                           |       | 14%             | 12%        | 11%        | 7%        | 10%       | 8%          | 6%            | 4%         | 13%        | 87%      | 13%   | 69%            | 29%         | 47%               | 53%          |
| 4                         | 377   | 54              | 60         | 17         | 30        | 29        | 36          | 26            | 17         | 43         | 328      | 48    | 276            | 89          | 213               | 164          |
|                           | 14%   | 16%             | 17%        | 8%         | 14%       | 12%       | 19%         | 13%           | 14%        | 14%        | 15%      | 13%   | 17%            | 10%         | 16%               | 13%          |
|                           |       | c               | c          |            | c         |           | ceg         |               | c          | c          |          |       | m              |             | o                 |              |
|                           |       | 14%             | 16%        | 5%         | 8%        | 8%        | 9%          | 7%            | 4%         | 11%        | 87%      | 13%   | 73%            | 24%         | 56%               | 44%          |
| 5 or more                 | 201   | 30              | 23         | 15         | 16        | 32        | 11          | 18            | 13         | 9          | 178      | 23    | 129            | 65          | 80                | 121          |
|                           | 8%    | 9%              | 6%         | 7%         | 8%        | 13%       | 6%          | 9%            | 11%        | 3%         | 8%       | 6%    | 8%             | 7%          | 6%                | 9%           |
|                           |       | i               |            | i          | i         | bcdfi     |             | i             | bfi        |            |          |       |                |             |                   | n            |
|                           |       | 15%             | 11%        | 7%         | 8%        | 16%       | 5%          | 9%            | 7%         | 5%         | 89%      | 11%   | 64%            | 32%         | 40%               | 60%          |
| Don't know                | 1     | -               | -          | *          | -         | -         | -           | 1             | *          | -          | 1        | -     | -              | 1           | -                 | 1            |
|                           | *%    | -%              | -%         | *%         | -%        | -%        | -%          | *%            | *%         | -%         | *%       | -%    | -%             | *%          | -%                | *%           |
|                           |       | -%              | -%         | 28%        | -%        | -%        | -%          | 45%           | 27%        | -%         | 100%     | -%    | -%             | 100%        | -%                | 100%         |
| Mean number of people     | 2.6   | 2.7             | 2.5        | 2.5        | 2.6       | 2.8       | 2.6         | 2.5           | 2.6        | 2.5        | 2.6      | 2.5   | 2.7            | 2.5         | 2.6               | 2.6          |
|                           |       | ci              |            |            |           | bcgi      | i           |               |            |            | k        |       | m              |             |                   |              |
| Standard deviation        | 1.24  | 1.31            | 1.14       | 1.16       | 1.24      | 1.51      | 1.13        | 1.22          | 1.40       | 1.03       | 1.26     | 1.08  | 1.20           | 1.26        | 1.13              | 1.34         |
| Standard error            | .02   | .07             | .06        | .07        | .07       | .09       | .06         | .07           | .08        | .06        | .02      | .03   | .02            | .03         | .02               | .03          |

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

## QE58. How many people in your household share the internet connection? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES  |              |               |      |                   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                           |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%   |       |              |              |               |      |                   |               |
| Unweighted total          | 4652  | 2263         | 1946         | 3715          | 3811 | 2086              | 4532          |
| Effective Weighted Sample | 3233  | 1556         | 1352         | 2601          | 2648 | 1459              | 3151          |
| Total                     | 2599  | 1275         | 1088         | 2083          | 2140 | 1162              | 2531          |
|                           |       | 49%          | 42%          | 80%           | 82%  | 45%               | 97%           |
| 1                         | 355   | 134          | 165          | 263           | 242  | 147               | 341           |
|                           | 14%   | 10%          | 15%          | 13%           | 11%  | 13%               | 13%           |
|                           |       |              | acde         | a             |      |                   | ad            |
|                           |       | 38%          | 47%          | 74%           | 68%  | 41%               | 96%           |
| 2                         | 1239  | 595          | 552          | 998           | 1004 | 502               | 1206          |
|                           | 48%   | 47%          | 51%          | 48%           | 47%  | 43%               | 48%           |
|                           |       |              | ade          | e             | e    |                   | e             |
|                           |       | 48%          | 45%          | 81%           | 81%  | 41%               | 97%           |
| 3                         | 426   | 239          | 168          | 358           | 372  | 230               | 417           |
|                           | 16%   | 19%          | 15%          | 17%           | 17%  | 20%               | 16%           |
|                           |       | bf           |              |               |      | bcf               |               |
|                           |       | 56%          | 39%          | 84%           | 87%  | 54%               | 98%           |
| 4                         | 377   | 196          | 137          | 305           | 346  | 170               | 369           |
|                           | 14%   | 15%          | 13%          | 15%           | 16%  | 15%               | 15%           |
|                           |       | b            |              |               | b    |                   |               |
|                           |       | 52%          | 36%          | 81%           | 92%  | 45%               | 98%           |
| 5 or more                 | 201   | 110          | 65           | 158           | 176  | 113               | 197           |
|                           | 8%    | 9%           | 6%           | 8%            | 8%   | 10%               | 8%            |
|                           |       | b            |              |               | b    | bcf               | b             |
|                           |       | 55%          | 32%          | 79%           | 88%  | 56%               | 98%           |
| Don't know                | 1     | *            | 1            | 1             | *    | *                 | 1             |
|                           | *%    | *%           | *%           | *%            | *%   | *%                | *%            |
|                           |       | 27%          | 73%          | 72%           | 27%  | 27%               | 100%          |
| Mean number of people     | 2.6   | 2.7          | 2.5          | 2.6           | 2.7  | 2.7               | 2.6           |
|                           |       | bcf          |              | b             | bcf  | bcf               | b             |
| Standard deviation        | 1.24  | 1.22         | 1.14         | 1.20          | 1.23 | 1.29              | 1.22          |
| Standard error            | .02   | .03          | .03          | .02           | .02  | .03               | .02           |

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

## QE59. Which of these – if any – is your home internet connection used for? (MULTI CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                                                                       |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                               | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                      | 4652  | 2209   | 2381   | 516       | 905   | 1600  | 1590 | 281              | 342          | 598          | 2118 | 1304         | 1595 | 558 | 1022 | 3009     | 513       | 556   | 574 |
| Effective Weighted Sample                                             | 3233  | 1525   | 1665   | 353       | 665   | 1114  | 1070 | 199              | 235          | 413          | 1494 | 939          | 1172 | 403 | 727  | 2517     | 300       | 380   | 480 |
| Total                                                                 | 2599  | 1217   | 1344   | 270       | 555   | 875   | 872  | 137              | 192          | 314          | 1219 | 755          | 724  | 450 | 564  | 2147     | 245       | 132   | 75  |
|                                                                       |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Working from home                                                     | 1398  | 663    | 715    | 147       | 362   | 560   | 316  | 40               | 54           | 125          | 861  | 566          | 520  | 172 | 109  | 1185     | 119       | 59    | 35  |
|                                                                       | 54%   | 54%    | 53%    | 54%       | 65%   | 64%   | 36%  | 29%              | 28%          | 40%          | 71%  | 75%          | 72%  | 38% | 19%  | 55%      | 49%       | 45%   | 46% |
|                                                                       |       |        |        | f         | cf    | cf    |      |                  |              | gh           | ghi  | mn           | mn   | n   |      | pqr      |           |       |     |
|                                                                       |       | 47%    | 51%    | 11%       | 26%   | 40%   | 23%  | 3%               | 4%           | 9%           | 62%  | 40%          | 37%  | 12% | 8%   | 85%      | 9%        | 4%    | 2%  |
| Ordinary school work/ homework                                        | 766   | 315    | 437    | 136       | 142   | 418   | 64   | 48               | 56           | 79           | 375  | 224          | 226  | 139 | 146  | 634      | 66        | 42    | 24  |
|                                                                       | 29%   | 26%    | 33%    | 50%       | 26%   | 48%   | 7%   | 35%              | 29%          | 25%          | 31%  | 30%          | 31%  | 31% | 26%  | 30%      | 27%       | 32%   | 31% |
|                                                                       |       |        | a      | df        | f     | df    |      | i                |              |              | i    |              | n    |     |      |          |           |       |     |
|                                                                       |       | 41%    | 57%    | 18%       | 18%   | 55%   | 8%   | 6%               | 7%           | 10%          | 49%  | 29%          | 29%  | 18% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Distance learning due to Covid-19 (e.g. video lessons with a teacher) | 716   | 286    | 418    | 136       | 124   | 370   | 81   | 47               | 44           | 67           | 361  | 226          | 227  | 112 | 121  | 594      | 61        | 40    | 21  |
|                                                                       | 28%   | 23%    | 31%    | 50%       | 22%   | 42%   | 9%   | 34%              | 23%          | 21%          | 30%  | 30%          | 31%  | 25% | 21%  | 28%      | 25%       | 31%   | 28% |
|                                                                       |       |        | a      | def       | f     | df    |      | hi               |              |              | hi   | n            | mn   |     |      |          |           |       |     |
|                                                                       |       | 40%    | 58%    | 19%       | 17%   | 52%   | 11%  | 7%               | 6%           | 9%           | 50%  | 32%          | 32%  | 16% | 17%  | 83%      | 8%        | 6%    | 3%  |
| ANY OF THESE                                                          | 1714  | 780    | 908    | 216       | 431   | 706   | 346  | 73               | 92           | 173          | 948  | 593          | 591  | 252 | 226  | 1436     | 150       | 82    | 46  |
|                                                                       | 66%   | 64%    | 68%    | 80%       | 78%   | 81%   | 40%  | 53%              | 48%          | 55%          | 78%  | 79%          | 82%  | 56% | 40%  | 67%      | 61%       | 62%   | 61% |
|                                                                       |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | pr       |           |       |     |
|                                                                       |       | 46%    | 53%    | 13%       | 25%   | 41%   | 20%  | 4%               | 5%           | 10%          | 55%  | 35%          | 34%  | 15% | 13%  | 84%      | 9%        | 5%    | 3%  |
| None of these                                                         | 885   | 437    | 436    | 54        | 123   | 170   | 526  | 65               | 100          | 141          | 271  | 162          | 133  | 198 | 338  | 711      | 95        | 49    | 29  |
|                                                                       | 34%   | 36%    | 32%    | 20%       | 22%   | 19%   | 60%  | 47%              | 52%          | 45%          | 22%  | 21%          | 18%  | 44% | 60%  | 33%      | 39%       | 38%   | 39% |
|                                                                       |       | b      |        |           |       |       | cde  | j                | j            | j            |      |              |      | kl  | klm  |          | o         |       | o   |
|                                                                       |       | 49%    | 49%    | 6%        | 14%   | 19%   | 59%  | 7%               | 11%          | 16%          | 31%  | 18%          | 15%  | 22% | 38%  | 80%      | 11%       | 6%    | 3%  |

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

## QE59. Which of these – if any – is your home internet connection used for? (MULTI CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                                                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                      | 4652  | 346             | 406        | 311        | 334       | 313       | 337         | 351           | 306        | 305        | 3561     | 1091  | 2757           | 1777        | 2359              | 2293         |
| Effective Weighted Sample                                             | 3233  | 306             | 368        | 282        | 300       | 275       | 306         | 316           | 265        | 275        | 2740     | 496   | 1946           | 1225        | 1583              | 1653         |
| Total                                                                 | 2599  | 332             | 362        | 213        | 204       | 236       | 185         | 202           | 117        | 297        | 2234     | 365   | 1652           | 876         | 1310              | 1289         |
|                                                                       |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 64%            | 34%         | 50%               | 50%          |
| Working from home                                                     | 1398  | 243             | 196        | 117        | 102       | 109       | 106         | 105           | 55         | 151        | 1206     | 192   | 1144           | 231         | 751               | 647          |
|                                                                       | 54%   | 73%             | 54%        | 55%        | 50%       | 46%       | 57%         | 52%           | 47%        | 51%        | 54%      | 53%   | 69%            | 26%         | 57%               | 50%          |
|                                                                       |       | bcdefghi        |            | e          |           |           | eh          |               |            |            |          |       | m              |             | o                 |              |
|                                                                       |       | 17%             | 14%        | 8%         | 7%        | 8%        | 8%          | 8%            | 4%         | 11%        | 86%      | 14%   | 82%            | 16%         | 54%               | 46%          |
| Ordinary school work/ homework                                        | 766   | 89              | 104        | 60         | 63        | 81        | 60          | 59            | 38         | 80         | 669      | 96    | 524            | 221         | 352               | 414          |
|                                                                       | 29%   | 27%             | 29%        | 28%        | 31%       | 35%       | 33%         | 29%           | 32%        | 27%        | 30%      | 26%   | 32%            | 25%         | 27%               | 32%          |
|                                                                       |       |                 |            |            |           | a         |             |               |            |            |          |       | m              |             | n                 |              |
|                                                                       |       |                 | 12%        | 14%        | 8%        | 8%        | 11%         | 8%            | 5%         | 10%        | 87%      | 13%   | 68%            | 29%         | 46%               | 54%          |
| Distance learning due to Covid-19 (e.g. video lessons with a teacher) | 716   | 94              | 110        | 53         | 45        | 69        | 56          | 54            | 33         | 81         | 626      | 90    | 489            | 207         | 359               | 357          |
|                                                                       | 28%   | 28%             | 30%        | 25%        | 22%       | 29%       | 30%         | 27%           | 28%        | 27%        | 28%      | 25%   | 30%            | 24%         | 27%               | 28%          |
|                                                                       |       |                 | d          |            |           |           | d           |               |            |            |          |       | m              |             |                   |              |
|                                                                       |       |                 | 13%        | 15%        | 7%        | 6%        | 10%         | 8%            | 5%         | 11%        | 87%      | 13%   | 68%            | 29%         | 50%               | 50%          |
| ANY OF THESE                                                          | 1714  | 266             | 242        | 137        | 132       | 146       | 126         | 127           | 72         | 188        | 1492     | 222   | 1302           | 373         | 854               | 860          |
|                                                                       | 66%   | 80%             | 67%        | 64%        | 65%       | 62%       | 68%         | 63%           | 61%        | 63%        | 67%      | 61%   | 79%            | 43%         | 65%               | 67%          |
|                                                                       |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             |                   |              |
|                                                                       |       | 16%             | 14%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 11%        | 87%      | 13%   | 76%            | 22%         | 50%               | 50%          |
| None of these                                                         | 885   | 66              | 120        | 76         | 71        | 89        | 58          | 75            | 46         | 109        | 742      | 143   | 349            | 503         | 456               | 429          |
|                                                                       | 34%   | 20%             | 33%        | 36%        | 35%       | 38%       | 32%         | 37%           | 39%        | 37%        | 33%      | 39%   | 21%            | 57%         | 35%               | 33%          |
|                                                                       |       |                 | a          | a          | a         | a         | a           | a             | a          | a          |          | j     |                | l           |                   |              |
|                                                                       |       |                 | 7%         | 14%        | 9%        | 8%        | 10%         | 7%            | 5%         | 12%        | 84%      | 16%   | 39%            | 57%         | 52%               | 48%          |

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

## QE59. Which of these – if any – is your home internet connection used for? (MULTI CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                                                                       | Total | TV SERVICES     |                 |                  |      |                          |                   |
|-----------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                       |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                               |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                                                      | 4652  | 2263            | 1946            | 3715             | 3811 | 2086                     | 4532              |
| Effective Weighted Sample                                             | 3233  | 1556            | 1352            | 2601             | 2648 | 1459                     | 3151              |
| Total                                                                 | 2599  | 1275            | 1088            | 2083             | 2140 | 1162                     | 2531              |
|                                                                       |       | 49%             | 42%             | 80%              | 82%  | 45%                      | 97%               |
| Working from home                                                     | 1398  | 691             | 571             | 1193             | 1257 | 695                      | 1377              |
|                                                                       | 54%   | 54%             | 53%             | 57%              | 59%  | 60%                      | 54%               |
|                                                                       |       |                 |                 | bf               | abf  | abf                      |                   |
|                                                                       |       | 49%             | 41%             | 85%              | 90%  | 50%                      | 98%               |
| Ordinary school work/ homework                                        | 766   | 377             | 267             | 607              | 695  | 409                      | 747               |
|                                                                       | 29%   | 30%             | 25%             | 29%              | 32%  | 35%                      | 30%               |
|                                                                       |       | b               | b               | b                | b    | abcf                     | b                 |
|                                                                       |       | 49%             | 35%             | 79%              | 91%  | 53%                      | 98%               |
| Distance learning due to Covid-19 (e.g. video lessons with a teacher) | 716   | 362             | 273             | 586              | 659  | 390                      | 702               |
|                                                                       | 28%   | 28%             | 25%             | 28%              | 31%  | 34%                      | 28%               |
|                                                                       |       | b               | b               | b                | b    | abcf                     | b                 |
|                                                                       |       | 51%             | 38%             | 82%              | 92%  | 55%                      | 98%               |
| ANY OF THESE                                                          | 1714  | 836             | 673             | 1415             | 1524 | 849                      | 1680              |
|                                                                       | 66%   | 66%             | 62%             | 68%              | 71%  | 73%                      | 66%               |
|                                                                       |       | b               | b               | b                | abcf | abcf                     | b                 |
|                                                                       |       | 49%             | 39%             | 83%              | 89%  | 50%                      | 98%               |
| None of these                                                         | 885   | 438             | 415             | 668              | 616  | 313                      | 851               |
|                                                                       | 34%   | 34%             | 38%             | 32%              | 29%  | 27%                      | 34%               |
|                                                                       |       | de              | acdef           | de               |      |                          | de                |
|                                                                       |       | 50%             | 47%             | 76%              | 70%  | 35%                      | 96%               |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1BBC. Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)**

Base : All respondents

|                           | Total       | GENDER      |             | AGE GROUP  |            |            |             | HOUSEHOLD INCOME    |                       |                       |             | SOCIAL GROUP |            |            |            | NATION           |                   |            |           |
|---------------------------|-------------|-------------|-------------|------------|------------|------------|-------------|---------------------|-----------------------|-----------------------|-------------|--------------|------------|------------|------------|------------------|-------------------|------------|-----------|
|                           |             | MALE<br>a   | FEMALE<br>b | 16-24<br>c | 25-34<br>d | 35-54<br>e | 55+<br>f    | UNDER<br>10.4K<br>g | 10.4K-<br>15.59K<br>h | 15.6K-<br>25.99K<br>i | 26K+<br>j   | AB<br>k      | C1<br>l    | C2<br>m    | DE<br>n    | ENG<br>LAND<br>o | SCOT<br>LAND<br>p | WALES<br>q | NI<br>r   |
| Significance Level: 95%   |             |             |             |            |            |            |             |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
| Unweighted total          | 5233        | 2473        | 2668        | 545        | 939        | 1699       | 1951        | 369                 | 417                   | 678                   | 2198        | 1379         | 1694       | 634        | 1268       | 3385             | 564               | 623        | 661       |
| Effective Weighted Sample | 3539        | 1665        | 1824        | 368        | 675        | 1171       | 1269        | 241                 | 277                   | 455                   | 1528        | 983          | 1230       | 442        | 886        | 2753             | 329               | 413        | 543       |
| Total                     | 3000        | 1395<br>47% | 1542<br>51% | 291<br>10% | 586<br>20% | 938<br>31% | 1110<br>37% | 193<br>6%           | 251<br>8%             | 363<br>12%            | 1268<br>42% | 797<br>27%   | 771<br>26% | 507<br>17% | 731<br>24% | 2490<br>83%      | 270<br>9%         | 150<br>5%  | 90<br>3%  |
| None                      | 250<br>8%   | 111<br>8%   | 117<br>8%   | 12<br>4%   | 25<br>4%   | 36<br>4%   | 145<br>13%  | 37<br>19%           | 39<br>16%             | 32<br>9%              | 23<br>2%    | 18<br>2%     | 24<br>3%   | 18<br>4%   | 130<br>18% | 211<br>8%        | 16<br>6%          | 13<br>8%   | 10<br>12% |
|                           |             |             |             |            |            |            | cde         | ij                  | ij                    | j                     |             |              |            | klm        |            |                  |                   |            | op        |
|                           |             | 44%         | 47%         | 5%         | 10%        | 14%        | 58%         | 15%                 | 16%                   | 13%                   | 9%          | 7%           | 10%        | 7%         | 52%        | 84%              | 6%                | 5%         | 4%        |
| Up to 2 hours             | 164<br>5%   | 78<br>6%    | 84<br>5%    | 8<br>3%    | 15<br>2%   | 36<br>4%   | 97<br>9%    | 16<br>8%            | 18<br>7%              | 15<br>4%              | 34<br>3%    | 24<br>3%     | 28<br>4%   | 33<br>7%   | 65<br>9%   | 138<br>6%        | 11<br>4%          | 9<br>6%    | 7<br>7%   |
|                           |             |             |             |            |            |            | cde         | ij                  | j                     |                       |             |              |            | kl         | kl         |                  |                   |            | p         |
|                           |             | 47%         | 51%         | 5%         | 9%         | 22%        | 59%         | 10%                 | 11%                   | 9%                    | 21%         | 15%          | 17%        | 20%        | 40%        | 84%              | 7%                | 5%         | 4%        |
| 3 to 5 hours              | 164<br>5%   | 75<br>5%    | 86<br>6%    | 7<br>2%    | 21<br>4%   | 43<br>5%   | 89<br>8%    | 14<br>7%            | 18<br>7%              | 27<br>7%              | 49<br>4%    | 32<br>4%     | 26<br>3%   | 40<br>8%   | 52<br>7%   | 136<br>5%        | 12<br>4%          | 10<br>7%   | 6<br>6%   |
|                           |             |             |             |            |            |            | cde         | j                   | j                     | j                     |             |              |            | kl         | kl         |                  |                   |            |           |
|                           |             | 46%         | 52%         | 4%         | 13%        | 26%        | 54%         | 8%                  | 11%                   | 16%                   | 30%         | 20%          | 16%        | 24%        | 32%        | 83%              | 7%                | 6%         | 3%        |
| 6 to 8 hours              | 276<br>9%   | 135<br>10%  | 135<br>9%   | 21<br>7%   | 48<br>8%   | 82<br>9%   | 119<br>11%  | 19<br>10%           | 20<br>8%              | 39<br>11%             | 101<br>8%   | 65<br>8%     | 53<br>7%   | 69<br>14%  | 70<br>10%  | 236<br>9%        | 21<br>8%          | 11<br>7%   | 8<br>8%   |
|                           |             |             |             |            |            |            |             |                     |                       |                       |             |              |            | kl         | l          |                  |                   |            |           |
|                           |             | 49%         | 49%         | 8%         | 17%        | 30%        | 43%         | 7%                  | 7%                    | 14%                   | 37%         | 23%          | 19%        | 25%        | 25%        | 86%              | 8%                | 4%         | 3%        |
| 9 to 11 hours             | 245<br>8%   | 113<br>8%   | 131<br>8%   | 20<br>7%   | 56<br>10%  | 77<br>8%   | 91<br>8%    | 15<br>8%            | 20<br>8%              | 31<br>8%              | 97<br>8%    | 67<br>8%     | 52<br>7%   | 57<br>11%  | 58<br>8%   | 204<br>8%        | 20<br>7%          | 14<br>9%   | 6<br>7%   |
|                           |             |             |             |            |            |            |             |                     |                       |                       |             |              |            | l          |            |                  |                   |            |           |
|                           |             | 46%         | 53%         | 8%         | 23%        | 32%        | 37%         | 6%                  | 8%                    | 13%                   | 40%         | 27%          | 21%        | 23%        | 24%        | 84%              | 8%                | 6%         | 3%        |
| 12 to 15 hours            | 292<br>10%  | 131<br>9%   | 159<br>10%  | 24<br>8%   | 54<br>9%   | 85<br>9%   | 124<br>11%  | 16<br>8%            | 21<br>8%              | 38<br>11%             | 132<br>10%  | 85<br>11%    | 71<br>9%   | 58<br>11%  | 66<br>9%   | 234<br>9%        | 30<br>11%         | 17<br>11%  | 11<br>12% |
|                           |             | 45%         | 54%         | 8%         | 19%        | 29%        | 42%         | 5%                  | 7%                    | 13%                   | 45%         | 29%          | 24%        | 20%        | 23%        | 80%              | 10%               | 6%         | 4%        |
| 16 to 22 hours            | 300<br>10%  | 137<br>10%  | 159<br>10%  | 28<br>9%   | 57<br>10%  | 94<br>10%  | 119<br>11%  | 17<br>9%            | 25<br>10%             | 42<br>12%             | 146<br>11%  | 81<br>10%    | 80<br>10%  | 56<br>11%  | 72<br>10%  | 248<br>10%       | 24<br>9%          | 16<br>10%  | 13<br>14% |
|                           |             |             |             |            |            |            |             |                     |                       |                       |             |              |            |            |            |                  |                   |            | op        |
|                           |             | 46%         | 53%         | 9%         | 19%        | 31%        | 40%         | 6%                  | 8%                    | 14%                   | 49%         | 27%          | 27%        | 19%        | 24%        | 83%              | 8%                | 5%         | 4%        |
| Over 22 hours             | 1212<br>40% | 575<br>41%  | 620<br>40%  | 157<br>54% | 291<br>50% | 449<br>48% | 308<br>28%  | 55<br>29%           | 80<br>32%             | 133<br>37%            | 675<br>53%  | 411<br>52%   | 421<br>55% | 157<br>31% | 192<br>26% | 997<br>40%       | 132<br>49%        | 55<br>37%  | 28<br>31% |
|                           |             |             |             | ef         | f          | f          |             |                     |                       | g                     | ghi         | mn           | mn         |            |            | r                | oqr               | r          |           |
|                           |             | 47%         | 51%         | 13%        | 24%        | 37%        | 25%         | 5%                  | 7%                    | 11%                   | 56%         | 34%          | 35%        | 13%        | 16%        | 82%              | 11%               | 5%         | 2%        |

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

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**S1BBC. Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)**

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Don't know/ unsure         | 93    | 38     | 48     | 14        | 19    | 37    | 14   | 5                | 8            | 6            | 9    | 11           | 15   | 19  | 24   | 81       | 4         | 5     | 2   |
|                            | 3%    | 3%     | 3%     | 5%        | 3%    | 4%    | 1%   | 2%               | 3%           | 2%           | 1%   | 1%           | 2%   | 4%  | 3%   | 3%       | 2%        | 3%    | 3%  |
|                            |       |        |        | f         | f     | f     |      | j                | j            | j            |      |              |      | kl  | k    |          |           |       |     |
|                            |       | 40%    | 52%    | 15%       | 20%   | 40%   | 15%  | 5%               | 9%           | 7%           | 10%  | 12%          | 16%  | 21% | 25%  | 88%      | 4%        | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 4     | 1      | 3      | -         | -     | -     | 4    | -                | 1            | -            | 2    | 2            | -    | *   | 2    | 3        | *         | *     | -   |
|                            | *%    | *%     | *%     | -%        | -%    | -%    | *%   | -%               | *%           | -%           | *%   | *%           | -%   | *%  | *%   | *%       | *%        | *%    | -%  |
|                            |       |        |        | e         |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 29%    | 71%    | -%        | -%    | -%    | 100% | -%               | 29%          | -%           | 53%  | 47%          | -%   | 12% | 41%  | 88%      | 6%        | 6%    | -%  |

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



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**S1BBC. Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)**

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| None                      | 250   | 14              | 43         | 23         | 6         | 30        | 15          | 26            | 12         | 44         | 227      | 24    | 48             | 163         | 95                | 156         |
|                           | 8%    | 4%              | 10%        | 9%         | 3%        | 11%       | 7%          | 11%           | 9%         | 12%        | 9%       | 6%    | 3%             | 14%         | 6%                | 10%         |
|                           |       |                 | ad         | ad         |           | ad        | d           | ad            | ad         | adf        | k        |       |                | l           |                   | n           |
|                           |       | 6%              | 17%        | 9%         | 2%        | 12%       | 6%          | 10%           | 5%         | 18%        | 91%      | 9%    | 19%            | 65%         | 38%               | 62%         |
| Up to 2 hours             | 164   | 21              | 25         | 11         | 14        | 15        | 14          | 9             | 9          | 21         | 138      | 26    | 55             | 97          | 86                | 78          |
|                           | 5%    | 6%              | 6%         | 4%         | 6%        | 5%        | 7%          | 4%            | 7%         | 6%         | 5%       | 6%    | 3%             | 9%          | 6%                | 5%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |             |
|                           |       | 13%             | 15%        | 6%         | 8%        | 9%        | 9%          | 5%            | 5%         | 13%        | 84%      | 16%   | 33%            | 59%         | 52%               | 48%         |
| 3 to 5 hours              | 164   | 19              | 23         | 16         | 12        | 18        | 8           | 13            | 6          | 20         | 138      | 26    | 77             | 79          | 82                | 82          |
|                           | 5%    | 5%              | 5%         | 6%         | 6%        | 6%        | 4%          | 5%            | 5%         | 6%         | 5%       | 6%    | 4%             | 7%          | 6%                | 5%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |             |
|                           |       | 12%             | 14%        | 10%        | 7%        | 11%       | 5%          | 8%            | 4%         | 12%        | 84%      | 16%   | 47%            | 48%         | 50%               | 50%         |
| 6 to 8 hours              | 276   | 26              | 45         | 25         | 22        | 33        | 20          | 22            | 12         | 33         | 233      | 43    | 143            | 123         | 141               | 134         |
|                           | 9%    | 7%              | 10%        | 10%        | 10%       | 12%       | 10%         | 9%            | 9%         | 9%         | 9%       | 10%   | 8%             | 11%         | 9%                | 9%          |
|                           |       |                 |            |            |           | a         |             |               |            |            |          |       |                | l           |                   |             |
|                           |       | 9%              | 16%        | 9%         | 8%        | 12%       | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 52%            | 44%         | 51%               | 49%         |
| 9 to 11 hours             | 245   | 25              | 34         | 22         | 20        | 28        | 13          | 18            | 9          | 36         | 205      | 40    | 155            | 82          | 130               | 115         |
|                           | 8%    | 7%              | 8%         | 9%         | 9%        | 10%       | 6%          | 7%            | 7%         | 10%        | 8%       | 10%   | 9%             | 7%          | 9%                | 8%          |
|                           |       | 10%             | 14%        | 9%         | 8%        | 11%       | 5%          | 7%            | 4%         | 15%        | 84%      | 16%   | 63%            | 33%         | 53%               | 47%         |
| 12 to 15 hours            | 292   | 31              | 38         | 19         | 24        | 25        | 23          | 28            | 14         | 31         | 253      | 39    | 174            | 109         | 151               | 142         |
|                           | 10%   | 9%              | 9%         | 8%         | 11%       | 9%        | 11%         | 12%           | 11%        | 9%         | 10%      | 10%   | 10%            | 10%         | 10%               | 9%          |
|                           |       | 11%             | 13%        | 7%         | 8%        | 9%        | 8%          | 10%           | 5%         | 11%        | 87%      | 13%   | 59%            | 37%         | 51%               | 49%         |
| 16 to 22 hours            | 300   | 40              | 47         | 26         | 21        | 24        | 21          | 23            | 17         | 29         | 245      | 55    | 182            | 112         | 170               | 130         |
|                           | 10%   | 11%             | 11%        | 11%        | 10%       | 8%        | 10%         | 9%            | 13%        | 8%         | 9%       | 13%   | 10%            | 10%         | 11%               | 9%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          | j     |                |             | o                 |             |
|                           |       | 13%             | 16%        | 9%         | 7%        | 8%        | 7%          | 8%            | 6%         | 10%        | 82%      | 18%   | 61%            | 37%         | 57%               | 43%         |
| Over 22 hours             | 1212  | 172             | 165        | 104        | 97        | 90        | 92          | 100           | 48         | 129        | 1060     | 151   | 866            | 325         | 598               | 613         |
|                           | 40%   | 48%             | 38%        | 41%        | 44%       | 32%       | 44%         | 41%           | 37%        | 36%        | 41%      | 37%   | 50%            | 29%         | 40%               | 41%         |
|                           |       | beh             |            | e          | ei        |           | ei          | e             |            |            |          |       | m              |             |                   |             |
|                           |       | 14%             | 14%        | 9%         | 8%        | 7%        | 8%          | 8%            | 4%         | 11%        | 88%      | 12%   | 72%            | 27%         | 49%               | 51%         |

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

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**S1BBC. Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)**

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| Don't know/ unsure         | 93    | 10              | 14         | 6          | 4         | 17        | 4           | 4             | 5          | 17         | 86       | 7     | 45             | 38          | 34                | 59          |
|                            | 3%    | 3%              | 3%         | 2%         | 2%        | 6%        | 2%          | 2%            | 4%         | 5%         | 3%       | 2%    | 3%             | 3%          | 2%                | 4%          |
|                            |       |                 |            |            |           | cdg       |             |               |            | dg         | k        |       |                |             |                   | n           |
|                            |       | 11%             | 16%        | 6%         | 4%        | 18%       | 5%          | 4%            | 5%         | 18%        | 93%      | 7%    | 48%            | 40%         | 37%               | 63%         |
| NOT ANSWERED [POSTAL ONLY] | 4     | -               | 1          | -          | -         | 2         | -           | -             | -          | 1          | 2        | 2     | -              | 4           | 2                 | 2           |
|                            | *%    | -%              | *%         | -%         | -%        | 1%        | -%          | -%            | -%         | *%         | *%       | 1%    | -%             | *%          | *%                | *%          |
|                            |       |                 |            |            |           |           |             |               |            |            | j        |       | l              |             |                   |             |
|                            |       | -%              | 18%        | -%         | -%        | 47%       | -%          | -%            | -%         | 23%        | 41%      | 59%   | -%             | 100%        | 53%               | 47%         |

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

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Base : All respondents

|                           | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%   |       | a            | b            | c             | d    | e         | f             |
| Unweighted total          | 5233  | 2461         | 2214         | 3966          | 3991 | 2172      | 5004          |
| Effective Weighted Sample | 3539  | 1661         | 1497         | 2748          | 2752 | 1500      | 3413          |
| Total                     | 3000  | 1396         | 1269         | 2228          | 2243 | 1215      | 2832          |
|                           |       | 47%          | 42%          | 74%           | 75%  | 41%       | 94%           |
| None                      | 250   | 54           | 105          | 58            | 48   | 26        | 167           |
|                           | 8%    | 4%           | 8%           | 3%            | 2%   | 2%        | 6%            |
|                           |       | cde          | acdef        |               |      |           | acde          |
|                           |       | 21%          | 42%          | 23%           | 19%  | 10%       | 67%           |
| Up to 2 hours             | 164   | 72           | 71           | 93            | 85   | 37        | 147           |
|                           | 5%    | 5%           | 6%           | 4%            | 4%   | 3%        | 5%            |
|                           |       | de           | cde          |               |      |           | de            |
|                           |       | 44%          | 43%          | 57%           | 52%  | 22%       | 89%           |
| 3 to 5 hours              | 164   | 71           | 77           | 115           | 112  | 48        | 154           |
|                           | 5%    | 5%           | 6%           | 5%            | 5%   | 4%        | 5%            |
|                           |       |              | e            |               |      |           | e             |
|                           |       | 43%          | 47%          | 70%           | 68%  | 29%       | 94%           |
| 6 to 8 hours              | 276   | 143          | 121          | 209           | 192  | 95        | 263           |
|                           | 9%    | 10%          | 9%           | 9%            | 9%   | 8%        | 9%            |
|                           |       | e            |              |               |      |           |               |
|                           |       | 52%          | 44%          | 76%           | 70%  | 35%       | 96%           |
| 9 to 11 hours             | 245   | 123          | 93           | 194           | 186  | 99        | 238           |
|                           | 8%    | 9%           | 7%           | 9%            | 8%   | 8%        | 8%            |
|                           |       | 50%          | 38%          | 79%           | 76%  | 41%       | 97%           |
| 12 to 15 hours            | 292   | 157          | 126          | 244           | 232  | 121       | 289           |
|                           | 10%   | 11%          | 10%          | 11%           | 10%  | 10%       | 10%           |
|                           |       | 54%          | 43%          | 83%           | 79%  | 42%       | 99%           |
| 16 to 22 hours            | 300   | 135          | 135          | 248           | 252  | 137       | 296           |
|                           | 10%   | 10%          | 11%          | 11%           | 11%  | 11%       | 10%           |
|                           |       | 45%          | 45%          | 83%           | 84%  | 46%       | 99%           |
| Over 22 hours             | 1212  | 597          | 509          | 1001          | 1066 | 619       | 1190          |
|                           | 40%   | 43%          | 40%          | 45%           | 48%  | 51%       | 42%           |
|                           |       |              |              | bf            | abf  | abcdf     |               |
|                           |       | 49%          | 42%          | 83%           | 88%  | 51%       | 98%           |

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

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**S1BBC.** Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)

Base : All respondents

|                            | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|----------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%    |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total           | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample  | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                      | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                            |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| Don't know/ unsure         | 93    | 43              | 31              | 64               | 69   | 33            | 84                |
|                            | 3%    | 3%              | 2%              | 3%               | 3%   | 3%            | 3%                |
|                            |       | 47%             | 33%             | 69%              | 74%  | 36%           | 91%               |
| NOT ANSWERED [POSTAL ONLY] | 4     | 1               | 2               | *                | 1    | -             | 3                 |
|                            | *%    | *%              | *%              | *%               | *%   | -%            | *%                |
|                            |       | 29%             | 53%             | 6%               | 23%  | -%            | 82%               |

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

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**S1ABBC. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific, 10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on? (SINGLE CODE)**

Base : Those who spend time online in a typical week

|                           |        | GENDER     |      | AGE GROUP |       |       |       | HOUSEHOLD INCOME |                |                  |                  | SOCIAL GROUP |      |      |     | NATION |             |              |       |     |
|---------------------------|--------|------------|------|-----------|-------|-------|-------|------------------|----------------|------------------|------------------|--------------|------|------|-----|--------|-------------|--------------|-------|-----|
|                           |        | Total      | MALE | FEMALE    | 16-24 | 25-34 | 35-54 | 55+              | UNDER<br>10.4K | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+         | AB   | C1   | C2  | DE     | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
|                           |        |            | a    | b         | c     | d     | e     | f                | g              | h                | i                | j            | k    | l    | m   | n      | o           | p            | q     | r   |
| Significance Level: 95%   |        |            |      |           |       |       |       |                  |                |                  |                  |              |      |      |     |        |             |              |       |     |
| Unweighted total          |        | 4930       | 2333 | 2529      | 527   | 911   | 1649  | 1781             | 329            | 377              | 639              | 2175         | 1349 | 1655 | 612 | 1108   | 3194        | 535          | 584   | 617 |
| Effective Weighted Sample |        | 3414       | 1597 | 1771      | 356   | 670   | 1144  | 1199             | 232            | 260              | 437              | 1534         | 970  | 1211 | 434 | 803    | 2667        | 309          | 400   | 521 |
| Total                     |        | 2726       | 1275 | 1413      | 277   | 557   | 895   | 959              | 156            | 210              | 330              | 1243         | 775  | 744  | 485 | 594    | 2259        | 252          | 136   | 79  |
|                           |        |            | 47%  | 52%       | 10%   | 20%   | 33%   | 35%              | 6%             | 8%               | 12%              | 46%          | 28%  | 27%  | 18% | 22%    | 83%         | 9%           | 5%    | 3%  |
| 1                         | (1.0)  | 98<br>4%   | 49   | 48        | 2     | 7     | 16    | 71               | 9              | 12               | 12               | 19           | 13   | 15   | 24  | 34     | 86          | 5            | 4     | 4   |
|                           |        |            | 4%   | 3%        | 1%    | 1%    | 2%    | 7%               | 6%             | 6%               | 4%               | 2%           | 2%   | 2%   | 5%  | 6%     | 4%          | 2%           | 3%    | 4%  |
|                           |        |            |      |           |       |       |       | cde              | j              | j                | j                |              |      |      | kl  | kl     |             |              |       |     |
| 2                         | (2.0)  | 74<br>3%   | 50%  | 49%       | 2%    | 7%    | 16%   | 72%              | 9%             | 12%              | 13%              | 19%          | 13%  | 15%  | 24% | 35%    | 88%         | 5%           | 4%    | 4%  |
|                           |        |            | 41   | 30        | 3     | 3     | 11    | 52               | 8              | 7                | 10               | 21           | 14   | 17   | 8   | 27     | 64          | 4            | 3     | 2   |
|                           |        |            | 3%   | 2%        | 1%    | 1%    | 1%    | 5%               | 5%             | 4%               | 3%               | 2%           | 2%   | 2%   | 2%  | 5%     | 3%          | 2%           | 3%    | 3%  |
| 3                         | (3.0)  | 138<br>5%  | b    |           |       |       |       | cde              | j              | j                |                  |              |      |      | klm |        |             |              |       |     |
|                           |        |            | 56%  | 41%       | 4%    | 5%    | 15%   | 71%              | 11%            | 10%              | 13%              | 28%          | 20%  | 23%  | 11% | 37%    | 87%         | 5%           | 5%    | 3%  |
|                           |        |            | 72   | 66        | 4     | 14    | 29    | 86               | 10             | 16               | 20               | 38           | 36   | 23   | 24  | 42     | 110         | 16           | 8     | 3   |
| 4                         | (4.0)  | 187<br>7%  | 6%   | 5%        | 1%    | 2%    | 3%    | 9%               | 6%             | 8%               | 6%               | 3%           | 5%   | 3%   | 5%  | 7%     | 5%          | 6%           | 6%    | 4%  |
|                           |        |            |      |           |       |       |       | cde              | j              | j                | j                |              | l    |      |     | kl     |             |              |       |     |
|                           |        |            | 52%  | 48%       | 3%    | 10%   | 21%   | 63%              | 7%             | 12%              | 14%              | 28%          | 26%  | 16%  | 18% | 30%    | 80%         | 11%          | 6%    | 2%  |
| 5                         | (5.0)  | 345<br>13% | 77   | 106       | 7     | 24    | 57    | 96               | 12             | 8                | 27               | 76           | 45   | 32   | 55  | 39     | 154         | 18           | 8     | 6   |
|                           |        |            | 6%   | 7%        | 2%    | 4%    | 6%    | 10%              | 8%             | 4%               | 8%               | 6%           | 6%   | 4%   | 11% | 7%     | 7%          | 7%           | 6%    | 7%  |
|                           |        |            |      |           |       |       | c     | cde              | h              |                  | h                |              |      |      | kl  | l      |             |              |       |     |
| 6                         | (6.0)  | 263<br>10% | 41%  | 57%       | 4%    | 13%   | 31%   | 52%              | 7%             | 4%               | 14%              | 41%          | 24%  | 17%  | 29% | 21%    | 82%         | 10%          | 4%    | 3%  |
|                           |        |            | 156  | 186       | 14    | 44    | 97    | 184              | 25             | 28               | 40               | 151          | 99   | 73   | 73  | 90     | 278         | 35           | 22    | 11  |
|                           |        |            | 12%  | 13%       | 5%    | 8%    | 11%   | 19%              | 16%            | 13%              | 12%              | 12%          | 13%  | 10%  | 15% | 15%    | 12%         | 14%          | 16%   | 14% |
| 7                         | (7.0)  | 430<br>16% | 45%  | 54%       | 4%    | 13%   | 28%   | 53%              | 7%             | 8%               | 12%              | 44%          | 29%  | 21%  | 21% | 26%    | 80%         | 10%          | 6%    | 3%  |
|                           |        |            | 125  | 132       | 13    | 43    | 86    | 115              | 10             | 24               | 36               | 105          | 79   | 65   | 54  | 50     | 214         | 29           | 13    | 7   |
|                           |        |            | 10%  | 9%        | 5%    | 8%    | 10%   | 12%              | 6%             | 11%              | 11%              | 8%           | 10%  | 9%   | 11% | 8%     | 9%          | 11%          | 10%   | 9%  |
| 8                         | (8.0)  | 485<br>18% |      |           |       |       | c     | cd               |                | g                | g                |              |      |      |     |        |             |              |       |     |
|                           |        |            | 48%  | 50%       | 5%    | 16%   | 33%   | 44%              | 4%             | 9%               | 14%              | 40%          | 30%  | 25%  | 20% | 19%    | 81%         | 11%          | 5%    | 3%  |
|                           |        |            | 202  | 222       | 43    | 89    | 169   | 125              | 16             | 32               | 40               | 222          | 131  | 122  | 80  | 81     | 369         | 30           | 20    | 11  |
| 9                         | (9.0)  | 430<br>16% | 16%  | 16%       | 16%   | 16%   | 19%   | 13%              | 10%            | 15%              | 12%              | 18%          | 17%  | 16%  | 17% | 14%    | 16%         | 12%          | 15%   | 14% |
|                           |        |            |      |           |       |       | f     |                  |                |                  |                  | gi           |      |      |     | p      |             |              |       |     |
|                           |        |            | 47%  | 52%       | 10%   | 21%   | 39%   | 29%              | 4%             | 7%               | 9%               | 52%          | 31%  | 28%  | 19% | 19%    | 86%         | 7%           | 5%    | 3%  |
| 10                        | (10.0) | 485<br>18% | 219  | 262       | 63    | 138   | 174   | 105              | 24             | 32               | 59               | 256          | 150  | 169  | 68  | 86     | 400         | 47           | 23    | 15  |
|                           |        |            | 17%  | 19%       | 23%   | 25%   | 19%   | 11%              | 15%            | 15%              | 18%              | 21%          | 19%  | 23%  | 14% | 15%    | 18%         | 19%          | 17%   | 19% |
|                           |        |            |      |           | f     | ef    | f     |                  |                |                  |                  | h            | mn   | mn   |     |        |             |              |       |     |
|                           |        |            | 45%  | 54%       | 13%   | 28%   | 36%   | 22%              | 5%             | 7%               | 12%              | 53%          | 31%  | 35%  | 14% | 18%    | 83%         | 10%          | 5%    | 3%  |

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|                            |        | GENDER |      | AGE GROUP |       |       |       | HOUSEHOLD INCOME |             |              |              | SOCIAL GROUP |      |      |      | NATION |          |           |       |      |
|----------------------------|--------|--------|------|-----------|-------|-------|-------|------------------|-------------|--------------|--------------|--------------|------|------|------|--------|----------|-----------|-------|------|
|                            |        | Total  | MALE | FEMALE    | 16-24 | 25-34 | 35-54 | 55+              | UNDER 10.4K | 10.4K-15.59K | 15.6K-25.99K | 26K+         | AB   | C1   | C2   | DE     | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%    |        |        | a    | b         | c     | d     | e     | f                | g           | h            | i            | j            | k    | l    | m    | n      | o        | p         | q     | r    |
| Unweighted total           |        | 4930   | 2333 | 2529      | 527   | 911   | 1649  | 1781             | 329         | 377          | 639          | 2175         | 1349 | 1655 | 612  | 1108   | 3194     | 535       | 584   | 617  |
| Effective Weighted Sample  |        | 3414   | 1597 | 1771      | 356   | 670   | 1144  | 1199             | 232         | 260          | 437          | 1534         | 970  | 1211 | 434  | 803    | 2667     | 309       | 400   | 521  |
| Total                      |        | 2726   | 1275 | 1413      | 277   | 557   | 895   | 959              | 156         | 210          | 330          | 1243         | 775  | 744  | 485  | 594    | 2259     | 252       | 136   | 79   |
|                            |        |        | 47%  | 52%       | 10%   | 20%   | 33%   | 35%              | 6%          | 8%           | 12%          | 46%          | 28%  | 27%  | 18%  | 22%    | 83%      | 9%        | 5%    | 3%   |
| 9                          | (9.0)  | 210    | 94   | 114       | 40    | 62    | 77    | 31               | 11          | 20           | 21           | 115          | 68   | 75   | 31   | 33     | 171      | 22        | 9     | 8    |
|                            |        | 8%     | 7%   | 8%        | 15%   | 11%   | 9%    | 3%               | 7%          | 9%           | 6%           | 9%           | 9%   | 10%  | 6%   | 6%     | 8%       | 9%        | 7%    | 10%  |
|                            |        |        |      |           | ef    | f     | f     |                  |             |              |              |              | n    | mn   |      |        |          |           |       |      |
|                            |        |        | 45%  | 54%       | 19%   | 29%   | 37%   | 15%              | 5%          | 9%           | 10%          | 55%          | 32%  | 36%  | 15%  | 16%    | 81%      | 10%       | 4%    | 4%   |
| 10                         | (10.0) | 494    | 238  | 246       | 89    | 134   | 178   | 91               | 29          | 32           | 65           | 240          | 137  | 152  | 68   | 110    | 411      | 46        | 24    | 12   |
|                            |        | 18%    | 19%  | 17%       | 32%   | 24%   | 20%   | 10%              | 18%         | 15%          | 20%          | 19%          | 18%  | 20%  | 14%  | 18%    | 18%      | 18%       | 18%   | 16%  |
|                            |        |        |      |           | def   | ef    | f     |                  |             |              |              |              |      | m    | m    |        |          |           |       |      |
|                            |        |        | 48%  | 50%       | 18%   | 27%   | 36%   | 19%              | 6%          | 6%           | 13%          | 49%          | 28%  | 31%  | 14%  | 22%    | 83%      | 9%        | 5%    | 3%   |
| NOT ANSWERED [POSTAL ONLY] |        | 3      | 2    | 1         | -     | -     | 1     | 1                | 2           | -            | -            | -            | *    | -    | 1    | 1      | 2        | -         | *     | -    |
|                            |        | *%     | *%   | *%        | -%    | -%    | *%    | *%               | 2%          | -%           | -%           | -%           | *%   | -%   | *%   | *%     | *%       | -%        | *%    | -%   |
|                            |        |        |      |           |       |       |       |                  | hij         |              |              |              |      |      |      |        |          |           |       |      |
|                            |        |        | 65%  | 35%       | -%    | -%    | 28%   | 40%              | 97%         | -%           | -%           | -%           | 3%   | -%   | 28%  | 32%    | 97%      | -%        | 3%    | -%   |
| Mean score                 |        | 6.8    | 6.7  | 6.8       | 8.1   | 7.6   | 7.2   | 5.6              | 6.3         | 6.5          | 6.7          | 7.2          | 7.0  | 7.3  | 6.4  | 6.4    | 6.8      | 6.8       | 6.7   | 6.7  |
|                            |        |        |      |           | def   | ef    | f     |                  |             |              |              | ghi          | mn   | kmn  |      |        |          |           |       |      |
| Standard deviation         |        | 2.46   | 2.51 | 2.42      | 1.91  | 2.06  | 2.21  | 2.52             | 2.76        | 2.60         | 2.55         | 2.21         | 2.26 | 2.25 | 2.45 | 2.70   | 2.48     | 2.37      | 2.43  | 2.51 |
| Standard error             |        | .04    | .05  | .05       | .08   | .07   | .05   | .06              | .15         | .13          | .10          | .05          | .06  | .06  | .10  | .08    | .04      | .10       | .10   | .10  |

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|                           |        | ENGLAND REGIONS |        |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|---------------------------|--------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                           |        | Total           | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%   |        |                 | a      | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total          |        | 4930            | 362    | 437        | 334        | 353       | 332       | 357         | 375           | 319        | 325        | 3765  | 1165           | 2833    | 1962              | 2510 | 2420        |
| Effective Weighted Sample |        | 3414            | 320    | 391        | 301        | 317       | 293       | 323         | 338           | 285        | 293        | 2894  | 524            | 1990    | 1361              | 1673 | 1746        |
| Total                     |        | 2726            | 343    | 389        | 228        | 213       | 247       | 193         | 214           | 119        | 313        | 2341  | 386            | 1688    | 957               | 1385 | 1341        |
|                           |        |                 | 13%    | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%   | 14%            | 62%     | 35%               | 51%  | 49%         |
| 1                         | (1.0)  | 98              | 8      | 15         | 9          | 11        | 10        | 8           | 7             | 4          | 15         | 81    | 17             | 20      | 67                | 56   | 42          |
|                           |        | 4%              | 2%     | 4%         | 4%         | 5%        | 4%        | 4%          | 3%            | 3%         | 5%         | 3%    | 4%             | 1%      | 7%                | 4%   | 3%          |
|                           |        |                 |        |            |            |           |           |             |               |            |            |       |                |         | l                 |      |             |
| 2                         | (2.0)  |                 | 8%     | 15%        | 9%         | 11%       | 10%       | 8%          | 7%            | 4%         | 15%        | 82%   | 18%            | 20%     | 68%               | 57%  | 43%         |
|                           |        | 74              | 3      | 12         | 4          | 4         | 10        | 6           | 8             | 4          | 12         | 61    | 13             | 24      | 46                | 39   | 35          |
|                           |        | 3%              | 1%     | 3%         | 2%         | 2%        | 4%        | 3%          | 4%            | 3%         | 4%         | 3%    | 3%             | 1%      | 5%                | 3%   | 3%          |
| 3                         | (3.0)  |                 | a      |            |            |           | a         | a           | a             | a          | a          |       |                |         | l                 |      |             |
|                           |        |                 | 4%     | 16%        | 6%         | 6%        | 13%       | 9%          | 11%           | 5%         | 16%        | 83%   | 17%            | 33%     | 62%               | 52%  | 48%         |
|                           |        | 138             | 11     | 25         | 13         | 5         | 18        | 10          | 9             | 5          | 16         | 115   | 23             | 50      | 82                | 80   | 58          |
| 4                         | (4.0)  | 5%              | 3%     | 6%         | 6%         | 2%        | 7%        | 5%          | 4%            | 4%         | 5%         | 5%    | 6%             | 3%      | 9%                | 6%   | 4%          |
|                           |        |                 |        | d          | d          |           | ad        |             |               |            |            |       |                |         | l                 |      |             |
|                           |        |                 | 8%     | 18%        | 10%        | 3%        | 13%       | 7%          | 6%            | 3%         | 12%        | 84%   | 16%            | 36%     | 59%               | 58%  | 42%         |
| 5                         | (5.0)  | 187             | 22     | 20         | 18         | 14        | 18        | 13          | 14            | 8          | 28         | 159   | 28             | 102     | 75                | 105  | 82          |
|                           |        | 7%              | 6%     | 5%         | 8%         | 7%        | 7%        | 7%          | 7%            | 7%         | 9%         | 7%    | 7%             | 6%      | 8%                | 8%   | 6%          |
|                           |        |                 |        |            |            |           |           |             |               |            |            |       |                |         | l                 |      |             |
| 6                         | (6.0)  |                 | 12%    | 11%        | 10%        | 7%        | 9%        | 7%          | 7%            | 4%         | 15%        | 85%   | 15%            | 55%     | 40%               | 56%  | 44%         |
|                           |        | 345             | 35     | 47         | 38         | 29        | 38        | 26          | 26            | 11         | 28         | 283   | 62             | 193     | 141               | 203  | 142         |
|                           |        | 13%             | 10%    | 12%        | 16%        | 14%       | 15%       | 14%         | 12%           | 9%         | 9%         | 12%   | 16%            | 11%     | 15%               | 15%  | 11%         |
| 7                         | (7.0)  |                 |        | ahi        |            |           | hi        |             |               |            |            |       | j              |         | l                 | o    |             |
|                           |        |                 | 10%    | 14%        | 11%        | 8%        | 11%       | 8%          | 7%            | 3%         | 8%         | 82%   | 18%            | 56%     | 41%               | 59%  | 41%         |
|                           |        | 263             | 36     | 34         | 17         | 23        | 20        | 13          | 23            | 10         | 37         | 227   | 36             | 167     | 89                | 134  | 129         |
| 8                         | (8.0)  | 10%             | 10%    | 9%         | 8%         | 11%       | 8%        | 7%          | 11%           | 9%         | 12%        | 10%   | 9%             | 10%     | 9%                | 10%  | 10%         |
|                           |        |                 |        |            |            |           |           |             |               |            | f          |       |                |         |                   |      |             |
|                           |        |                 | 14%    | 13%        | 7%         | 9%        | 7%        | 5%          | 9%            | 4%         | 14%        | 86%   | 14%            | 64%     | 34%               | 51%  | 49%         |
| 9                         | (9.0)  | 430             | 73     | 68         | 29         | 33        | 36        | 29          | 33            | 20         | 48         | 373   | 57             | 293     | 127               | 222  | 208         |
|                           |        | 16%             | 21%    | 18%        | 13%        | 15%       | 15%       | 15%         | 15%           | 17%        | 15%        | 16%   | 15%            | 17%     | 13%               | 16%  | 15%         |
|                           |        |                 | cef    |            |            |           |           |             |               |            |            |       |                | m       |                   |      |             |
| 10                        | (10.0) |                 | 17%    | 16%        | 7%         | 8%        | 8%        | 7%          | 8%            | 5%         | 11%        | 87%   | 13%            | 68%     | 29%               | 52%  | 48%         |
|                           |        | 485             | 56     | 68         | 43         | 40        | 38        | 39          | 40            | 29         | 47         | 416   | 70             | 352     | 126               | 236  | 249         |
|                           |        | 18%             | 16%    | 17%        | 19%        | 19%       | 15%       | 20%         | 19%           | 24%        | 15%        | 18%   | 18%            | 21%     | 13%               | 17%  | 19%         |
| 11                        | (11.0) |                 |        |            |            |           |           |             |               | abei       |            |       |                |         |                   |      |             |
|                           |        |                 |        |            |            |           |           |             |               |            |            |       |                | m       |                   |      |             |
|                           |        |                 | 12%    | 14%        | 9%         | 8%        | 8%        | 8%          | 8%            | 6%         | 10%        | 86%   | 14%            | 73%     | 26%               | 49%  | 51%         |

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|----------------------------|--------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                            |        | Total           | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%    |        |                 | a      | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total           |        | 4930            | 362    | 437        | 334        | 353       | 332       | 357         | 375           | 319        | 325        | 3765  | 1165           | 2833    | 1962              | 2510 | 2420        |
| Effective Weighted Sample  |        | 3414            | 320    | 391        | 301        | 317       | 293       | 323         | 338           | 285        | 293        | 2894  | 524            | 1990    | 1361              | 1673 | 1746        |
| Total                      |        | 2726            | 343    | 389        | 228        | 213       | 247       | 193         | 214           | 119        | 313        | 2341  | 386            | 1688    | 957               | 1385 | 1341        |
|                            |        |                 | 13%    | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%   | 14%            | 62%     | 35%               | 51%  | 49%         |
| 9                          | (9.0)  | 210             | 34     | 26         | 15         | 16        | 16        | 13          | 21            | 11         | 18         | 181   | 29             | 153     | 55                | 95   | 115         |
|                            |        | 8%              | 10%    | 7%         | 7%         | 8%        | 6%        | 7%          | 10%           | 9%         | 6%         | 8%    | 8%             | 9%      | 6%                | 7%   | 9%          |
|                            |        |                 | 16%    | 12%        | 7%         | 8%        | 8%        | 6%          | 10%           | 5%         | 9%         | 86%   | 14%            | 73%     | 26%               | 45%  | 55%         |
| 10                         | (10.0) | 494             | 62     | 74         | 42         | 38        | 44        | 35          | 33            | 18         | 65         | 443   | 51             | 334     | 147               | 216  | 278         |
|                            |        | 18%             | 18%    | 19%        | 18%        | 18%       | 18%       | 18%         | 15%           | 15%        | 21%        | 19%   | 13%            | 20%     | 15%               | 16%  | 21%         |
|                            |        |                 | 13%    | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 13%        | 90%   | 10%            | 68%     | 30%               | 44%  | 56%         |
| NOT ANSWERED [POSTAL ONLY] |        | 3               | 2      | -          | -          | -         | -         | -           | -             | -          | -          | 2     | *              | 1       | 2                 | *    | 2           |
|                            |        | *%              | 1%     | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | *%    | *%             | *%      | *%                | *%   | *%          |
|                            |        |                 | 97%    | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 97%   | 3%             | 28%     | 72%               | 3%   | 97%         |
| Mean score                 |        | 6.8             | 7.1    | 6.8        | 6.7        | 6.8       | 6.5       | 6.7         | 6.8           | 6.9        | 6.6        | 6.8   | 6.4            | 7.2     | 6.1               | 6.5  | 7.0         |
|                            |        |                 | cei    |            |            |           |           |             |               | e          |            | k     |                | m       |                   | n    |             |
| Standard deviation         |        | 2.46            | 2.22   | 2.51       | 2.52       | 2.45      | 2.59      | 2.53        | 2.42          | 2.37       | 2.62       | 2.46  | 2.48           | 2.16    | 2.72              | 2.46 | 2.44        |
| Standard error             |        | .04             | .12    | .12        | .14        | .13       | .14       | .13         | .13           | .13        | .15        | .04   | .07            | .04     | .06               | .05  | .05         |

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1ABBC. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific, 10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on? (SINGLE CODE)**

Base : Those who spend time online in a typical week

|                           |       |     | TV SERVICES |           |          |      |         |          |      |
|---------------------------|-------|-----|-------------|-----------|----------|------|---------|----------|------|
|                           |       |     | PAID TRAD   | FREE TRAD | FREE     |      | YOUTUBE | ANY SER- |      |
| Total                     |       |     | TV          | TV        | CATCH-UP | SVOD | SERV-   | SERV-    |      |
| Significance Level: 95%   |       |     | a           | b         | c        | d    | e       | f        |      |
| Unweighted total          |       |     | 4930        | 2391      | 2095     | 3885 | 3924    | 2138     | 4791 |
| Effective Weighted Sample |       |     | 3414        | 1639      | 1458     | 2721 | 2727    | 1495     | 3325 |
| Total                     |       |     | 2726        | 1334      | 1157     | 2160 | 2185    | 1187     | 2646 |
|                           |       |     |             | 49%       | 42%      | 79%  | 80%     | 44%      | 97%  |
| 1                         | (1.0) | 98  | 39          | 47        | 58       | 42   | 11      | 88       |      |
|                           |       | 4%  | 3%          | 4%        | 3%       | 2%   | 1%      | 3%       |      |
|                           |       |     | de          | cde       | de       | e    |         | de       |      |
|                           |       |     | 40%         | 48%       | 59%      | 42%  | 12%     | 90%      |      |
| 2                         | (2.0) | 74  | 45          | 35        | 46       | 43   | 19      | 71       |      |
|                           |       | 3%  | 3%          | 3%        | 2%       | 2%   | 2%      | 3%       |      |
|                           |       |     | cde         | de        |          |      |         | e        |      |
|                           |       |     | 60%         | 47%       | 62%      | 58%  | 26%     | 96%      |      |
| 3                         | (3.0) | 138 | 62          | 70        | 99       | 77   | 44      | 131      |      |
|                           |       | 5%  | 5%          | 6%        | 5%       | 4%   | 4%      | 5%       |      |
|                           |       |     |             | cde       | d        |      |         | d        |      |
|                           |       |     | 45%         | 51%       | 72%      | 56%  | 32%     | 95%      |      |
| 4                         | (4.0) | 187 | 94          | 99        | 144      | 137  | 49      | 179      |      |
|                           |       | 7%  | 7%          | 9%        | 7%       | 6%   | 4%      | 7%       |      |
|                           |       |     | e           | cdef      | e        | e    |         | e        |      |
|                           |       |     | 50%         | 53%       | 77%      | 73%  | 26%     | 96%      |      |
| 5                         | (5.0) | 345 | 156         | 160       | 276      | 252  | 119     | 334      |      |
|                           |       | 13% | 12%         | 14%       | 13%      | 12%  | 10%     | 13%      |      |
|                           |       |     |             | de        | e        |      |         | e        |      |
|                           |       |     | 45%         | 46%       | 80%      | 73%  | 35%     | 97%      |      |
| 6                         | (6.0) | 263 | 146         | 108       | 215      | 206  | 107     | 253      |      |
|                           |       | 10% | 11%         | 9%        | 10%      | 9%   | 9%      | 10%      |      |
|                           |       |     | 55%         | 41%       | 82%      | 78%  | 41%     | 96%      |      |
|                           |       |     |             |           |          |      |         |          |      |
| 7                         | (7.0) | 430 | 215         | 181       | 356      | 363  | 185     | 424      |      |
|                           |       | 16% | 16%         | 16%       | 16%      | 17%  | 16%     | 16%      |      |
|                           |       |     | 50%         | 42%       | 83%      | 85%  | 43%     | 98%      |      |
|                           |       |     |             |           |          |      |         |          |      |
| 8                         | (8.0) | 485 | 235         | 184       | 400      | 437  | 242     | 480      |      |
|                           |       | 18% | 18%         | 16%       | 19%      | 20%  | 20%     | 18%      |      |
|                           |       |     |             |           | b        | b    | b       |          |      |
|                           |       |     | 49%         | 38%       | 82%      | 90%  | 50%     | 99%      |      |

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

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**S1ABBC. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific, 10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on? (SINGLE CODE)**

Base : Those who spend time online in a typical week

|                             |        | TV SERVICES |                 |                 |                  |      |                          |                   |
|-----------------------------|--------|-------------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                             |        | Total       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                             |        |             | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%     |        |             |                 |                 |                  |      |                          |                   |
| Unweighted total            |        | 4930        | 2391            | 2095            | 3885             | 3924 | 2138                     | 4791              |
| Effective Weighted Sample   |        | 3414        | 1639            | 1458            | 2721             | 2727 | 1495                     | 3325              |
| Total                       |        | 2726        | 1334            | 1157            | 2160             | 2185 | 1187                     | 2646              |
|                             |        |             | 49%             | 42%             | 79%              | 80%  | 44%                      | 97%               |
| 9                           | (9.0)  | 210         | 93              | 85              | 173              | 191  | 124                      | 208               |
|                             |        | 8%          | 7%              | 7%              | 8%               | 9%   | 10%                      | 8%                |
|                             |        |             |                 |                 |                  | a    | abcf                     |                   |
|                             |        |             | 44%             | 40%             | 82%              | 91%  | 59%                      | 99%               |
| 10                          | (10.0) | 494         | 249             | 186             | 390              | 437  | 284                      | 476               |
|                             |        | 18%         | 19%             | 16%             | 18%              | 20%  | 24%                      | 18%               |
|                             |        |             |                 |                 |                  | bf   | abcdf                    |                   |
|                             |        |             | 50%             | 38%             | 79%              | 89%  | 58%                      | 96%               |
| NOT ANSWERED [POSTAL ONLY]  |        | 3           | -               | 3               | 3                | -    | 2                        | 3                 |
|                             |        | *%          | -%              | *%              | *%               | -%   | *%                       | *%                |
|                             |        |             |                 | d               |                  |      | d                        |                   |
|                             |        |             | -%              | 100%            | 100%             | -%   | 97%                      | 100%              |
| Mean score                  |        | 6.8         | 6.8             | 6.5             | 6.9              | 7.1  | 7.4                      | 6.8               |
|                             |        |             | b               |                 | b                | abcf | abcdf                    | b                 |
| Standard deviation          |        | 2.46        | 2.44            | 2.51            | 2.36             | 2.28 | 2.19                     | 2.44              |
| Standard error              |        | .04         | .05             | .05             | .04              | .04  | .05                      | .04               |
| Columns Tested: a,b,c,d,e,f |        |             |                 |                 |                  |      |                          |                   |

## QE23. 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 (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                     | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                           |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Several times a day       | 2285  | 1064   | 1195   | 249       | 510   | 809   | 699  | 114              | 164          | 268          | 1141 | 702          | 677  | 378 | 448  | 1885     | 218       | 117   | 65  |
|                           | 88%   | 87%    | 89%    | 90%       | 90%   | 92%   | 82%  | 83%              | 86%          | 86%          | 94%  | 92%          | 93%  | 83% | 81%  | 88%      | 89%       | 89%   | 86% |
|                           |       |        |        | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      |          |           |       |     |
|                           |       | 47%    | 52%    | 11%       | 22%   | 35%   | 31%  | 5%               | 7%           | 12%          | 50%  | 31%          | 30%  | 17% | 20%  | 83%      | 10%       | 5%    | 3%  |
| About once a day          | 133   | 66     | 66     | 5         | 18    | 30    | 78   | 12               | 9            | 21           | 37   | 26           | 22   | 37  | 39   | 106      | 15        | 7     | 5   |
|                           | 5%    | 5%     | 5%     | 2%        | 3%    | 3%    | 9%   | 9%               | 5%           | 7%           | 3%   | 3%           | 3%   | 8%  | 7%   | 5%       | 6%        | 6%    | 7%  |
|                           |       |        |        |           |       |       | cde  | j                |              | j            |      |              |      | kl  | kl   |          |           |       |     |
|                           |       | 49%    | 49%    | 4%        | 14%   | 22%   | 58%  | 9%               | 7%           | 16%          | 28%  | 19%          | 17%  | 27% | 30%  | 79%      | 11%       | 6%    | 4%  |
| Several times a week      | 107   | 50     | 53     | 10        | 20    | 24    | 52   | 4                | 12           | 15           | 26   | 19           | 20   | 24  | 36   | 90       | 9         | 5     | 3   |
|                           | 4%    | 4%     | 4%     | 4%        | 4%    | 3%    | 6%   | 3%               | 6%           | 5%           | 2%   | 3%           | 3%   | 5%  | 6%   | 4%       | 4%        | 4%    | 4%  |
|                           |       |        |        |           |       |       | de   |                  | j            | j            |      |              |      | kl  | kl   |          |           |       |     |
|                           |       | 46%    | 49%    | 9%        | 19%   | 22%   | 48%  | 3%               | 11%          | 14%          | 24%  | 18%          | 19%  | 22% | 34%  | 84%      | 9%        | 5%    | 3%  |
| At least once a week      | 31    | 18     | 13     | 4         | 10    | 7     | 10   | 4                | *            | 5            | 7    | 6            | 2    | 11  | 7    | 29       | *         | 1     | 1   |
|                           | 1%    | 1%     | 1%     | 2%        | 2%    | 1%    | 1%   | 3%               | 3%           | 2%           | 1%   | 1%           | 3%   | 1%  |      | 1%       | 3%        | 1%    | 1%  |
|                           |       |        |        |           |       |       |      | hj               |              |              |      |              |      | kl  | l    |          |           |       |     |
|                           |       | 58%    | 42%    | 14%       | 31%   | 23%   | 32%  | 12%              | 1%           | 15%          | 23%  | 18%          | 7%   | 37% | 23%  | 93%      | 1%        | 3%    | 3%  |
| Less often                | 21    | 9      | 12     | 5         | 2     | 9     | 5    | 1                | 4            | 2            | 1    | 2            | 1    | 2   | 13   | 21       | *         | *     | *   |
|                           | 1%    | 1%     | 1%     | 2%        | 3%    | 1%    | 1%   | 1%               | 2%           | 1%           | 3%   | 3%           | 3%   | 1%  | 2%   | 1%       | 3%        | 3%    | 3%  |
|                           |       |        |        | df        |       |       |      |                  | j            | j            |      |              |      | klm |      |          |           |       |     |
|                           |       | 40%    | 56%    | 23%       | 9%    | 40%   | 25%  | 5%               | 21%          | 11%          | 7%   | 11%          | 6%   | 11% | 59%  | 97%      | 1%        | 1%    | 1%  |
| Never                     | 9     | 4      | 5      | 1         | 2     | 1     | 5    | 3                | 1            | *            | -    | 2            | 1    | 1   | 5    | 7        | 1         | -     | 1   |
|                           | 3%    | 3%     | 3%     | 3%        | 3%    | 3%    | 1%   | 2%               | 1%           | 3%           | 0%   | 3%           | 3%   | 3%  | 1%   | 3%       | 3%        | 0%    | 3%  |
|                           |       |        |        |           |       |       | e    | ij               | j            |              |      |              |      | kl  |      |          |           |       | oq  |
|                           |       | 44%    | 56%    | 15%       | 19%   | 7%    | 59%  | 29%              | 12%          | 5%           | 0%   | 20%          | 13%  | 6%  | 61%  | 75%      | 14%       | 0%    | 11% |
| Don't know                | 19    | 7      | 6      | 2         | 3     | 4     | 4    | *                | -            | 1            | 1    | 3            | 2    | 2   | 5    | 16       | 1         | 1     | *   |
|                           | 1%    | 1%     | 3%     | 1%        | 1%    | 3%    | 3%   | 3%               | 0%           | 3%           | 3%   | 3%           | 3%   | 3%  | 1%   | 1%       | 3%        | 1%    | 3%  |
|                           |       | 38%    | 34%    | 11%       | 16%   | 23%   | 19%  | 1%               | 0%           | 6%           | 6%   | 16%          | 12%  | 9%  | 25%  | 89%      | 3%        | 7%    | 2%  |

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

## QE23. 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 (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320         |
| Effective Weighted Sample | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675         |
| Total                     | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| Several times a day       | 2285  | 298             | 335        | 191        | 174       | 196       | 163         | 176           | 97         | 254        | 1961     | 324   | 1533           | 704         | 1166              | 1119         |
|                           | 88%   | 90%             | 90%        | 90%        | 85%       | 82%       | 89%         | 87%           | 86%        | 85%        | 88%      | 88%   | 92%            | 81%         | 89%               | 87%          |
|                           |       | e               | dei        | e          |           |           | e           |               |            |            |          |       | m              |             | o                 |              |
|                           |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 67%            | 31%         | 51%               | 49%          |
| About once a day          | 133   | 10              | 8          | 10         | 14        | 16        | 11          | 10            | 8          | 18         | 114      | 19    | 56             | 70          | 67                | 66           |
|                           | 5%    | 3%              | 2%         | 5%         | 7%        | 7%        | 6%          | 5%            | 7%         | 6%         | 5%       | 5%    | 3%             | 8%          | 5%                | 5%           |
|                           |       |                 |            |            | ab        | ab        | b           | b             | ab         | b          |          |       |                | l           |                   |              |
|                           |       |                 | 7%         | 6%         | 8%        | 10%       | 12%         | 8%            | 8%         | 6%         | 13%      | 86%   | 14%            | 42%         | 52%               | 50%          |
| Several times a week      | 107   | 14              | 13         | 5          | 12        | 16        | 5           | 8             | 5          | 11         | 96       | 11    | 46             | 54          | 48                | 59           |
|                           | 4%    | 4%              | 4%         | 3%         | 6%        | 7%        | 3%          | 4%            | 5%         | 4%         | 4%       | 3%    | 3%             | 6%          | 4%                | 5%           |
|                           |       |                 |            |            |           | cf        |             |               |            |            |          |       |                | l           |                   |              |
|                           |       |                 | 13%        | 12%        | 5%        | 11%       | 15%         | 5%            | 7%         | 11%        | 90%      | 10%   | 43%            | 51%         | 45%               | 55%          |
| At least once a week      | 31    | 3               | 7          | 2          | 4         | 4         | 2           | 3             | 1          | 3          | 22       | 9     | 10             | 18          | 17                | 14           |
|                           | 1%    | 1%              | 2%         | 1%         | 2%        | 2%        | 1%          | 1%            | 1%         | 1%         | 1%       | 2%    | 1%             | 2%          | 1%                | 1%           |
|                           |       |                 |            |            |           |           |             |               |            |            |          | j     |                | l           |                   |              |
|                           |       |                 | 10%        | 22%        | 7%        | 13%       | 12%         | 8%            | 9%         | 2%         | 11%      | 71%   | 29%            | 32%         | 58%               | 54%          |
| Less often                | 21    | 2               | 5          | 2          | -         | 3         | 1           | 1             | 1          | 5          | 20       | 2     | 9              | 9           | 5                 | 17           |
|                           | 1%    | 1%              | 1%         | 1%         | -%        | 1%        | 1%          | 1%            | 1%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       |                 | d          |            |           | d         |             |               |            | d          |          |       |                |             | n                 |              |
|                           |       |                 | 9%         | 23%        | 11%       | 16%       | 4%          | 6%            | 4%         | 24%        | 92%      | 8%    | 44%            | 41%         | 23%               | 77%          |
| Never                     | 9     | 2               | -          | -          | 1         | 1         | -           | 2             | -          | 1          | 7        | 1     | 2              | 7           | 3                 | 6            |
|                           | 1%    | 1%              | -%         | -%         | 1%        | 1%        | -%          | 1%            | -%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                           |       |                 | 22%        | -%         | 7%        | 11%       | -%          | 21%           | -%         | 13%        | 83%      | 17%   | 19%            | 75%         | 32%               | 68%          |
| Don't know                | 19    | 3               | 2          | -          | 1         | 2         | 1           | 2             | 1          | 5          | 18       | *     | 6              | 7           | 7                 | 12           |
|                           | 1%    | 1%              | 1%         | -%         | 1%        | 1%        | 1%          | 1%            | 1%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       |                 |            |            |           |           |             |               |            | c          |          |       |                |             |                   |              |
|                           |       |                 | 16%        | 12%        | 3%        | 9%        | 8%          | 10%           | 4%         | 26%        | 98%      | 2%    | 30%            | 36%         | 38%               | 62%          |

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

## QE23. 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 (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total          | 4689  | 2268            | 1950            | 3720             | 3827 | 2090                     | 4550              |
| Effective Weighted Sample | 3257  | 1562            | 1360            | 2605             | 2663 | 1461                     | 3168              |
| Total                     | 2605  | 1275            | 1081            | 2080             | 2140 | 1161                     | 2526              |
|                           |       | 49%             | 42%             | 80%              | 82%  | 45%                      | 97%               |
| Several times a day       | 2285  | 1132            | 955             | 1877             | 1947 | 1072                     | 2238              |
|                           | 88%   | 89%             | 88%             | 90%              | 91%  | 92%                      | 89%               |
|                           |       |                 |                 | f                | abf  | abcf                     |                   |
|                           |       | 50%             | 42%             | 82%              | 85%  | 47%                      | 98%               |
| About once a day          | 133   | 63              | 61              | 96               | 87   | 37                       | 127               |
|                           | 5%    | 5%              | 6%              | 5%               | 4%   | 3%                       | 5%                |
|                           |       | e               | de              | e                |      |                          | e                 |
|                           |       | 48%             | 45%             | 72%              | 65%  | 28%                      | 96%               |
| Several times a week      | 107   | 48              | 43              | 69               | 64   | 33                       | 99                |
|                           | 4%    | 4%              | 4%              | 3%               | 3%   | 3%                       | 4%                |
|                           |       | 44%             | 40%             | 65%              | 60%  | 31%                      | 92%               |
| At least once a week      | 31    | 13              | 13              | 19               | 20   | 7                        | 27                |
|                           | 1%    | 1%              | 1%              | 1%               | 1%   | 1%                       | 1%                |
|                           |       | 43%             | 44%             | 60%              | 64%  | 24%                      | 88%               |
| Less often                | 21    | 9               | 4               | 7                | 8    | 4                        | 15                |
|                           | 1%    | 1%              | *%              | *%               | *%   | *%                       | 1%                |
|                           |       | 44%             | 17%             | 34%              | 40%  | 18%                      | 70%               |
| Never                     | 9     | 3               | 3               | 4                | 5    | 2                        | 6                 |
|                           | *%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                           |       | 37%             | 36%             | 43%              | 52%  | 23%                      | 73%               |
| Don't know                | 19    | 7               | 2               | 8                | 9    | 5                        | 14                |
|                           | 1%    | 1%              | *%              | *%               | *%   | *%                       | 1%                |
|                           |       | 38%             | 10%             | 41%              | 50%  | 27%                      | 74%               |

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

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**QE9. 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 (excluding those completing a paper questionnaire)

|                                                                                                                                                                                          | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                                                                  |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                                                                         | 4652  | 2209   | 2381   | 516       | 905   | 1600  | 1590 | 281              | 342          | 598          | 2118 | 1304         | 1595 | 558 | 1022 | 3009     | 513       | 556   | 574 |
| Effective Weighted Sample                                                                                                                                                                | 3233  | 1525   | 1665   | 353       | 665   | 1114  | 1070 | 199              | 235          | 413          | 1494 | 939          | 1172 | 403 | 727  | 2517     | 300       | 380   | 480 |
| Total                                                                                                                                                                                    | 2599  | 1217   | 1344   | 270       | 555   | 875   | 872  | 137              | 192          | 314          | 1219 | 755          | 724  | 450 | 564  | 2147     | 245       | 132   | 75  |
|                                                                                                                                                                                          |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.                                                                       | 2424  | 1142   | 1251   | 233       | 514   | 823   | 830  | 123              | 174          | 297          | 1180 | 725          | 690  | 416 | 505  | 2000     | 230       | 124   | 69  |
|                                                                                                                                                                                          | 93%   | 94%    | 93%    | 86%       | 93%   | 94%   | 95%  | 90%              | 91%          | 95%          | 97%  | 96%          | 95%  | 92% | 90%  | 93%      | 94%       | 94%   | 93% |
|                                                                                                                                                                                          |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 49%  | 30%          | 28%  | 17% | 21%  | 83%      | 10%       | 5%    | 3%  |
| Mobile Broadband from a mobile network – connecting via a USB stick or dongle or Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a SIM card | 249   | 125    | 119    | 30        | 48    | 107   | 63   | 14               | 12           | 33           | 123  | 80           | 62   | 43  | 57   | 207      | 24        | 12    | 6   |
|                                                                                                                                                                                          | 10%   | 10%    | 9%     | 11%       | 9%    | 12%   | 7%   | 10%              | 6%           | 11%          | 10%  | 11%          | 9%   | 9%  | 10%  | 10%      | 10%       | 9%    | 8%  |
|                                                                                                                                                                                          |       | 50%    | 48%    | 12%       | 19%   | 43%   | 25%  | 5%               | 5%           | 13%          | 49%  | 32%          | 25%  | 17% | 23%  | 83%      | 10%       | 5%    | 2%  |
| Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network                                                                             | 942   | 437    | 492    | 115       | 234   | 327   | 260  | 43               | 56           | 116          | 490  | 304          | 298  | 139 | 177  | 789      | 89        | 39    | 26  |
|                                                                                                                                                                                          | 36%   | 36%    | 37%    | 43%       | 42%   | 37%   | 30%  | 31%              | 29%          | 37%          | 40%  | 40%          | 41%  | 31% | 31%  | 37%      | 36%       | 29%   | 34% |
|                                                                                                                                                                                          |       | 46%    | 52%    | 12%       | 25%   | 35%   | 28%  | 5%               | 6%           | 12%          | 52%  | 32%          | 32%  | 15% | 19%  | 84%      | 9%        | 4%    | 3%  |
| Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering                                                         | 225   | 125    | 97     | 28        | 49    | 84    | 63   | 12               | 14           | 27           | 121  | 90           | 62   | 27  | 39   | 189      | 19        | 11    | 6   |
|                                                                                                                                                                                          | 9%    | 10%    | 7%     | 11%       | 9%    | 10%   | 7%   | 9%               | 7%           | 9%           | 10%  | 12%          | 9%   | 6%  | 7%   | 9%       | 8%        | 8%    | 8%  |
|                                                                                                                                                                                          |       | b      | f      | f         | f     | f     | f    |                  |              |              |      | lmn          |      |     |      |          |           |       |     |
|                                                                                                                                                                                          |       | 55%    | 43%    | 13%       | 22%   | 37%   | 28%  | 5%               | 6%           | 12%          | 54%  | 40%          | 27%  | 12% | 17%  | 84%      | 9%        | 5%    | 3%  |

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

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**QE9. 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 (excluding those completing a paper questionnaire)

|                                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                      | 4652  | 2209   | 2381   | 516       | 905   | 1600  | 1590 | 281              | 342          | 598          | 2118 | 1304         | 1595 | 558 | 1022 | 3009     | 513       | 556   | 574 |
| Effective Weighted Sample                             | 3233  | 1525   | 1665   | 353       | 665   | 1114  | 1070 | 199              | 235          | 413          | 1494 | 939          | 1172 | 403 | 727  | 2517     | 300       | 380   | 480 |
| Total                                                 | 2599  | 1217   | 1344   | 270       | 555   | 875   | 872  | 137              | 192          | 314          | 1219 | 755          | 724  | 450 | 564  | 2147     | 245       | 132   | 75  |
|                                                       |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| TOTAL BROADBAND (INC. USING MOBILE PHONE)             | 2543  | 1196   | 1314   | 256       | 545   | 860   | 858  | 134              | 190          | 310          | 1210 | 749          | 717  | 439 | 545  | 2100     | 241       | 128   | 74  |
|                                                       | 98%   | 98%    | 98%    | 95%       | 98%   | 98%   | 98%  | 98%              | 99%          | 99%          | 99%  | 99%          | 99%  | 98% | 97%  | 98%      | 98%       | 97%   | 99% |
|                                                       |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 48%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| TOTAL BROADBAND (EXC. USING MOBILE PHONE)             | 2490  | 1172   | 1287   | 249       | 532   | 843   | 843  | 128              | 181          | 306          | 1204 | 739          | 710  | 428 | 522  | 2054     | 237       | 127   | 72  |
|                                                       | 96%   | 96%    | 96%    | 92%       | 96%   | 96%   | 97%  | 93%              | 94%          | 98%          | 99%  | 98%          | 98%  | 95% | 93%  | 96%      | 97%       | 96%   | 96% |
|                                                       |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 48%  | 30%          | 29%  | 17% | 21%  | 82%      | 10%       | 5%    | 3%  |
| MOBILE BROADBAND ONLY, NOT FIXED                      | 66    | 29     | 36     | 16        | 17    | 20    | 13   | 4                | 7            | 9            | 25   | 13           | 20   | 12  | 17   | 55       | 7         | 2     | 3   |
|                                                       | 3%    | 2%     | 3%     | 6%        | 3%    | 2%    | 2%   | 3%               | 3%           | 3%           | 2%   | 2%           | 3%   | 3%  | 3%   | 3%       | 3%        | 2%    | 3%  |
|                                                       |       | 44%    | 54%    | 23%       | 26%   | 30%   | 20%  | 6%               | 10%          | 13%          | 37%  | 20%          | 30%  | 18% | 25%  | 82%      | 10%       | 4%    | 4%  |
| SMARTPHONE ACCESS ONLY, NOT FIXED OR MOBILE BROADBAND | 53    | 25     | 27     | 7         | 14    | 17    | 15   | 6                | 9            | 4            | 6    | 10           | 7    | 12  | 23   | 46       | 4         | 2     | 2   |
|                                                       | 2%    | 2%     | 2%     | 3%        | 2%    | 2%    | 2%   | 5%               | 5%           | 1%           | 1%   | 1%           | 1%   | 3%  | 4%   | 2%       | 2%        | 1%    | 3%  |
|                                                       |       | 46%    | 51%    | 13%       | 26%   | 33%   | 28%  | 12%              | 17%          | 8%           | 11%  | 20%          | 13%  | 22% | 44%  | 86%      | 8%        | 3%    | 4%  |
| ONLY MOBILE ACCESS, NOT FIXED                         | 120   | 54     | 63     | 23        | 31    | 37    | 28   | 11               | 16           | 13           | 31   | 24           | 27   | 24  | 40   | 100      | 11        | 4     | 5   |
|                                                       | 5%    | 4%     | 5%     | 8%        | 6%    | 4%    | 3%   | 8%               | 8%           | 4%           | 3%   | 3%           | 4%   | 5%  | 7%   | 5%       | 4%        | 3%    | 6%  |
|                                                       |       | 45%    | 53%    | 19%       | 26%   | 31%   | 24%  | 9%               | 13%          | 11%          | 26%  | 20%          | 23%  | 20% | 33%  | 84%      | 9%        | 3%    | 4%  |
| Other                                                 | 6     | 3      | 3      | 1         | 1     | 1     | 3    | -                | *            | *            | 2    | 2            | 1    | -   | 2    | 5        | 1         | *     | 1   |
|                                                       | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 0%               | 0%           | 0%           | 0%   | 0%           | 0%   | 0%  | 0%   | 0%       | 0%        | 0%    | 0%  |
|                                                       |       | 43%    | 49%    | 21%       | 19%   | 17%   | 43%  | 0%               | 2%           | 3%           | 33%  | 26%          | 13%  | 0%  | 35%  | 78%      | 8%        | 6%    | 8%  |
| Don't know                                            | 44    | 16     | 23     | 11        | 8     | 13    | 8    | 3                | 1            | 1            | 7    | 4            | 5    | 10  | 12   | 38       | 3         | 3     | 1   |
|                                                       | 2%    | 1%     | 2%     | 4%        | 1%    | 1%    | 1%   | 2%               | 0%           | 0%           | 1%   | 1%           | 1%   | 2%  | 2%   | 2%       | 1%        | 2%    | 1%  |
|                                                       |       | 36%    | 52%    | 25%       | 17%   | 30%   | 19%  | 6%               | 2%           | 2%           | 15%  | 9%           | 11%  | 24% | 28%  | 86%      | 6%        | 6%    | 1%  |

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

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**QE9. 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 (excluding those completing a paper questionnaire)

|                                                                                                                                                                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                                                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                                                                                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                                                                         | 4652  | 346             | 406        | 311        | 334       | 313       | 337         | 351           | 306        | 305        | 3561     | 1091  | 2757           | 1777        | 2359              | 2293         |
| Effective Weighted Sample                                                                                                                                                                | 3233  | 306             | 368        | 282        | 300       | 275       | 306         | 316           | 265        | 275        | 2740     | 496   | 1946           | 1225        | 1583              | 1653         |
| Total                                                                                                                                                                                    | 2599  | 332             | 362        | 213        | 204       | 236       | 185         | 202           | 117        | 297        | 2234     | 365   | 1652           | 876         | 1310              | 1289         |
|                                                                                                                                                                                          |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 64%            | 34%         | 50%               | 50%          |
| Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.                                                                       | 2424  | 307             | 348        | 198        | 192       | 213       | 175         | 182           | 111        | 276        | 2083     | 340   | 1570           | 795         | 1245              | 1178         |
|                                                                                                                                                                                          | 93%   | 92%             | 96%        | 93%        | 94%       | 90%       | 95%         | 90%           | 94%        | 93%        | 93%      | 93%   | 95%            | 91%         | 95%               | 91%          |
|                                                                                                                                                                                          |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%          |
| Mobile Broadband from a mobile network – connecting via a USB stick or dongle or Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a SIM card | 249   | 33              | 34         | 27         | 14        | 21        | 19          | 19            | 11         | 31         | 216      | 33    | 164            | 77          | 116               | 133          |
|                                                                                                                                                                                          | 10%   | 10%             | 9%         | 12%        | 7%        | 9%        | 10%         | 9%            | 9%         | 10%        | 10%      | 9%    | 10%            | 9%          | 9%                | 10%          |
|                                                                                                                                                                                          |       | 13%             | 13%        | 11%        | 6%        | 8%        | 8%          | 8%            | 4%         | 12%        | 87%      | 13%   | 66%            | 31%         | 47%               | 53%          |
| Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network                                                                             | 942   | 141             | 114        | 78         | 81        | 80        | 68          | 74            | 45         | 109        | 815      | 127   | 653            | 265         | 462               | 480          |
|                                                                                                                                                                                          | 36%   | 42%             | 32%        | 36%        | 40%       | 34%       | 37%         | 36%           | 38%        | 37%        | 36%      | 35%   | 40%            | 30%         | 35%               | 37%          |
|                                                                                                                                                                                          |       | 15%             | 12%        | 8%         | 9%        | 8%        | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 69%            | 28%         | 49%               | 51%          |
| Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering                                                         | 225   | 36              | 26         | 21         | 13        | 19        | 18          | 18            | 8          | 29         | 194      | 31    | 152            | 68          | 117               | 109          |
|                                                                                                                                                                                          | 9%    | 11%             | 7%         | 10%        | 7%        | 8%        | 10%         | 9%            | 7%         | 10%        | 9%       | 9%    | 9%             | 8%          | 9%                | 8%           |
|                                                                                                                                                                                          |       | 16%             | 12%        | 10%        | 6%        | 9%        | 8%          | 8%            | 4%         | 13%        | 86%      | 14%   | 67%            | 30%         | 52%               | 48%          |

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



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**QE9. 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 (excluding those completing a paper questionnaire)

|                                                       | Total | ENGLAND REGIONS |            |            |           |           |             |                |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|----------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS & HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                               |       | a               | b          | c          | d         | e         | f           | g              | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                      | 4652  | 346             | 406        | 311        | 334       | 313       | 337         | 351            | 306        | 305        | 3561     | 1091  | 2757           | 1777        | 2359              | 2293        |
| Effective Weighted Sample                             | 3233  | 306             | 368        | 282        | 300       | 275       | 306         | 316            | 265        | 275        | 2740     | 496   | 1946           | 1225        | 1583              | 1653        |
| Total                                                 | 2599  | 332             | 362        | 213        | 204       | 236       | 185         | 202            | 117        | 297        | 2234     | 365   | 1652           | 876         | 1310              | 1289        |
|                                                       |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%             | 5%         | 11%        | 86%      | 14%   | 64%            | 34%         | 50%               | 50%         |
| TOTAL BROADBAND (INC. USING MOBILE PHONE)             | 2543  | 324             | 358        | 209        | 201       | 229       | 182         | 196            | 115        | 287        | 2187     | 356   | 1628           | 851         | 1288              | 1255        |
|                                                       | 98%   | 98%             | 99%        | 98%        | 99%       | 97%       | 98%         | 97%            | 98%        | 97%        | 98%      | 98%   | 99%            | 97%         | 98%               | 97%         |
|                                                       |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%             | 5%         | 11%        | 86%      | 14%   | 64%            | 33%         | 51%               | 49%         |
| TOTAL BROADBAND (EXC. USING MOBILE PHONE)             | 2490  | 315             | 352        | 208        | 197       | 220       | 179         | 189            | 113        | 282        | 2138     | 352   | 1606           | 825         | 1275              | 1215        |
|                                                       | 96%   | 95%             | 97%        | 97%        | 97%       | 93%       | 97%         | 93%            | 97%        | 95%        | 96%      | 97%   | 97%            | 94%         | 97%               | 94%         |
|                                                       |       |                 | eg         | eg         |           |           |             |                |            |            |          |       | m              |             | o                 |             |
|                                                       |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%             | 5%         | 11%        | 86%      | 14%   | 64%            | 33%         | 51%               | 49%         |
| MOBILE BROADBAND ONLY, NOT FIXED                      | 66    | 8               | 4          | 10         | 5         | 8         | 4           | 7              | 3          | 6          | 55       | 12    | 36             | 30          | 29                | 37          |
|                                                       | 3%    | 2%              | 1%         | 5%         | 2%        | 3%        | 2%          | 3%             | 2%         | 2%         | 2%       | 3%    | 2%             | 3%          | 2%                | 3%          |
|                                                       |       |                 | b          | b          |           |           |             | b              |            |            |          |       | l              |             |                   |             |
|                                                       |       | 12%             | 6%         | 15%        | 8%        | 11%       | 6%          | 10%            | 4%         | 9%         | 82%      | 18%   | 54%            | 45%         | 44%               | 56%         |
| SMARTPHONE ACCESS ONLY, NOT FIXED OR MOBILE BROADBAND | 53    | 8               | 6          | 1          | 5         | 8         | 3           | 8              | 1          | 5          | 49       | 4     | 22             | 26          | 13                | 40          |
|                                                       | 2%    | 3%              | 2%         | 1%         | 2%        | 4%        | 2%          | 4%             | 1%         | 2%         | 2%       | 1%    | 1%             | 3%          | 1%                | 3%          |
|                                                       |       |                 |            |            |           | c         |             | ch             |            |            |          |       | l              |             | n                 |             |
|                                                       |       | 16%             | 11%        | 2%         | 9%        | 16%       | 6%          | 15%            | 2%         | 9%         | 92%      | 8%    | 42%            | 49%         | 25%               | 75%         |
| ONLY MOBILE ACCESS, NOT FIXED                         | 120   | 17              | 10         | 11         | 10        | 16        | 7           | 14             | 4          | 11         | 103      | 16    | 58             | 55          | 43                | 77          |
|                                                       | 5%    | 5%              | 3%         | 5%         | 5%        | 7%        | 4%          | 7%             | 3%         | 4%         | 5%       | 4%    | 4%             | 6%          | 3%                | 6%          |
|                                                       |       |                 |            |            |           | b         |             | bh             |            |            |          |       | l              |             | n                 |             |
|                                                       |       | 14%             | 8%         | 9%         | 8%        | 13%       | 6%          | 12%            | 3%         | 9%         | 87%      | 13%   | 49%            | 46%         | 36%               | 64%         |
| Other                                                 | 6     | -               | 1          | -          | -         | 1         | 1           | 1              | -          | -          | 3        | 3     | 2              | 3           | 3                 | 3           |
|                                                       | *%    | -%              | *%         | -%         | -%        | *%        | 1%          | 1%             | -%         | -%         | *%       | 1%    | *%             | *%          | *%                | *%          |
|                                                       |       |                 |            |            |           |           |             |                |            |            |          | j     |                |             |                   |             |
|                                                       |       | -%              | 23%        | -%         | -%        | 14%       | 24%         | 17%            | -%         | -%         | 49%      | 51%   | 35%            | 51%         | 49%               | 51%         |
| Don't know                                            | 44    | 8               | 3          | 4          | 2         | 6         | 1           | 3              | 3          | 7          | 40       | 4     | 18             | 20          | 18                | 26          |
|                                                       | 2%    | 2%              | 1%         | 2%         | 1%        | 2%        | 1%          | 2%             | 2%         | 2%         | 2%       | 1%    | 1%             | 2%          | 1%                | 2%          |
|                                                       |       |                 |            |            |           |           |             |                |            |            |          |       | l              |             |                   |             |
|                                                       |       | 19%             | 7%         | 9%         | 4%        | 13%       | 3%          | 8%             | 6%         | 17%        | 90%      | 10%   | 40%            | 45%         | 42%               | 58%         |

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

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**QE9. 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 (excluding those completing a paper questionnaire)

|                                                                                                                                                                                                   | Total       | TV SERVICES          |                      |                       |                    |                               |                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------|----------------------|-----------------------|--------------------|-------------------------------|------------------------|
|                                                                                                                                                                                                   |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d          | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                                                                           |             |                      |                      |                       |                    |                               |                        |
| Unweighted total                                                                                                                                                                                  | 4652        | 2263                 | 1946                 | 3715                  | 3811               | 2086                          | 4532                   |
| Effective Weighted Sample                                                                                                                                                                         | 3233        | 1556                 | 1352                 | 2601                  | 2648               | 1459                          | 3151                   |
| Total                                                                                                                                                                                             | 2599        | 1275<br>49%          | 1088<br>42%          | 2083<br>80%           | 2140<br>82%        | 1162<br>45%                   | 2531<br>97%            |
| Fixed Broadband through a phone line or cable service<br>– perhaps using a Wi-Fi router to go online, via any<br>device.                                                                          | 2424<br>93% | 1205<br>95%<br>50%   | 1033<br>95%<br>43%   | 1976<br>95%<br>82%    | 2022<br>94%<br>83% | 1102<br>95%<br>45%            | 2373<br>94%<br>98%     |
| Mobile Broadband from a mobile network – connecting<br>via a USB stick or dongle or Mobile Wi-Fi router, or built<br>in connectivity in a laptop or netbook or tablet computer<br>with a SIM card | 249<br>10%  | 128<br>10%<br>51%    | 105<br>10%<br>42%    | 198<br>10%<br>79%     | 213<br>10%<br>85%  | 125<br>11%<br>50%             | 243<br>10%<br>98%      |
| Access to the internet using a mobile phone or<br>smartphone – using your phone's 3G or 4G or 5G<br>mobile network                                                                                | 942<br>36%  | 470<br>37%           | 412<br>38%           | 799<br>38%            | 813<br>38%         | 495<br>43%<br>abcdf<br>53%    | 925<br>37%<br>98%      |
| Accessing the internet on a device such as a laptop or<br>tablet using your mobile phone's internet connection –<br>known as tethering                                                            | 225<br>9%   | 121<br>9%            | 89<br>8%             | 201<br>10%            | 200<br>9%          | 127<br>11%<br>bf<br>56%       | 221<br>9%<br>98%       |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE9. 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 (excluding those completing a paper questionnaire)

|                                                       | Total | TV SERVICES  |              |               |      |                  |              |
|-------------------------------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                                                       |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%                               |       | a            | b            | c             | d    | e                | f            |
| Unweighted total                                      | 4652  | 2263         | 1946         | 3715          | 3811 | 2086             | 4532         |
| Effective Weighted Sample                             | 3233  | 1556         | 1352         | 2601          | 2648 | 1459             | 3151         |
| Total                                                 | 2599  | 1275         | 1088         | 2083          | 2140 | 1162             | 2531         |
|                                                       |       | 49%          | 42%          | 80%           | 82%  | 45%              | 97%          |
| TOTAL BROADBAND (INC. USING MOBILE PHONE)             | 2543  | 1254         | 1071         | 2051          | 2104 | 1148             | 2483         |
|                                                       | 98%   | 98%          | 98%          | 98%           | 98%  | 99%              | 98%          |
|                                                       |       | 49%          | 42%          | 81%           | 83%  | 45%              | 98%          |
| TOTAL BROADBAND (EXC. USING MOBILE PHONE)             | 2490  | 1232         | 1054         | 2021          | 2077 | 1131             | 2435         |
|                                                       | 96%   | 97%          | 97%          | 97%           | 97%  | 97%              | 96%          |
|                                                       |       | 49%          | 42%          | 81%           | 83%  | 45%              | 98%          |
| MOBILE BROADBAND ONLY, NOT FIXED                      | 66    | 27           | 21           | 44            | 55   | 29               | 62           |
|                                                       | 3%    | 2%           | 2%           | 2%            | 3%   | 3%               | 2%           |
|                                                       |       | 41%          | 31%          | 67%           | 82%  | 44%              | 94%          |
| SMARTPHONE ACCESS ONLY, NOT FIXED OR MOBILE BROADBAND | 53    | 22           | 17           | 30            | 27   | 17               | 47           |
|                                                       | 2%    | 2%           | 2%           | 1%            | 1%   | 1%               | 2%           |
|                                                       |       | 41%          | 32%          | 57%           | 51%  | 32%              | 89%          |
| ONLY MOBILE ACCESS, NOT FIXED                         | 120   | 49           | 38           | 75            | 82   | 46               | 110          |
|                                                       | 5%    | 4%           | 3%           | 4%            | 4%   | 4%               | 4%           |
|                                                       |       | 41%          | 32%          | 63%           | 68%  | 39%              | 92%          |
| Other                                                 | 6     | 1            | 3            | 4             | 5    | 3                | 6            |
|                                                       | *%    | *%           | *%           | *%            | *%   | *%               | *%           |
|                                                       |       | 8%           | 47%          | 60%           | 80%  | 51%              | 100%         |
| Don't know                                            | 44    | 16           | 13           | 25            | 28   | 9                | 36           |
|                                                       | 2%    | 1%           | 1%           | 1%            | 1%   | 1%               | 1%           |
|                                                       |       | 37%          | 29%          | 57%           | 64%  | 21%              | 83%          |

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

## QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4652  | 2209   | 2381   | 516       | 905   | 1600  | 1590 | 281              | 342          | 598          | 2118 | 1304         | 1595 | 558 | 1022 | 3009     | 513       | 556   | 574 |
| Effective Weighted Sample | 3233  | 1525   | 1665   | 353       | 665   | 1114  | 1070 | 199              | 235          | 413          | 1494 | 939          | 1172 | 403 | 727  | 2517     | 300       | 380   | 480 |
| Total                     | 2599  | 1217   | 1344   | 270       | 555   | 875   | 872  | 137              | 192          | 314          | 1219 | 755          | 724  | 450 | 564  | 2147     | 245       | 132   | 75  |
|                           |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Virgin Media              | 620   | 291    | 322    | 88        | 134   | 216   | 179  | 28               | 48           | 69           | 311  | 167          | 178  | 121 | 132  | 519      | 65        | 20    | 15  |
|                           | 24%   | 24%    | 24%    | 32%       | 24%   | 25%   | 21%  | 20%              | 25%          | 22%          | 25%  | 22%          | 25%  | 27% | 23%  | 24%      | 26%       | 15%   | 21% |
|                           |       |        |        | def       |       | f     |      |                  |              |              |      |              |      |     |      | q        | q         |       | q   |
|                           |       | 47%    | 52%    | 14%       | 22%   | 35%   | 29%  | 4%               | 8%           | 11%          | 50%  | 27%          | 29%  | 20% | 21%  | 84%      | 10%       | 3%    | 2%  |
| BT                        | 601   | 297    | 298    | 52        | 105   | 167   | 270  | 16               | 30           | 87           | 299  | 220          | 166  | 94  | 98   | 488      | 59        | 32    | 22  |
|                           | 23%   | 24%    | 22%    | 19%       | 19%   | 19%   | 31%  | 12%              | 16%          | 28%          | 25%  | 29%          | 23%  | 21% | 17%  | 23%      | 24%       | 24%   | 29% |
|                           |       |        |        |           |       | cde   |      |                  |              | gh           | gh   | lmn          | n    |     |      |          |           |       | o   |
|                           |       | 49%    | 50%    | 9%        | 17%   | 28%   | 45%  | 3%               | 5%           | 14%          | 50%  | 37%          | 28%  | 16% | 16%  | 81%      | 10%       | 5%    | 4%  |
| Sky                       | 446   | 195    | 247    | 31        | 97    | 182   | 133  | 30               | 27           | 55           | 207  | 126          | 108  | 86  | 113  | 347      | 43        | 40    | 16  |
|                           | 17%   | 16%    | 18%    | 11%       | 18%   | 21%   | 15%  | 22%              | 14%          | 17%          | 17%  | 17%          | 15%  | 19% | 20%  | 16%      | 18%       | 30%   | 21% |
|                           |       |        |        |           | c     | cf    |      | h                |              |              |      |              |      | l   | l    |          |           | opr   | o   |
|                           |       | 44%    | 55%    | 7%        | 22%   | 41%   | 30%  | 7%               | 6%           | 12%          | 46%  | 28%          | 24%  | 19% | 25%  | 78%      | 10%       | 9%    | 4%  |
| TalkTalk                  | 228   | 103    | 122    | 18        | 46    | 84    | 78   | 16               | 23           | 26           | 98   | 52           | 60   | 36  | 67   | 192      | 21        | 9     | 7   |
|                           | 9%    | 8%     | 9%     | 7%        | 8%    | 10%   | 9%   | 12%              | 12%          | 8%           | 8%   | 7%           | 8%   | 8%  | 12%  | 9%       | 8%        | 7%    | 9%  |
|                           |       |        |        |           |       |       |      |                  |              |              | klm  |              |      |     |      |          |           |       |     |
|                           |       | 45%    | 54%    | 8%        | 20%   | 37%   | 34%  | 7%               | 10%          | 11%          | 43%  | 23%          | 26%  | 16% | 30%  | 84%      | 9%        | 4%    | 3%  |
| Vodafone                  | 139   | 67     | 65     | 10        | 32    | 52    | 42   | 6                | 7            | 15           | 76   | 45           | 35   | 23  | 30   | 121      | 11        | 5     | 3   |
|                           | 5%    | 6%     | 5%     | 4%        | 6%    | 6%    | 5%   | 5%               | 4%           | 5%           | 6%   | 6%           | 5%   | 5%  | 5%   | 6%       | 4%        | 4%    | 4%  |
|                           |       | 48%    | 47%    | 7%        | 23%   | 37%   | 30%  | 5%               | 5%           | 11%          | 55%  | 32%          | 25%  | 16% | 22%  | 87%      | 8%        | 3%    | 2%  |
| EE                        | 134   | 56     | 76     | 14        | 22    | 46    | 50   | 8                | 16           | 15           | 54   | 43           | 35   | 23  | 29   | 107      | 15        | 8     | 4   |
|                           | 5%    | 5%     | 6%     | 5%        | 4%    | 5%    | 6%   | 6%               | 8%           | 5%           | 4%   | 6%           | 5%   | 5%  | 5%   | 5%       | 6%        | 6%    | 5%  |
|                           |       |        |        |           |       |       |      |                  | j            |              |      |              |      |     |      |          |           |       |     |
|                           |       | 42%    | 57%    | 11%       | 17%   | 35%   | 38%  | 6%               | 12%          | 11%          | 41%  | 32%          | 26%  | 17% | 22%  | 80%      | 11%       | 6%    | 3%  |
| Plusnet                   | 122   | 58     | 63     | 9         | 25    | 41    | 48   | 6                | 14           | 20           | 52   | 33           | 37   | 18  | 32   | 103      | 9         | 7     | 3   |
|                           | 5%    | 5%     | 5%     | 3%        | 4%    | 5%    | 5%   | 4%               | 7%           | 7%           | 4%   | 4%           | 5%   | 4%  | 6%   | 5%       | 4%        | 6%    | 3%  |
|                           |       | 48%    | 51%    | 8%        | 20%   | 33%   | 39%  | 4%               | 11%          | 17%          | 43%  | 27%          | 30%  | 15% | 26%  | 84%      | 8%        | 6%    | 2%  |
| NOW TV/ NOW Broadband     | 56    | 30     | 25     | 10        | 21    | 16    | 7    | 5                | 6            | 5            | 24   | 15           | 19   | 9   | 11   | 45       | 8         | 2     | 1   |
|                           | 2%    | 2%     | 2%     | 4%        | 4%    | 2%    | 1%   | 3%               | 3%           | 2%           | 2%   | 2%           | 3%   | 2%  | 2%   | 2%       | 3%        | 1%    | 2%  |
|                           |       |        |        | ef        | ef    | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 53%    | 44%    | 18%       | 37%   | 29%   | 12%  | 8%               | 11%          | 9%           | 43%  | 27%          | 33%  | 15% | 20%  | 80%      | 15%       | 3%    | 2%  |
| Utility Warehouse         | 24    | 13     | 11     | 1         | 1     | 10    | 11   | *                | 2            | 3            | 13   | 7            | 7    | 3   | 4    | 20       | 2         | 2     | -   |
|                           | 1%    | 1%     | 1%     | *%        | *%    | 1%    | 1%   | *%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | -%  |
|                           |       |        |        |           |       | d     | d    |                  |              |              |      |              |      |     |      | r        |           | r     |     |
|                           |       | 53%    | 47%    | 5%        | 6%    | 43%   | 45%  | *%               | 8%           | 13%          | 55%  | 29%          | 30%  | 13% | 17%  | 83%      | 9%        | 8%    | -%  |

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

## QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                                         | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                        | 4652  | 2209   | 2381   | 516       | 905   | 1600  | 1590 | 281              | 342          | 598          | 2118 | 1304         | 1595 | 558 | 1022 | 3009     | 513       | 556   | 574 |
| Effective Weighted Sample               | 3233  | 1525   | 1665   | 353       | 665   | 1114  | 1070 | 199              | 235          | 413          | 1494 | 939          | 1172 | 403 | 727  | 2517     | 300       | 380   | 480 |
| Total                                   | 2599  | 1217   | 1344   | 270       | 555   | 875   | 872  | 137              | 192          | 314          | 1219 | 755          | 724  | 450 | 564  | 2147     | 245       | 132   | 75  |
|                                         |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Hyperoptic                              | 24    | 11     | 12     | 3         | 15    | 4     | 1    | *                | -            | 1            | 16   | 4            | 12   | 3   | 2    | 22       | 1         | *     | -   |
|                                         | 1%    | 1%     | 1%     | 1%        | 3%    | 4%    | 1%   | 1%               | 0%           | 1%           | 1%   | 1%           | 2%   | 1%  | 1%   | 1%       | 1%        | 1%    | 0%  |
|                                         |       |        |        | f         | ef    |       |      |                  |              |              |      |              | kn   |     |      | r        |           |       |     |
|                                         |       | 48%    | 52%    | 14%       | 64%   | 15%   | 4%   | 1%               | 0%           | 4%           | 66%  | 17%          | 52%  | 14% | 7%   | 94%      | 4%        | 1%    | 0%  |
| Post Office                             | 22    | 9      | 12     | 1         | 6     | 6     | 8    | 4                | 3            | 3            | 4    | 1            | 9    | 4   | 6    | 20       | 1         | *     | *   |
|                                         | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 3%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                         |       |        |        | ij        | j     |       |      | ij               | j            |              |      |              | k    | k   | k    |          |           |       |     |
|                                         |       | 42%    | 57%    | 7%        | 29%   | 29%   | 36%  | 19%              | 13%          | 12%          | 20%  | 3%           | 40%  | 20% | 28%  | 93%      | 4%        | 1%    | 2%  |
| Three Broadband/ Relish                 | 14    | 7      | 7      | 2         | 5     | 4     | 3    | 1                | 4            | 1            | 4    | 1            | 6    | 5   | 2    | 10       | 3         | 1     | 1   |
|                                         | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 1%               | 2%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                         |       |        |        | ij        |       |       |      |                  | ij           |              |      |              | k    | k   |      |          |           |       |     |
|                                         |       | 47%    | 52%    | 16%       | 39%   | 28%   | 18%  | 9%               | 29%          | 9%           | 26%  | 4%           | 44%  | 36% | 11%  | 72%      | 18%       | 6%    | 5%  |
| Shell Energy (previously First Utility) | 13    | 6      | 6      | 1         | 6     | 3     | 2    | 1                | -            | 3            | 4    | 2            | 4    | 2   | 3    | 12       | -         | 1     | *   |
|                                         | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 1%               | 0%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 0%        | 1%    | 1%  |
|                                         |       |        |        | f         |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                         |       | 51%    | 49%    | 6%        | 48%   | 28%   | 14%  | 11%              | 0%           | 24%          | 29%  | 20%          | 36%  | 20% | 25%  | 92%      | 0%        | 7%    | 1%  |
| KCOM                                    | 12    | 7      | 5      | -         | 1     | 5     | 5    | -                | 1            | 3            | 6    | 2            | 4    | 2   | 3    | 12       | -         | -     | -   |
|                                         | 1%    | 1%     | 1%     | 0%        | 1%    | 1%    | 1%   | 0%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 0%        | 0%    | 0%  |
|                                         |       | 56%    | 44%    | 0%        | 12%   | 45%   | 43%  | 0%               | 9%           | 29%          | 53%  | 20%          | 36%  | 15% | 27%  | 100%     | 0%        | 0%    | 0%  |
| O2                                      | 11    | 5      | 6      | 3         | 3     | 2     | 3    | 1                | 3            | 1            | 3    | 1            | 3    | 2   | 5    | 9        | 1         | *     | 1   |
|                                         | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 1%               | 2%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                         |       |        |        | e         |       |       |      |                  | ij           |              |      |              |      |     | k    |          |           |       | oq  |
|                                         |       | 49%    | 51%    | 26%       | 27%   | 18%   | 29%  | 13%              | 28%          | 7%           | 31%  | 6%           | 31%  | 19% | 44%  | 83%      | 8%        | 1%    | 8%  |
| Zen                                     | 9     | 6      | 3      | *         | 2     | 3     | 3    | -                | -            | *            | 7    | 7            | 2    | -   | -    | 9        | -         | -     | *   |
|                                         | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 0%               | 0%           | 1%           | 1%   | 1%           | 1%   | 0%  | 0%   | 1%       | 0%        | 0%    | 1%  |
|                                         |       |        |        | n         |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                         |       | 67%    | 33%    | 5%        | 26%   | 36%   | 33%  | 0%               | 0%           | 1%           | 82%  | 75%          | 25%  | 0%  | 0%   | 99%      | 0%        | 0%    | 1%  |
| GiffGaff                                | 8     | 3      | 6      | 1         | 1     | 5     | 1    | 2                | 2            | *            | 1    | 2            | 1    | -   | 4    | 8        | -         | -     | *   |
|                                         | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 0%  | 1%   | 1%       | 0%        | 0%    | 1%  |
|                                         |       |        |        | j         | j     |       |      | j                | j            |              |      |              |      |     |      |          |           |       |     |
|                                         |       | 32%    | 68%    | 9%        | 15%   | 60%   | 16%  | 19%              | 21%          | 5%           | 18%  | 29%          | 18%  | 0%  | 54%  | 99%      | 0%        | 0%    | 1%  |

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

## QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4652  | 2209   | 2381   | 516       | 905   | 1600  | 1590 | 281              | 342          | 598          | 2118 | 1304         | 1595 | 558 | 1022 | 3009     | 513       | 556   | 574 |
| Effective Weighted Sample | 3233  | 1525   | 1665   | 353       | 665   | 1114  | 1070 | 199              | 235          | 413          | 1494 | 939          | 1172 | 403 | 727  | 2517     | 300       | 380   | 480 |
| Total                     | 2599  | 1217   | 1344   | 270       | 555   | 875   | 872  | 137              | 192          | 314          | 1219 | 755          | 724  | 450 | 564  | 2147     | 245       | 132   | 75  |
|                           |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Tesco                     | 6     | 3      | 3      | 1         | 1     | 2     | 3    | 1                | *            | 1            | 1    | -            | 2    | 1   | 3    | 4        | 1         | 1     | *   |
|                           | *%    | *%     | *%     | *%        | *%    | *%    | *%   | 1%               | *%           | *%           | *%   | -%           | *%   | *%  | *%   | *%       | *%        | 1%    | *%  |
|                           |       | 44%    | 56%    | 19%       | 8%    | 32%   | 41%  | 21%              | 2%           | 14%          | 19%  | -%           | 26%  | 19% | 45%  | 64%      | 19%       | 13%   | 4%  |
| SSE                       | 6     | 3      | 3      | 1         | 1     | 2     | 2    | 2                | -            | -            | 2    | 1            | 2    | 1   | 2    | 3        | 1         | 2     | -   |
|                           | *%    | *%     | *%     | *%        | *%    | *%    | *%   | 2%               | -%           | -%           | *%   | *%           | *%   | *%  | *%   | *%       | *%        | 1%    | -%  |
|                           |       | 55%    | 45%    | 9%        | 20%   | 39%   | 32%  | 39%              | -%           | -%           | 32%  | 11%          | 26%  | 19% | 36%  | 56%      | 16%       | 29%   | -%  |
| Gigaclear                 | 3     | -      | 3      | -         | -     | 2     | 1    | -                | 1            | -            | 2    | 1            | 1    | 1   | -    | 3        | -         | -     | -   |
|                           | *%    | -%     | *%     | -%        | -%    | *%    | *%   | -%               | *%           | -%           | *%   | *%           | *%   | *%  | -%   | *%       | -%        | -%    | -%  |
|                           |       | -%     | 100%   | -%        | -%    | 73%   | 27%  | -%               | 27%          | -%           | 73%  | 31%          | 27%  | 42% | -%   | 100%     | -%        | -%    | -%  |
| Airband                   | 2     | 1      | 1      | -         | *     | 1     | -    | -                | *            | *            | 1    | 1            | *    | *   | *    | 2        | -         | *     | *   |
|                           | *%    | *%     | *%     | -%        | *%    | *%    | -%   | -%               | *%           | *%           | *%   | *%           | *%   | *%  | *%   | *%       | -%        | *%    | *%  |
|                           |       | 49%    | 33%    | -%        | 23%   | 77%   | -%   | -%               | 18%          | 7%           | 75%  | 70%          | 5%   | 7%  | 18%  | 88%      | -%        | 5%    | 7%  |
| Quickline                 | 1     | -      | 1      | -         | 1     | -     | -    | -                | -            | -            | 1    | -            | 1    | -   | -    | 1        | -         | -     | -   |
|                           | *%    | -%     | *%     | -%        | *%    | -%    | -%   | -%               | -%           | -%           | *%   | -%           | *%   | -%  | -%   | *%       | -%        | -%    | -%  |
|                           |       | -%     | 100%   | -%        | 100%  | -%    | -%   | -%               | -%           | -%           | 100% | -%           | 100% | -%  | -%   | 100%     | -%        | -%    | -%  |
| Other                     | 44    | 21     | 23     | 6         | 13    | 7     | 16   | 5                | 2            | 4            | 23   | 15           | 14   | 7   | 7    | 39       | 3         | 1     | 1   |
|                           | 2%    | 2%     | 2%     | 2%        | 2%    | 1%    | 2%   | 4%               | 1%           | 1%           | 2%   | 2%           | 2%   | 2%  | 1%   | 2%       | 1%        | 1%    | 1%  |
|                           |       | 48%    | 52%    | 14%       | 29%   | 16%   | 37%  | 12%              | 4%           | 9%           | 52%  | 35%          | 31%  | 16% | 17%  | 89%      | 7%        | 3%    | 2%  |
| Don't know                | 55    | 25     | 24     | 17        | 15    | 13    | 6    | 4                | 4            | 1            | 8    | 9            | 17   | 8   | 11   | 51       | 2         | 1     | 1   |
|                           | 2%    | 2%     | 2%     | 6%        | 3%    | 2%    | 1%   | 3%               | 2%           | *%           | 1%   | 1%           | 2%   | 2%  | 2%   | 2%       | 1%        | 1%    | 1%  |
|                           |       | 46%    | 43%    | 30%       | 27%   | 24%   | 12%  | 8%               | 7%           | 1%           | 15%  | 16%          | 30%  | 14% | 19%  | 92%      | 4%        | 2%    | 2%  |

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

## QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4652  | 346             | 406        | 311        | 334       | 313       | 337         | 351           | 306        | 305        | 3561     | 1091  | 2757           | 1777        | 2359              | 2293         |
| Effective Weighted Sample | 3233  | 306             | 368        | 282        | 300       | 275       | 306         | 316           | 265        | 275        | 2740     | 496   | 1946           | 1225        | 1583              | 1653         |
| Total                     | 2599  | 332             | 362        | 213        | 204       | 236       | 185         | 202           | 117        | 297        | 2234     | 365   | 1652           | 876         | 1310              | 1289         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 64%            | 34%         | 50%               | 50%          |
| Virgin Media              | 620   | 109             | 73         | 34         | 52        | 67        | 44          | 44            | 38         | 59         | 607      | 13    | 417            | 189         | 267               | 352          |
|                           | 24%   | 33%             | 20%        | 16%        | 26%       | 28%       | 24%         | 22%           | 33%        | 20%        | 27%      | 4%    | 25%            | 22%         | 20%               | 27%          |
|                           |       | bcfgi           |            |            | c         | bci       | c           |               | bcfgi      |            | k        |       | m              |             | n                 |              |
|                           |       | 18%             | 12%        | 5%         | 8%        | 11%       | 7%          | 7%            | 6%         | 9%         | 98%      | 2%    | 67%            | 30%         | 43%               | 57%          |
| BT                        | 601   | 57              | 113        | 67         | 39        | 48        | 49          | 34            | 21         | 60         | 435      | 166   | 381            | 206         | 398               | 203          |
|                           | 23%   | 17%             | 31%        | 31%        | 19%       | 21%       | 26%         | 17%           | 18%        | 20%        | 19%      | 45%   | 23%            | 23%         | 30%               | 16%          |
|                           |       |                 | adeghi     | adeghi     |           |           | adgh        |               |            |            |          | j     |                |             | o                 |              |
|                           |       | 9%              | 19%        | 11%        | 7%        | 8%        | 8%          | 6%            | 4%         | 10%        | 72%      | 28%   | 63%            | 34%         | 66%               | 34%          |
| Sky                       | 446   | 37              | 67         | 28         | 32        | 32        | 31          | 35            | 21         | 64         | 389      | 57    | 293            | 140         | 221               | 225          |
|                           | 17%   | 11%             | 18%        | 13%        | 16%       | 13%       | 17%         | 17%           | 18%        | 22%        | 17%      | 16%   | 18%            | 16%         | 17%               | 17%          |
|                           |       |                 | a          |            |           |           | a           | a             | a          | ace        |          |       |                |             |                   |              |
|                           |       | 8%              | 15%        | 6%         | 7%        | 7%        | 7%          | 8%            | 5%         | 14%        | 87%      | 13%   | 66%            | 31%         | 49%               | 51%          |
| TalkTalk                  | 228   | 26              | 26         | 21         | 22        | 24        | 9           | 23            | 9          | 32         | 202      | 27    | 137            | 86          | 91                | 138          |
|                           | 9%    | 8%              | 7%         | 10%        | 11%       | 10%       | 5%          | 11%           | 7%         | 11%        | 9%       | 7%    | 8%             | 10%         | 7%                | 11%          |
|                           |       |                 |            | f          | f         | f         |             | f             |            | f          |          |       |                |             | n                 |              |
|                           |       | 11%             | 11%        | 9%         | 10%       | 10%       | 4%          | 10%           | 4%         | 14%        | 88%      | 12%   | 60%            | 38%         | 40%               | 60%          |
| Vodafone                  | 139   | 21              | 22         | 11         | 10        | 5         | 11          | 10            | 4          | 27         | 125      | 14    | 97             | 35          | 71                | 68           |
|                           | 5%    | 6%              | 6%         | 5%         | 5%        | 2%        | 6%          | 5%            | 3%         | 9%         | 6%       | 4%    | 6%             | 4%          | 5%                | 5%           |
|                           |       | e               | e          | e          |           |           | e           | e             |            | degh       |          |       | m              |             |                   |              |
|                           |       | 15%             | 16%        | 8%         | 7%        | 3%        | 8%          | 7%            | 3%         | 20%        | 90%      | 10%   | 70%            | 25%         | 51%               | 49%          |
| EE                        | 134   | 22              | 10         | 9          | 12        | 14        | 9           | 10            | 8          | 14         | 102      | 32    | 76             | 56          | 65                | 69           |
|                           | 5%    | 6%              | 3%         | 4%         | 6%        | 6%        | 5%          | 5%            | 7%         | 5%         | 5%       | 9%    | 5%             | 6%          | 5%                | 5%           |
|                           |       | b               |            |            |           | b         |             |               | b          |            |          | j     |                | l           |                   |              |
|                           |       | 16%             | 8%         | 7%         | 9%        | 11%       | 7%          | 7%            | 6%         | 10%        | 76%      | 24%   | 57%            | 42%         | 48%               | 52%          |
| Plusnet                   | 122   | 11              | 22         | 18         | 14        | 9         | 7           | 10            | 3          | 10         | 105      | 17    | 68             | 53          | 72                | 51           |
|                           | 5%    | 3%              | 6%         | 8%         | 7%        | 4%        | 4%          | 5%            | 3%         | 3%         | 5%       | 5%    | 4%             | 6%          | 5%                | 4%           |
|                           |       |                 |            | aefhi      | ah        |           |             |               |            |            |          |       | l              |             | o                 |              |
|                           |       | 9%              | 18%        | 15%        | 11%       | 7%        | 6%          | 8%            | 3%         | 8%         | 86%      | 14%   | 55%            | 44%         | 59%               | 41%          |
| NOW TV/ NOW Broadband     | 56    | 9               | 6          | 6          | 6         | 5         | 1           | 3             | 4          | 6          | 54       | 3     | 39             | 17          | 18                | 39           |
|                           | 2%    | 3%              | 2%         | 3%         | 3%        | 2%        | *%          | 2%            | 3%         | 2%         | 2%       | 1%    | 2%             | 2%          | 1%                | 3%           |
|                           |       | f               |            | f          | f         |           |             |               | f          |            | k        |       |                |             | n                 |              |
|                           |       | 16%             | 10%        | 10%        | 11%       | 9%        | 2%          | 6%            | 7%         | 11%        | 95%      | 5%    | 68%            | 30%         | 31%               | 69%          |

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

## QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                 |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                        | 4652  | 346             | 406        | 311        | 334       | 313       | 337         | 351           | 306        | 305        | 3561     | 1091  | 2757           | 1777        | 2359              | 2293         |
| Effective Weighted Sample               | 3233  | 306             | 368        | 282        | 300       | 275       | 306         | 316           | 265        | 275        | 2740     | 496   | 1946           | 1225        | 1583              | 1653         |
| Total                                   | 2599  | 332             | 362        | 213        | 204       | 236       | 185         | 202           | 117        | 297        | 2234     | 365   | 1652           | 876         | 1310              | 1289         |
|                                         |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 64%            | 34%         | 50%               | 50%          |
| Utility Warehouse                       | 24    | 1               | 5          | 3          | 1         | 4         | 2           | -             | -          | 3          | 20       | 4     | 14             | 8           | 13                | 11           |
|                                         | 1%    | *%              | 1%         | 2%         | 1%        | 2%        | 1%          | -%            | -%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                         |       |                 | g          | gh         |           | gh        |             |               |            |            |          |       |                |             |                   |              |
|                                         |       | 4%              | 21%        | 14%        | 6%        | 18%       | 7%          | -%            | -%         | 13%        | 83%      | 17%   | 59%            | 32%         | 56%               | 44%          |
| Hyperoptic                              | 24    | 14              | -          | *          | *         | 3         | -           | 3             | *          | 2          | 24       | -     | 16             | 5           | 4                 | 20           |
|                                         | 1%    | 4%              | -%         | *%         | *%        | 1%        | -%          | 1%            | *%         | 1%         | 1%       | -%    | 1%             | 1%          | *%                | 2%           |
|                                         |       | bcdefghi        |            |            |           | b         |             | bf            |            |            | k        |       |                |             | n                 |              |
|                                         |       | 59%             | -%         | 1%         | 1%        | 12%       | -%          | 13%           | 1%         | 7%         | 100%     | -%    | 69%            | 19%         | 16%               | 84%          |
| Post Office                             | 22    | 4               | -          | 1          | -         | 4         | 1           | 2             | 2          | 6          | 20       | 1     | 11             | 11          | 9                 | 13           |
|                                         | 1%    | 1%              | -%         | *%         | -%        | 2%        | 1%          | 1%            | 1%         | 2%         | 1%       | *%    | 1%             | 1%          | 1%                | 1%           |
|                                         |       | b               |            |            |           | bd        |             | b             | b          | bd         |          |       |                |             |                   |              |
|                                         |       | 19%             | -%         | 3%         | -%        | 18%       | 5%          | 11%           | 7%         | 30%        | 94%      | 6%    | 50%            | 49%         | 40%               | 60%          |
| Three Broadband/ Relish                 | 14    | 1               | 2          | 1          | *         | 2         | 1           | 1             | 2          | -          | 11       | 3     | 8              | 6           | 4                 | 10           |
|                                         | 1%    | *%              | 1%         | *%         | *%        | 1%        | 1%          | 1%            | 2%         | -%         | 1%       | 1%    | *%             | 1%          | *%                | 1%           |
|                                         |       |                 | 10%        | 14%        | 4%        | 2%        | 11%         | 7%            | 9%         | 14%        | 80%      | 20%   | 57%            | 42%         | 29%               | 71%          |
| Shell Energy (previously First Utility) | 13    | 3               | 3          | -          | 1         | 4         | 1           | -             | -          | -          | 12       | *     | 9              | 4           | 3                 | 10           |
|                                         | *%    | 1%              | 1%         | -%         | *%        | 2%        | 1%          | -%            | -%         | -%         | 1%       | *%    | 1%             | *%          | *%                | 1%           |
|                                         |       |                 | 22%        | 20%        | -%        | 4%        | cghi        | 36%           | 10%        | -%         | 97%      | 3%    | 69%            | 31%         | 22%               | n            |
| KCOM                                    | 12    | -               | -          | -          | 1         | -         | -           | 11            | -          | -          | 12       | -     | 8              | 4           | 5                 | 7            |
|                                         | *%    | -%              | -%         | -%         | *%        | -%        | -%          | 6%            | -%         | -%         | 1%       | -%    | *%             | *%          | *%                | 1%           |
|                                         |       |                 |            |            |           |           | abcdefghi   | 93%           |            |            | 100%     |       | 66%            | 34%         | 44%               | 56%          |
| O2                                      | 11    | -               | 2          | -          | 1         | 1         | 2           | 4             | -          | -          | 8        | 2     | 7              | 3           | 5                 | 6            |
|                                         | *%    | -%              | *%         | -%         | *%        | 1%        | 1%          | 2%            | -%         | -%         | *%       | 1%    | *%             | *%          | *%                | *%           |
|                                         |       |                 |            |            |           |           | achi        | 33%           |            |            | 78%      | 22%   | 64%            | 24%         | 45%               | 55%          |
| Zen                                     | 9     | 1               | -          | -          | 2         | 1         | 2           | -             | *          | 2          | 9        | -     | 6              | 3           | 8                 | 1            |
|                                         | *%    | *%              | -%         | -%         | 1%        | *%        | 1%          | -%            | *%         | 1%         | *%       | -%    | *%             | *%          | 1%                | *%           |
|                                         |       |                 |            |            | b         |           | bg          |               |            |            |          |       |                |             | o                 |              |
|                                         |       | 14%             | -%         | -%         | 25%       | 10%       | 25%         | -%            | 3%         | 22%        | 100%     | -%    | 71%            | 29%         | 86%               | 14%          |

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



## QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4652  | 346             | 406        | 311        | 334       | 313       | 337         | 351           | 306        | 305        | 3561     | 1091  | 2757           | 1777        | 2359              | 2293         |
| Effective Weighted Sample | 3233  | 306             | 368        | 282        | 300       | 275       | 306         | 316           | 265        | 275        | 2740     | 496   | 1946           | 1225        | 1583              | 1653         |
| Total                     | 2599  | 332             | 362        | 213        | 204       | 236       | 185         | 202           | 117        | 297        | 2234     | 365   | 1652           | 876         | 1310              | 1289         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 64%            | 34%         | 50%               | 50%          |
| GiffGaff                  | 8     | -               | 1          | 1          | *         | 3         | 2           | 2             | -          | -          | 8        | -     | 4              | 3           | 3                 | 6            |
|                           | *%    | -%              | *%         | *%         | *%        | 1%        | 1%          | 1%            | -%         | -%         | *%       | -%    | *%             | *%          | *%                | *%           |
|                           |       | -%              | 9%         | 8%         | 3%        | 33%       | 25%         | 21%           | -%         | -%         | 100%     | -%    | 46%            | 39%         | 31%               | 69%          |
| Tesco                     | 6     | 1               | -          | 1          | 1         | -         | 1           | 1             | -          | 1          | 5        | 1     | 2              | 3           | 2                 | 4            |
|                           | *%    | *%              | -%         | *%         | *%        | -%        | *%          | *%            | -%         | *%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                           |       | 15%             | -%         | 11%        | 8%        | -%        | 12%         | 10%           | -%         | 8%         | 84%      | 16%   | 30%            | 55%         | 29%               | 71%          |
| SSE                       | 6     | 1               | -          | -          | -         | 1         | 1           | -             | 1          | -          | 5        | 1     | 2              | 4           | 2                 | 4            |
|                           | *%    | *%              | -%         | -%         | -%        | *%        | 1%          | -%            | 1%         | -%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                           |       | 15%             | -%         | -%         | -%        | 11%       | 20%         | -%            | 10%        | -%         | 88%      | 12%   | 34%            | 66%         | 31%               | 69%          |
| Gigaclear                 | 3     | -               | 3          | -          | -         | -         | -           | -             | -          | -          | -        | 3     | 3              | -           | 3                 | -            |
|                           | *%    | -%              | 1%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | -%       | 1%    | *%             | -%          | *%                | -%           |
|                           |       | -%              | 100%       | -%         | -%        | -%        | -%          | -%            | -%         | -%         | -%       | j     | 100%           | 100%        | 100%              | o            |
| Airband                   | 2     | -               | -          | -          | -         | 1         | -           | -             | *          | -          | 2        | *     | 2              | *           | *                 | 2            |
|                           | *%    | -%              | -%         | -%         | -%        | 1%        | -%          | -%            | *%         | -%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                           |       | -%              | -%         | -%         | -%        | 70%       | -%          | -%            | 18%        | -%         | 88%      | 12%   | 82%            | 18%         | 12%               | 88%          |
| Quickline                 | 1     | 1               | -          | -          | -         | -         | -           | -             | -          | -          | 1        | -     | 1              | -           | -                 | 1            |
|                           | *%    | *%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | *%       | -%    | *%             | -%          | -%                | *%           |
|                           |       | 100%            | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 100%     | -%    | 100%           | -%          | -%                | 100%         |
| Other                     | 44    | 5               | 4          | 10         | 3         | 3         | 7           | 5             | 1          | 1          | 29       | 15    | 27             | 17          | 26                | 18           |
|                           | 2%    | 1%              | 1%         | 5%         | 2%        | 1%        | 4%          | 3%            | 1%         | *%         | 1%       | 4%    | 2%             | 2%          | 2%                | 1%           |
|                           |       | 11%             | 9%         | abdehi     | 8%        | 7%        | bhi         | i             | 2%         | 2%         | 65%      | j     | 61%            | 38%         | 58%               | 42%          |
| Don't know                | 55    | 8               | 5          | 3          | 7         | 5         | 4           | 4             | 4          | 10         | 50       | 5     | 26             | 24          | 23                | 33           |
|                           | 2%    | 3%              | 1%         | 2%         | 3%        | 2%        | 2%          | 2%            | 4%         | 3%         | 2%       | 1%    | 2%             | 3%          | 2%                | 3%           |
|                           |       | 15%             | 9%         | 6%         | 12%       | 10%       | 6%          | 7%            | 8%         | 19%        | 91%      | 9%    | 48%            | 43%         | 41%               | 59%          |

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

**QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)**

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                           | Total      | TV SERVICES                |                            |                        |                        |                               |                        |
|---------------------------|------------|----------------------------|----------------------------|------------------------|------------------------|-------------------------------|------------------------|
|                           |            | PAID TRAD<br>TV<br>a       | FREE TRAD<br>TV<br>b       | FREE<br>CATCH-UP<br>c  | SVOD<br>d              | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |            |                            |                            |                        |                        |                               |                        |
| Unweighted total          | 4652       | 2263                       | 1946                       | 3715                   | 3811                   | 2086                          | 4532                   |
| Effective Weighted Sample | 3233       | 1556                       | 1352                       | 2601                   | 2648                   | 1459                          | 3151                   |
| Total                     | 2599       | 1275<br>49%                | 1088<br>42%                | 2083<br>80%            | 2140<br>82%            | 1162<br>45%                   | 2531<br>97%            |
| Virgin Media              | 620<br>24% | 384<br>30%<br>bcdef<br>62% | 187<br>17%<br>30%          | 513<br>25%<br>b<br>83% | 532<br>25%<br>b<br>86% | 307<br>26%<br>b<br>50%        | 607<br>24%<br>b<br>98% |
| BT                        | 601<br>23% | 313<br>25%<br>e<br>52%     | 315<br>29%<br>acdef<br>52% | 508<br>24%<br>e<br>85% | 499<br>23%<br>83%      | 249<br>21%<br>41%             | 592<br>23%<br>99%      |
| Sky                       | 446<br>17% | 348<br>27%<br>bcdef<br>78% | 102<br>9%<br>23%           | 365<br>18%<br>b<br>82% | 389<br>18%<br>b<br>87% | 186<br>16%<br>b<br>42%        | 436<br>17%<br>b<br>98% |
| TalkTalk                  | 228<br>9%  | 73<br>6%<br>32%            | 119<br>11%<br>acdf<br>52%  | 171<br>8%<br>a<br>75%  | 176<br>8%<br>a<br>77%  | 109<br>9%<br>a<br>48%         | 220<br>9%<br>a<br>96%  |
| Vodafone                  | 139<br>5%  | 29<br>2%<br>21%            | 75<br>7%<br>acdf<br>54%    | 107<br>5%<br>a<br>77%  | 114<br>5%<br>a<br>82%  | 68<br>6%<br>a<br>49%          | 134<br>5%<br>a<br>96%  |
| EE                        | 134<br>5%  | 32<br>3%<br>24%            | 74<br>7%<br>adef<br>55%    | 115<br>6%<br>a<br>86%  | 97<br>5%<br>a<br>72%   | 52<br>4%<br>a<br>39%          | 129<br>5%<br>a<br>97%  |
| Plusnet                   | 122<br>5%  | 28<br>2%<br>23%            | 77<br>7%<br>acdef<br>63%   | 94<br>5%<br>a<br>77%   | 94<br>4%<br>a<br>76%   | 60<br>5%<br>a<br>49%          | 121<br>5%<br>a<br>99%  |
| NOW TV/ NOW Broadband     | 56<br>2%   | 10<br>1%<br>17%            | 29<br>3%<br>a<br>52%       | 40<br>2%<br>a<br>70%   | 48<br>2%<br>a<br>86%   | 27<br>2%<br>a<br>47%          | 54<br>2%<br>a<br>96%   |

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

## QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                                         | Total | TV SERVICES  |              |               |      |                   |               |
|-----------------------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                                         |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                                         |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%                 |       |              |              |               |      |                   |               |
| Unweighted total                        | 4652  | 2263         | 1946         | 3715          | 3811 | 2086              | 4532          |
| Effective Weighted Sample               | 3233  | 1556         | 1352         | 2601          | 2648 | 1459              | 3151          |
| Total                                   | 2599  | 1275         | 1088         | 2083          | 2140 | 1162              | 2531          |
|                                         |       | 49%          | 42%          | 80%           | 82%  | 45%               | 97%           |
| Utility Warehouse                       | 24    | 9            | 13           | 21            | 15   | 5                 | 24            |
|                                         | 1%    | 1%           | 1%           | 1%            | 1%   | *%                | 1%            |
|                                         |       |              | e            |               |      |                   |               |
|                                         |       | 35%          | 54%          | 89%           | 63%  | 23%               | 99%           |
| Hyperoptic                              | 24    | 4            | 8            | 14            | 21   | 16                | 22            |
|                                         | 1%    | *%           | 1%           | 1%            | 1%   | 1%                | 1%            |
|                                         |       |              |              |               | a    | ac                | a             |
|                                         |       | 16%          | 36%          | 58%           | 90%  | 69%               | 95%           |
| Post Office                             | 22    | 2            | 13           | 16            | 12   | 8                 | 20            |
|                                         | 1%    | *%           | 1%           | 1%            | 1%   | 1%                | 1%            |
|                                         |       |              | ad           | a             | a    | a                 | a             |
|                                         |       | 8%           | 62%          | 75%           | 54%  | 39%               | 93%           |
| Three Broadband/ Relish                 | 14    | 2            | 8            | 10            | 12   | 9                 | 13            |
|                                         | 1%    | *%           | 1%           | *%            | 1%   | 1%                | 1%            |
|                                         |       |              | a            |               | a    | a                 | a             |
|                                         |       | 11%          | 58%          | 67%           | 85%  | 65%               | 93%           |
| Shell Energy (previously First Utility) | 13    | -            | 6            | 9             | 11   | 7                 | 12            |
|                                         | *%    | -%           | 1%           | *%            | 1%   | 1%                | *%            |
|                                         |       |              | a            | a             | a    | a                 | a             |
|                                         |       | -%           | 46%          | 70%           | 92%  | 58%               | 96%           |
| KCOM                                    | 12    | 6            | 8            | 10            | 9    | 6                 | 12            |
|                                         | *%    | *%           | 1%           | *%            | *%   | *%                | *%            |
|                                         |       | 52%          | 66%          | 86%           | 77%  | 48%               | 100%          |
| O2                                      | 11    | 6            | 4            | 7             | 8    | 4                 | 10            |
|                                         | *%    | *%           | *%           | *%            | *%   | *%                | *%            |
|                                         |       | 53%          | 33%          | 67%           | 76%  | 34%               | 91%           |
| Zen                                     | 9     | 1            | 3            | 6             | 9    | 6                 | 9             |
|                                         | *%    | *%           | *%           | *%            | *%   | *%                | *%            |
|                                         |       |              |              |               | a    | a                 | a             |
|                                         |       | 6%           | 33%          | 67%           | 100% | 64%               | 100%          |

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

## QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                           |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |                          |                   |
| Unweighted total          | 4652  | 2263            | 1946            | 3715             | 3811 | 2086                     | 4532              |
| Effective Weighted Sample | 3233  | 1556            | 1352            | 2601             | 2648 | 1459                     | 3151              |
| Total                     | 2599  | 1275            | 1088            | 2083             | 2140 | 1162                     | 2531              |
|                           |       | 49%             | 42%             | 80%              | 82%  | 45%                      | 97%               |
| GiffGaff                  | 8     | 3               | 3               | 3                | 5    | *                        | 7                 |
|                           | *%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                           |       | 42%             | 38%             | 39%              | 62%  | 5%                       | 84%               |
| Tesco                     | 6     | 1               | 4               | 4                | 3    | 2                        | 5                 |
|                           | *%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                           |       | 21%             | 64%             | 65%              | 52%  | 33%                      | 82%               |
| SSE                       | 6     | 2               | 3               | 3                | 4    | 2                        | 6                 |
|                           | *%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                           |       | 29%             | 53%             | 55%              | 62%  | 36%                      | 100%              |
| Gigaclear                 | 3     | -               | 3               | 3                | 3    | 1                        | 3                 |
|                           | *%    | -%              | *%              | *%               | *%   | *%                       | *%                |
|                           |       |                 | a               |                  |      |                          |                   |
|                           |       | -%              | 100%            | 100%             | 100% | 31%                      | 100%              |
| Airband                   | 2     | *               | 1               | 2                | 2    | 2                        | 2                 |
|                           | *%    | *%              | *%              | *%               | *%   | *%                       | *%                |
|                           |       | 7%              | 42%             | 82%              | 100% | 82%                      | 100%              |
| Quickline                 | 1     | -               | 1               | 1                | 1    | -                        | 1                 |
|                           | *%    | -%              | *%              | *%               | *%   | -%                       | *%                |
|                           |       | -%              | 100%            | 100%             | 100% | -%                       | 100%              |
| Other                     | 44    | 10              | 18              | 32               | 40   | 21                       | 44                |
|                           | 2%    | 1%              | 2%              | 2%               | 2%   | 2%                       | 2%                |
|                           |       |                 | a               | a                | a    | a                        | a                 |
|                           |       | 23%             | 41%             | 72%              | 90%  | 47%                      | 100%              |
| Don't know                | 55    | 13              | 12              | 29               | 37   | 15                       | 47                |
|                           | 2%    | 1%              | 1%              | 1%               | 2%   | 1%                       | 2%                |
|                           |       |                 |                 |                  |      |                          | a                 |
|                           |       | 24%             | 23%             | 52%              | 67%  | 28%                      | 86%               |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                            |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                    | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                           | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample                                                                                  | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                                                                                                      | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                                                                                                            |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive e-mails                                                                                      | 2382  | 1118   | 1236   | 242       | 512   | 830   | 777  | 117              | 169          | 280          | 1171 | 735          | 685  | 418 | 458  | 1974     | 221       | 122   | 66  |
|                                                                                                            | 91%   | 92%    | 92%    | 87%       | 91%   | 94%   | 91%  | 86%              | 89%          | 90%          | 96%  | 97%          | 94%  | 92% | 83%  | 92%      | 90%       | 92%   | 87% |
|                                                                                                            |       |        |        |           |       | cdf   | c    |                  |              |              | ghi  | lmn          | n    | n   |      | r        |           | r     |     |
|                                                                                                            |       | 47%    | 52%    | 10%       | 21%   | 35%   | 33%  | 5%               | 7%           | 12%          | 49%  | 31%          | 29%  | 18% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)                        | 2253  | 1036   | 1192   | 236       | 502   | 791   | 704  | 107              | 152          | 266          | 1139 | 690          | 669  | 387 | 429  | 1859     | 217       | 115   | 63  |
|                                                                                                            | 86%   | 85%    | 88%    | 85%       | 89%   | 90%   | 83%  | 79%              | 80%          | 85%          | 94%  | 91%          | 92%  | 85% | 77%  | 86%      | 88%       | 88%   | 83% |
|                                                                                                            |       |        | a      |           | f     | cf    |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          | r         |       |     |
|                                                                                                            |       | 46%    | 53%    | 10%       | 22%   | 35%   | 31%  | 5%               | 7%           | 12%          | 51%  | 31%          | 30%  | 17% | 19%  | 82%      | 10%       | 5%    | 3%  |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp                     | 2142  | 959    | 1162   | 237       | 490   | 765   | 638  | 101              | 147          | 250          | 1093 | 660          | 630  | 370 | 414  | 1772     | 201       | 107   | 62  |
|                                                                                                            | 82%   | 79%    | 86%    | 85%       | 87%   | 87%   | 75%  | 74%              | 77%          | 80%          | 90%  | 87%          | 87%  | 81% | 75%  | 82%      | 82%       | 81%   | 82% |
|                                                                                                            |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                                            |       | 45%    | 54%    | 11%       | 23%   | 36%   | 30%  | 5%               | 7%           | 12%          | 51%  | 31%          | 29%  | 17% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 2092  | 964    | 1109   | 215       | 478   | 735   | 649  | 99               | 149          | 252          | 1073 | 650          | 626  | 349 | 403  | 1734     | 200       | 99    | 58  |
|                                                                                                            | 80%   | 79%    | 82%    | 77%       | 85%   | 83%   | 76%  | 72%              | 78%          | 81%          | 88%  | 86%          | 86%  | 77% | 73%  | 81%      | 82%       | 76%   | 77% |
|                                                                                                            |       |        | a      |           | cf    | cf    |      |                  |              | g            | ghi  | mn           | mn   |     |      | q        |           |       |     |
|                                                                                                            |       | 46%    | 53%    | 10%       | 23%   | 35%   | 31%  | 5%               | 7%           | 12%          | 51%  | 31%          | 30%  | 17% | 19%  | 83%      | 10%       | 5%    | 3%  |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)              | 1966  | 844    | 1104   | 241       | 474   | 719   | 517  | 105              | 143          | 230          | 978  | 574          | 586  | 345 | 398  | 1614     | 192       | 101   | 58  |
|                                                                                                            | 75%   | 69%    | 82%    | 87%       | 84%   | 81%   | 61%  | 77%              | 75%          | 74%          | 81%  | 76%          | 81%  | 76% | 72%  | 75%      | 78%       | 77%   | 76% |
|                                                                                                            |       |        | a      | ef        | f     | f     |      |                  |              |              | hi   |              | kmn  |     |      |          |           |       |     |
|                                                                                                            |       | 43%    | 56%    | 12%       | 24%   | 37%   | 26%  | 5%               | 7%           | 12%          | 50%  | 29%          | 30%  | 18% | 20%  | 82%      | 10%       | 5%    | 3%  |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                           | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample                                                                  | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                                                                                      | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                                                                                            |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                              | 1734  | 754    | 964    | 205       | 398   | 602   | 519  | 73               | 111          | 187          | 933  | 584          | 526  | 274 | 304  | 1442     | 163       | 81    | 48  |
|                                                                                            | 67%   | 62%    | 71%    | 74%       | 71%   | 68%   | 61%  | 53%              | 58%          | 60%          | 77%  | 77%          | 72%  | 60% | 55%  | 67%      | 67%       | 61%   | 63% |
|                                                                                            |       |        | a      | ef        | f     | f     |      |                  |              |              | ghi  | lmn          | mn   |     |      | q        |           |       |     |
|                                                                                            |       | 43%    | 56%    | 12%       | 23%   | 35%   | 30%  | 4%               | 6%           | 11%          | 54%  | 34%          | 30%  | 16% | 18%  | 83%      | 9%        | 5%    | 3%  |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)        | 1716  | 839    | 860    | 227       | 423   | 606   | 449  | 86               | 113          | 196          | 894  | 538          | 546  | 273 | 312  | 1414     | 168       | 85    | 50  |
|                                                                                            | 66%   | 69%    | 64%    | 82%       | 75%   | 69%   | 53%  | 63%              | 59%          | 63%          | 74%  | 71%          | 75%  | 60% | 56%  | 66%      | 69%       | 64%   | 66% |
|                                                                                            |       | b      |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | kmn  |     |      |          |           |       |     |
|                                                                                            |       | 49%    | 50%    | 13%       | 25%   | 35%   | 26%  | 5%               | 7%           | 11%          | 52%  | 31%          | 32%  | 16% | 18%  | 82%      | 10%       | 5%    | 3%  |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)      | 1689  | 821    | 854    | 213       | 403   | 597   | 466  | 83               | 114          | 197          | 874  | 521          | 516  | 285 | 319  | 1391     | 170       | 81    | 46  |
|                                                                                            | 65%   | 68%    | 63%    | 77%       | 72%   | 68%   | 55%  | 61%              | 60%          | 63%          | 72%  | 69%          | 71%  | 63% | 58%  | 65%      | 69%       | 62%   | 61% |
|                                                                                            |       | b      |        | ef        | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      |          | qr        |       |     |
|                                                                                            |       | 49%    | 51%    | 13%       | 24%   | 35%   | 28%  | 5%               | 7%           | 12%          | 52%  | 31%          | 31%  | 17% | 19%  | 82%      | 10%       | 5%    | 3%  |
| Accessing news                                                                             | 1675  | 807    | 854    | 156       | 346   | 593   | 569  | 67               | 106          | 197          | 909  | 573          | 520  | 263 | 272  | 1385     | 165       | 81    | 44  |
|                                                                                            | 64%   | 66%    | 63%    | 56%       | 61%   | 67%   | 67%  | 49%              | 55%          | 63%          | 75%  | 75%          | 72%  | 58% | 49%  | 64%      | 67%       | 61%   | 58% |
|                                                                                            |       |        |        |           |       | cd    | cd   |                  |              | g            | ghi  | lmn          | mn   | n   |      | r        | r         |       |     |
|                                                                                            |       | 48%    | 51%    | 9%        | 21%   | 35%   | 34%  | 4%               | 6%           | 12%          | 54%  | 34%          | 31%  | 16% | 16%  | 83%      | 10%       | 5%    | 3%  |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 1404  | 643    | 748    | 178       | 340   | 565   | 312  | 57               | 76           | 134          | 821  | 491          | 487  | 216 | 175  | 1172     | 130       | 67    | 35  |
|                                                                                            | 54%   | 53%    | 55%    | 64%       | 60%   | 64%   | 37%  | 41%              | 40%          | 43%          | 68%  | 65%          | 67%  | 47% | 32%  | 54%      | 53%       | 51%   | 47% |
|                                                                                            |       |        |        | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        |           |       |     |
|                                                                                            |       | 46%    | 53%    | 13%       | 24%   | 40%   | 22%  | 4%               | 5%           | 10%          | 58%  | 35%          | 35%  | 15% | 12%  | 83%      | 9%        | 5%    | 3%  |

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QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample                                                                                                       | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                                                                                                                           | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                                                                                                                                 |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                                            | 1357  | 609    | 732    | 150       | 328   | 496   | 374  | 59               | 82           | 145          | 740  | 463          | 417  | 215 | 228  | 1138     | 120       | 64    | 35  |
|                                                                                                                                 | 52%   | 50%    | 54%    | 54%       | 58%   | 56%   | 44%  | 43%              | 43%          | 46%          | 61%  | 61%          | 58%  | 47% | 41%  | 53%      | 49%       | 48%   | 47% |
|                                                                                                                                 |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      | r        |           |       |     |
|                                                                                                                                 |       | 45%    | 54%    | 11%       | 24%   | 37%   | 28%  | 4%               | 6%           | 11%          | 55%  | 34%          | 31%  | 16% | 17%  | 84%      | 9%        | 5%    | 3%  |
| To find information on health related issues                                                                                    | 1349  | 573    | 765    | 121       | 286   | 481   | 452  | 55               | 87           | 156          | 725  | 457          | 414  | 196 | 234  | 1119     | 132       | 66    | 32  |
|                                                                                                                                 | 52%   | 47%    | 57%    | 44%       | 51%   | 54%   | 53%  | 40%              | 46%          | 50%          | 60%  | 60%          | 57%  | 43% | 42%  | 52%      | 54%       | 50%   | 43% |
|                                                                                                                                 |       |        | a      | c         | c     | c     |      |                  |              | g            | ghi  | mn           | mn   |     |      | r        | r         | r     |     |
|                                                                                                                                 |       | 42%    | 57%    | 9%        | 21%   | 36%   | 33%  | 4%               | 6%           | 12%          | 54%  | 34%          | 31%  | 15% | 17%  | 83%      | 10%       | 5%    | 2%  |
| Online food takeaway deliveries                                                                                                 | 1296  | 566    | 714    | 201       | 404   | 476   | 205  | 65               | 82           | 138          | 696  | 375          | 433  | 214 | 237  | 1090     | 117       | 60    | 29  |
|                                                                                                                                 | 50%   | 47%    | 53%    | 72%       | 72%   | 54%   | 24%  | 47%              | 43%          | 44%          | 57%  | 49%          | 60%  | 47% | 43%  | 51%      | 48%       | 46%   | 39% |
|                                                                                                                                 |       |        | a      | ef        | ef    | f     |      |                  |              |              | ghi  | n            | kmn  |     |      | r        | r         | r     |     |
|                                                                                                                                 |       | 44%    | 55%    | 16%       | 31%   | 37%   | 16%  | 5%               | 6%           | 11%          | 54%  | 29%          | 33%  | 17% | 18%  | 84%      | 9%        | 5%    | 2%  |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 1259  | 621    | 629    | 101       | 260   | 461   | 428  | 55               | 77           | 145          | 707  | 479          | 393  | 182 | 171  | 1050     | 123       | 61    | 25  |
|                                                                                                                                 | 48%   | 51%    | 47%    | 37%       | 46%   | 52%   | 50%  | 40%              | 41%          | 46%          | 58%  | 63%          | 54%  | 40% | 31%  | 49%      | 50%       | 46%   | 33% |
|                                                                                                                                 |       | b      |        |           | c     | cd    | c    |                  |              |              | ghi  | lmn          | mn   | n   |      | r        | r         | r     |     |
|                                                                                                                                 |       | 49%    | 50%    | 8%        | 21%   | 37%   | 34%  | 4%               | 6%           | 11%          | 56%  | 38%          | 31%  | 14% | 14%  | 83%      | 10%       | 5%    | 2%  |
| Trading/ auctions e.g. eBay, Facebook marketplace                                                                               | 1126  | 558    | 560    | 102       | 268   | 447   | 301  | 52               | 73           | 134          | 606  | 349          | 324  | 220 | 204  | 950      | 94        | 57    | 24  |
|                                                                                                                                 | 43%   | 46%    | 42%    | 37%       | 48%   | 51%   | 35%  | 38%              | 38%          | 43%          | 50%  | 46%          | 45%  | 48% | 37%  | 44%      | 38%       | 43%   | 32% |
|                                                                                                                                 |       | b      |        |           | cf    | cf    |      |                  |              |              | ghi  | n            | n    | n   |      | r        |           | r     |     |
|                                                                                                                                 |       | 50%    | 50%    | 9%        | 24%   | 40%   | 27%  | 5%               | 6%           | 12%          | 54%  | 31%          | 29%  | 20% | 18%  | 84%      | 8%        | 5%    | 2%  |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                                                                   | 1088  | 540    | 537    | 182       | 319   | 380   | 198  | 44               | 60           | 115          | 626  | 354          | 385  | 168 | 159  | 898      | 114       | 52    | 25  |
|                                                                                                                                 | 42%   | 44%    | 40%    | 66%       | 57%   | 43%   | 23%  | 32%              | 31%          | 37%          | 52%  | 47%          | 53%  | 37% | 29%  | 42%      | 46%       | 39%   | 33% |
|                                                                                                                                 |       | b      |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | kmn  | n   |      | r        | r         |       |     |
|                                                                                                                                 |       | 50%    | 49%    | 17%       | 29%   | 35%   | 18%  | 4%               | 5%           | 11%          | 58%  | 33%          | 35%  | 15% | 15%  | 82%      | 10%       | 5%    | 2%  |

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|                                                                                                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                          | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample                                                                                 | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                                                                                                     | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                                                                                                           |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Online food deliveries from supermarkets                                                                  | 1068  | 427    | 630    | 86        | 247   | 416   | 311  | 51               | 65           | 124          | 559  | 360          | 316  | 165 | 194  | 906      | 89        | 51    | 23  |
|                                                                                                           | 41%   | 35%    | 47%    | 31%       | 44%   | 47%   | 37%  | 37%              | 34%          | 40%          | 46%  | 47%          | 44%  | 36% | 35%  | 42%      | 36%       | 39%   | 30% |
|                                                                                                           |       |        | a      |           | cf    | cf    |      |                  |              |              | ghi  | mn           | mn   |     |      | r        |           | r     |     |
|                                                                                                           |       | 40%    | 59%    | 8%        | 23%   | 39%   | 29%  | 5%               | 6%           | 12%          | 52%  | 34%          | 30%  | 15% | 18%  | 85%      | 8%        | 5%    | 2%  |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud | 973   | 502    | 462    | 132       | 236   | 355   | 242  | 38               | 66           | 96           | 568  | 363          | 328  | 142 | 112  | 825      | 83        | 44    | 21  |
|                                                                                                           | 37%   | 41%    | 34%    | 47%       | 42%   | 40%   | 28%  | 28%              | 35%          | 31%          | 47%  | 48%          | 45%  | 31% | 20%  | 38%      | 34%       | 33%   | 28% |
|                                                                                                           |       | b      |        | ef        | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        |           |       |     |
|                                                                                                           |       | 52%    | 47%    | 14%       | 24%   | 37%   | 25%  | 4%               | 7%           | 10%          | 58%  | 37%          | 34%  | 15% | 12%  | 85%      | 9%        | 4%    | 2%  |
| Listening to live radio through a website or app                                                          | 850   | 447    | 393    | 67        | 183   | 337   | 257  | 26               | 47           | 77           | 508  | 335          | 250  | 126 | 125  | 711      | 76        | 42    | 21  |
|                                                                                                           | 33%   | 37%    | 29%    | 24%       | 33%   | 38%   | 30%  | 19%              | 25%          | 25%          | 42%  | 44%          | 34%  | 28% | 23%  | 33%      | 31%       | 32%   | 27% |
|                                                                                                           |       | b      |        | c         | c     | cdf   | c    |                  |              |              | ghi  | lmn          | mn   |     |      | r        |           |       |     |
|                                                                                                           |       | 53%    | 46%    | 8%        | 22%   | 40%   | 30%  | 3%               | 6%           | 9%           | 60%  | 39%          | 29%  | 15% | 15%  | 84%      | 9%        | 5%    | 2%  |
| Playing games online/ interactively                                                                       | 837   | 414    | 417    | 154       | 231   | 298   | 151  | 54               | 63           | 103          | 403  | 207          | 264  | 147 | 190  | 685      | 90        | 43    | 20  |
|                                                                                                           | 32%   | 34%    | 31%    | 56%       | 41%   | 34%   | 18%  | 40%              | 33%          | 33%          | 33%  | 27%          | 36%  | 32% | 34%  | 32%      | 37%       | 33%   | 26% |
|                                                                                                           |       |        |        | def       | ef    | f     |      |                  |              |              |      |              | k    | k   |      | r        | r         | r     |     |
|                                                                                                           |       | 49%    | 50%    | 18%       | 28%   | 36%   | 18%  | 6%               | 8%           | 12%          | 48%  | 25%          | 32%  | 18% | 23%  | 82%      | 11%       | 5%    | 2%  |
| Listening to catch-up or on-demand radio through a website or app                                         | 718   | 368    | 343    | 80        | 176   | 261   | 196  | 29               | 36           | 86           | 418  | 295          | 232  | 87  | 91   | 612      | 52        | 37    | 18  |
|                                                                                                           | 28%   | 30%    | 25%    | 29%       | 31%   | 29%   | 23%  | 21%              | 19%          | 28%          | 34%  | 39%          | 32%  | 19% | 16%  | 28%      | 21%       | 28%   | 24% |
|                                                                                                           |       | b      |        | f         | f     | f     |      |                  |              | h            | ghi  | lmn          | mn   |     |      | pr       |           | p     |     |
|                                                                                                           |       | 51%    | 48%    | 11%       | 25%   | 36%   | 27%  | 4%               | 5%           | 12%          | 58%  | 41%          | 32%  | 12% | 13%  | 85%      | 7%        | 5%    | 3%  |
| Remote healthcare services e.g. video consultation with GP                                                | 539   | 234    | 299    | 54        | 120   | 207   | 151  | 25               | 30           | 56           | 289  | 199          | 174  | 57  | 95   | 474      | 35        | 24    | 5   |
|                                                                                                           | 21%   | 19%    | 22%    | 19%       | 21%   | 23%   | 18%  | 18%              | 16%          | 18%          | 24%  | 26%          | 24%  | 12% | 17%  | 22%      | 14%       | 18%   | 7%  |
|                                                                                                           |       |        | a      |           |       | f     |      |                  |              |              | hi   | mn           | mn   | m   |      | pr       | r         | r     |     |
|                                                                                                           |       | 43%    | 55%    | 10%       | 22%   | 38%   | 28%  | 5%               | 6%           | 10%          | 54%  | 37%          | 32%  | 11% | 18%  | 88%      | 7%        | 4%    | 1%  |

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|                                                                               | Total       | GENDER      |             | AGE GROUP  |            |            |            | HOUSEHOLD INCOME    |                       |                       |             | SOCIAL GROUP |            |            |            | NATION           |                   |            |           |
|-------------------------------------------------------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|---------------------|-----------------------|-----------------------|-------------|--------------|------------|------------|------------|------------------|-------------------|------------|-----------|
|                                                                               |             | MALE<br>a   | FEMALE<br>b | 16-24<br>c | 25-34<br>d | 35-54<br>e | 55+<br>f   | UNDER<br>10.4K<br>g | 10.4K-<br>15.59K<br>h | 15.6K-<br>25.99K<br>i | 26K+<br>j   | AB<br>k      | C1<br>l    | C2<br>m    | DE<br>n    | ENG<br>LAND<br>o | SCOT<br>LAND<br>p | WALES<br>q | NI<br>r   |
| Significance Level: 95%                                                       |             |             |             |            |            |            |            |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
| Unweighted total                                                              | 4689        | 2222        | 2400        | 528        | 918        | 1622       | 1575       | 292                 | 343                   | 599                   | 2119        | 1312         | 1606       | 565        | 1025       | 3031             | 515               | 559        | 584       |
| Effective Weighted Sample                                                     | 3257        | 1533        | 1679        | 357        | 673        | 1128       | 1066       | 206                 | 237                   | 414                   | 1498        | 945          | 1181       | 404        | 740        | 2537             | 301               | 383        | 496       |
| Total                                                                         | 2605        | 1217<br>47% | 1349<br>52% | 277<br>11% | 564<br>22% | 883<br>34% | 852<br>33% | 137<br>5%           | 191<br>7%             | 313<br>12%            | 1214<br>47% | 760<br>29%   | 726<br>28% | 455<br>17% | 553<br>21% | 2153<br>83%      | 245<br>9%         | 132<br>5%  | 75<br>3%  |
| Online home workouts (e.g. Joe Wicks) or<br>via subscriptions such as Peloton | 473<br>18%  | 166<br>14%  | 304<br>23%  | 65<br>23%  | 133<br>24% | 191<br>22% | 79<br>9%   | 17<br>12%           | 20<br>11%             | 43<br>14%             | 297<br>24%  | 188<br>25%   | 175<br>24% | 54<br>12%  | 48<br>9%   | 397<br>18%       | 45<br>18%         | 19<br>14%  | 12<br>16% |
|                                                                               |             |             | a           | f          | f          | f          |            |                     |                       |                       | ghi         | mn           | mn         |            |            | q                |                   |            |           |
|                                                                               |             | 35%         | 64%         | 14%        | 28%        | 40%        | 17%        | 4%                  | 4%                    | 9%                    | 63%         | 40%          | 37%        | 11%        | 10%        | 84%              | 9%                | 4%         | 3%        |
| Online dating sites/ apps                                                     | 165<br>6%   | 81<br>7%    | 82<br>6%    | 39<br>14%  | 53<br>9%   | 60<br>7%   | 11<br>1%   | 14<br>10%           | 17<br>9%              | 27<br>9%              | 72<br>6%    | 46<br>6%     | 57<br>8%   | 32<br>7%   | 25<br>4%   | 136<br>6%        | 17<br>7%          | 8<br>6%    | 4<br>6%   |
|                                                                               |             |             |             | def        | ef         | f          |            | j                   | j                     | j                     |             |              | n          |            |            |                  |                   |            |           |
|                                                                               |             | 49%         | 50%         | 24%        | 32%        | 37%        | 7%         | 8%                  | 10%                   | 16%                   | 44%         | 28%          | 35%        | 19%        | 15%        | 82%              | 10%               | 5%         | 3%        |
| Other                                                                         | 30<br>1%    | 16<br>1%    | 14<br>1%    | *<br>*%    | 2<br>*%    | 7<br>1%    | 21<br>2%   | 1<br>1%             | 5<br>3%               | 6<br>2%               | 14<br>1%    | 15<br>2%     | 9<br>1%    | 3<br>1%    | 3<br>1%    | 24<br>1%         | 3<br>1%           | 2<br>2%    | *<br>1%   |
|                                                                               |             |             |             |            |            |            | cde        |                     |                       |                       |             | n            |            |            |            |                  |                   |            |           |
|                                                                               |             | 53%         | 45%         | 2%         | 7%         | 22%        | 70%        | 4%                  | 17%                   | 18%                   | 46%         | 49%          | 31%        | 8%         | 11%        | 81%              | 11%               | 7%         | 1%        |
| None of these                                                                 | 39<br>1%    | 23<br>2%    | 14<br>1%    | 5<br>2%    | 5<br>1%    | 4<br>*%    | 24<br>3%   | 4<br>3%             | 5<br>3%               | 5<br>1%               | 7<br>1%     | 6<br>1%      | 7<br>1%    | 7<br>2%    | 15<br>3%   | 30<br>1%         | 6<br>2%           | 1<br>1%    | 2<br>3%   |
|                                                                               |             | b           |             | e          |            |            | de         | j                   | j                     |                       |             |              |            | kl         |            |                  |                   |            | oq        |
|                                                                               |             | 59%         | 36%         | 12%        | 13%        | 11%        | 62%        | 10%                 | 13%                   | 12%                   | 19%         | 16%          | 19%        | 19%        | 39%        | 77%              | 15%               | 3%         | 6%        |
| Don't know                                                                    | 26<br>1%    | 14<br>1%    | 6<br>*%     | 6<br>2%    | 4<br>1%    | 6<br>1%    | 7<br>1%    | 1<br>1%             | 1<br>*%               | 2<br>1%               | 4<br>*%     | 4<br>1%      | 3<br>*%    | 2<br>1%    | 6<br>1%    | 22<br>1%         | 2<br>1%           | 1<br>1%    | 1<br>1%   |
|                                                                               |             | b           |             | def        |            |            |            |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
|                                                                               |             | 56%         | 23%         | 23%        | 15%        | 22%        | 25%        | 5%                  | 2%                    | 9%                    | 17%         | 17%          | 12%        | 9%         | 24%        | 83%              | 9%                | 5%         | 3%        |
| COMMUNICATION                                                                 | 2484<br>95% | 1161<br>95% | 1294<br>96% | 260<br>94% | 539<br>96% | 856<br>97% | 808<br>95% | 126<br>92%          | 180<br>94%            | 299<br>96%            | 1193<br>98% | 745<br>98%   | 705<br>97% | 436<br>96% | 506<br>92% | 2055<br>95%      | 232<br>95%        | 127<br>97% | 71<br>93% |
|                                                                               |             |             |             |            |            | cf         |            |                     |                       |                       | ghi         | mn           | n          | n          |            |                  | r                 |            |           |
|                                                                               |             | 47%         | 52%         | 10%        | 22%        | 34%        | 33%        | 5%                  | 7%                    | 12%                   | 48%         | 30%          | 28%        | 18%        | 20%        | 83%              | 9%                | 5%         | 3%        |
| PURCHASING/ FINANCES                                                          | 2441<br>94% | 1131<br>93% | 1280<br>95% | 257<br>93% | 537<br>95% | 847<br>96% | 777<br>91% | 123<br>90%          | 171<br>90%            | 293<br>94%            | 1187<br>98% | 730<br>96%   | 703<br>97% | 421<br>93% | 495<br>89% | 2022<br>94%      | 228<br>93%        | 123<br>94% | 67<br>89% |
|                                                                               |             |             | a           |            | f          | cf         |            |                     |                       |                       | ghi         | mn           | mn         |            |            | r                |                   | r          |           |
|                                                                               |             | 46%         | 52%         | 11%        | 22%        | 35%        | 32%        | 5%                  | 7%                    | 12%                   | 49%         | 30%          | 29%        | 17%        | 20%        | 83%              | 9%                | 5%         | 3%        |
| ENTERTAINMENT                                                                 | 2221<br>85% | 1053<br>87% | 1146<br>85% | 255<br>92% | 504<br>89% | 777<br>88% | 668<br>78% | 111<br>81%          | 158<br>83%            | 257<br>82%            | 1107<br>91% | 677<br>89%   | 654<br>90% | 378<br>83% | 438<br>79% | 1836<br>85%      | 213<br>87%        | 108<br>82% | 63<br>84% |
|                                                                               |             |             |             | ef         | f          | f          |            |                     |                       |                       | ghi         | mn           | mn         |            |            |                  |                   |            |           |
|                                                                               |             | 47%         | 52%         | 11%        | 23%        | 35%        | 30%        | 5%                  | 7%                    | 12%                   | 50%         | 30%          | 29%        | 17%        | 20%        | 83%              | 10%               | 5%         | 3%        |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                     | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                           |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| INFORMATION/ HEALTHCARE   | 2204  | 1022   | 1162   | 229       | 479   | 762   | 715  | 106              | 151          | 266          | 1107 | 699          | 657  | 368 | 404  | 1822     | 212       | 110   | 60  |
|                           | 85%   | 84%    | 86%    | 83%       | 85%   | 86%   | 84%  | 77%              | 79%          | 85%          | 91%  | 92%          | 91%  | 81% | 73%  | 85%      | 87%       | 84%   | 80% |
|                           |       |        |        |           |       |       |      |                  |              | g            | ghi  | mn           | mn   | n   |      | r        | r         |       |     |
|                           |       | 46%    | 53%    | 10%       | 22%   | 35%   | 32%  | 5%               | 7%           | 12%          | 50%  | 32%          | 30%  | 17% | 18%  | 83%      | 10%       | 5%    | 3%  |
| SOCIAL                    | 1977  | 849    | 1110   | 242       | 478   | 724   | 518  | 106              | 144          | 232          | 982  | 575          | 590  | 350 | 398  | 1624     | 193       | 102   | 58  |
|                           | 76%   | 70%    | 82%    | 87%       | 85%   | 82%   | 61%  | 77%              | 75%          | 74%          | 81%  | 76%          | 81%  | 77% | 72%  | 75%      | 79%       | 77%   | 77% |
|                           |       |        | a      | ef        | f     | f     |      |                  |              |              | i    |              | kn   |     |      |          |           |       |     |
|                           |       | 43%    | 56%    | 12%       | 24%   | 37%   | 26%  | 5%               | 7%           | 12%          | 50%  | 29%          | 30%  | 18% | 20%  | 82%      | 10%       | 5%    | 3%  |

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

**QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                                                           | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320        |
| Effective Weighted Sample                                                                                  | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675        |
| Total                                                                                                      | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293        |
|                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%         |
| Send/ receive e-mails                                                                                      | 2382  | 310             | 341        | 194        | 193       | 209       | 169         | 188           | 106        | 264        | 2043     | 339   | 1574           | 759         | 1222              | 1160        |
|                                                                                                            | 91%   | 93%             | 92%        | 92%        | 94%       | 88%       | 92%         | 93%           | 94%        | 89%        | 91%      | 92%   | 95%            | 87%         | 93%               | 90%         |
|                                                                                                            |       | ei              |            |            | ei        |           |             | e             | ei         |            |          |       | m              |             | o                 |             |
|                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 66%            | 32%         | 51%               | 49%         |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)                        | 2253  | 292             | 317        | 189        | 180       | 196       | 161         | 179           | 96         | 248        | 1936     | 317   | 1512           | 688         | 1152              | 1101        |
|                                                                                                            | 86%   | 88%             | 86%        | 89%        | 88%       | 82%       | 88%         | 88%           | 85%        | 84%        | 87%      | 86%   | 91%            | 79%         | 88%               | 85%         |
|                                                                                                            |       | e               |            | e          |           |           |             | e             |            |            |          |       | m              |             | o                 |             |
|                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 67%            | 31%         | 51%               | 49%         |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp                     | 2142  | 286             | 313        | 174        | 162       | 187       | 146         | 171           | 93         | 240        | 1848     | 294   | 1462           | 640         | 1080              | 1061        |
|                                                                                                            | 82%   | 86%             | 84%        | 82%        | 79%       | 78%       | 79%         | 85%           | 82%        | 81%        | 83%      | 80%   | 88%            | 74%         | 82%               | 82%         |
|                                                                                                            |       | def             |            |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                                                                                                            |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 50%               | 50%         |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 2092  | 269             | 305        | 178        | 165       | 186       | 141         | 165           | 86         | 240        | 1797     | 295   | 1418           | 636         | 1066              | 1026        |
|                                                                                                            | 80%   | 81%             | 82%        | 84%        | 80%       | 78%       | 77%         | 81%           | 77%        | 81%        | 80%      | 80%   | 85%            | 73%         | 81%               | 79%         |
|                                                                                                            |       |                 |            | fh         |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                                                                                                            |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 51%               | 49%         |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)              | 1966  | 267             | 276        | 161        | 145       | 178       | 132         | 152           | 91         | 210        | 1705     | 261   | 1337           | 587         | 957               | 1009        |
|                                                                                                            | 75%   | 81%             | 74%        | 76%        | 71%       | 75%       | 72%         | 75%           | 81%        | 71%        | 76%      | 71%   | 80%            | 68%         | 73%               | 78%         |
|                                                                                                            |       | dfi             |            |            |           |           |             |               | bdfi       |            | k        |       | m              |             | n                 |             |
|                                                                                                            |       | 14%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 11%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%         |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

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|                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                           | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320         |
| Effective Weighted Sample                                                                  | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675         |
| Total                                                                                      | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293         |
|                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                              | 1734  | 247             | 266        | 144        | 130       | 152       | 118         | 124           | 67         | 195        | 1486     | 248   | 1184           | 522         | 904               | 830          |
|                                                                                            | 67%   | 75%             | 72%        | 68%        | 63%       | 64%       | 64%         | 61%           | 59%        | 66%        | 66%      | 68%   | 71%            | 60%         | 69%               | 64%          |
|                                                                                            |       | defghi          | defgh      | h          |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                            |       | 14%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 52%               | 48%          |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)        | 1716  | 248             | 242        | 143        | 132       | 145       | 123         | 129           | 73         | 178        | 1485     | 231   | 1187           | 500         | 843               | 873          |
|                                                                                            | 66%   | 75%             | 65%        | 68%        | 64%       | 61%       | 67%         | 64%           | 65%        | 60%        | 66%      | 63%   | 71%            | 58%         | 64%               | 67%          |
|                                                                                            |       | bdefghi         |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                            |       | 14%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 4%         | 10%        | 87%      | 13%   | 69%            | 29%         | 49%               | 51%          |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)      | 1689  | 243             | 261        | 143        | 126       | 141       | 114         | 130           | 69         | 164        | 1470     | 219   | 1151           | 509         | 833               | 856          |
|                                                                                            | 65%   | 73%             | 70%        | 68%        | 62%       | 59%       | 62%         | 64%           | 61%        | 55%        | 66%      | 60%   | 69%            | 59%         | 63%               | 66%          |
|                                                                                            |       | defghi          | defhi      | ei         |           |           |             | i             |            |            | k        |       | m              |             |                   |              |
|                                                                                            |       | 14%             | 15%        | 8%         | 7%        | 8%        | 7%          | 8%            | 4%         | 10%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%          |
| Accessing news                                                                             | 1675  | 236             | 243        | 146        | 134       | 136       | 112         | 118           | 70         | 191        | 1437     | 239   | 1132           | 517         | 897               | 779          |
|                                                                                            | 64%   | 71%             | 66%        | 69%        | 65%       | 57%       | 61%         | 58%           | 62%        | 64%        | 64%      | 65%   | 68%            | 60%         | 68%               | 60%          |
|                                                                                            |       | efgh            | eg         | efg        | e         |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                            |       | 14%             | 15%        | 9%         | 8%        | 8%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 68%            | 31%         | 54%               | 46%          |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 1404  | 215             | 195        | 120        | 106       | 123       | 105         | 102           | 58         | 148        | 1224     | 179   | 1088           | 296         | 696               | 708          |
|                                                                                            | 54%   | 65%             | 53%        | 57%        | 52%       | 51%       | 57%         | 50%           | 52%        | 50%        | 55%      | 49%   | 66%            | 34%         | 53%               | 55%          |
|                                                                                            |       | bcdeghi         |            |            |           |           |             |               |            |            | k        |       | m              |             |                   |              |
|                                                                                            |       | 15%             | 14%        | 9%         | 8%        | 9%        | 7%          | 7%            | 4%         | 11%        | 87%      | 13%   | 78%            | 21%         | 50%               | 50%          |

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|                                                                                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320         |
| Effective Weighted Sample                                                                                                       | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675         |
| Total                                                                                                                           | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293         |
|                                                                                                                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                                            | 1357  | 208             | 206        | 113        | 103       | 119       | 97          | 97            | 48         | 148        | 1165     | 192   | 951            | 382         | 684               | 673          |
|                                                                                                                                 | 52%   | 63%             | 56%        | 53%        | 50%       | 50%       | 53%         | 48%           | 42%        | 50%        | 52%      | 52%   | 57%            | 44%         | 52%               | 52%          |
|                                                                                                                                 |       | cdefghi         | gh         | h          |           |           | h           |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                                 |       | 15%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 70%            | 28%         | 50%               | 50%          |
| To find information on health related issues                                                                                    | 1349  | 189             | 205        | 119        | 98        | 114       | 99          | 95            | 52         | 147        | 1159     | 190   | 880            | 443         | 710               | 640          |
|                                                                                                                                 | 52%   | 57%             | 55%        | 56%        | 48%       | 48%       | 54%         | 47%           | 46%        | 50%        | 52%      | 52%   | 53%            | 51%         | 54%               | 49%          |
|                                                                                                                                 |       | degh            | gh         | degh       |           |           |             |               |            |            |          |       |                |             | o                 |              |
|                                                                                                                                 |       | 14%             | 15%        | 9%         | 7%        | 8%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 65%            | 33%         | 53%               | 47%          |
| Online food takeaway deliveries                                                                                                 | 1296  | 194             | 169        | 91         | 105       | 130       | 93          | 104           | 55         | 148        | 1170     | 126   | 946            | 321         | 542               | 754          |
|                                                                                                                                 | 50%   | 58%             | 46%        | 43%        | 51%       | 54%       | 51%         | 51%           | 49%        | 50%        | 52%      | 34%   | 57%            | 37%         | 41%               | 58%          |
|                                                                                                                                 |       | bchi            |            |            | c         | bc        |             | c             |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                                 |       | 15%             | 13%        | 7%         | 8%        | 10%       | 7%          | 8%            | 4%         | 11%        | 90%      | 10%   | 73%            | 25%         | 42%               | 58%          |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 1259  | 200             | 186        | 107        | 91        | 105       | 89          | 97            | 42         | 134        | 1071     | 188   | 870            | 365         | 679               | 580          |
|                                                                                                                                 | 48%   | 60%             | 50%        | 50%        | 44%       | 44%       | 48%         | 48%           | 37%        | 45%        | 48%      | 51%   | 52%            | 42%         | 52%               | 45%          |
|                                                                                                                                 |       | bcdefghi        | h          | h          |           |           | h           | h             |            |            |          |       | m              |             | o                 |              |
|                                                                                                                                 |       | 16%             | 15%        | 8%         | 7%        | 8%        | 7%          | 8%            | 3%         | 11%        | 85%      | 15%   | 69%            | 29%         | 54%               | 46%          |
| Trading/ auctions e.g. eBay, Facebook marketplace                                                                               | 1126  | 120             | 180        | 113        | 90        | 108       | 85          | 93            | 50         | 112        | 948      | 178   | 808            | 300         | 580               | 546          |
|                                                                                                                                 | 43%   | 36%             | 49%        | 53%        | 44%       | 46%       | 46%         | 46%           | 44%        | 38%        | 42%      | 48%   | 49%            | 35%         | 44%               | 42%          |
|                                                                                                                                 |       |                 | ai         | adhi       |           | a         | ai          | ai            |            |            |          | j     | m              |             |                   |              |
|                                                                                                                                 |       | 11%             | 16%        | 10%        | 8%        | 10%       | 8%          | 8%            | 4%         | 10%        | 84%      | 16%   | 72%            | 27%         | 51%               | 49%          |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-----------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                                                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                                                   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                                                          | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320        |
| Effective Weighted Sample                                                                                 | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675        |
| Total                                                                                                     | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293        |
|                                                                                                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%         |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                                             | 1088  | 158             | 168        | 77         | 76        | 83        | 80          | 89            | 44         | 123        | 947      | 142   | 814            | 258         | 527               | 561         |
|                                                                                                           | 42%   | 48%             | 45%        | 36%        | 37%       | 35%       | 43%         | 44%           | 39%        | 41%        | 42%      | 39%   | 49%            | 30%         | 40%               | 43%         |
|                                                                                                           |       | cdeh            | cde        |            |           |           | e           | e             |            |            |          |       | m              |             |                   |             |
|                                                                                                           |       | 15%             | 15%        | 7%         | 7%        | 8%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 75%            | 24%         | 48%               | 52%         |
| Online food deliveries from supermarkets                                                                  | 1068  | 159             | 167        | 84         | 86        | 100       | 90          | 82            | 43         | 96         | 901      | 167   | 719            | 320         | 539               | 529         |
|                                                                                                           | 41%   | 48%             | 45%        | 40%        | 42%       | 42%       | 49%         | 40%           | 38%        | 32%        | 40%      | 46%   | 43%            | 37%         | 41%               | 41%         |
|                                                                                                           |       | chi             | i          |            | i         | i         | cghi        | i             |            |            |          | j     | m              |             |                   |             |
|                                                                                                           |       | 15%             | 16%        | 8%         | 8%        | 9%        | 8%          | 8%            | 4%         | 9%         | 84%      | 16%   | 67%            | 30%         | 51%               | 49%         |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud | 973   | 155             | 146        | 89         | 73        | 87        | 71          | 76            | 33         | 95         | 845      | 127   | 702            | 254         | 488               | 485         |
|                                                                                                           | 37%   | 47%             | 39%        | 42%        | 36%       | 36%       | 38%         | 37%           | 29%        | 32%        | 38%      | 35%   | 42%            | 29%         | 37%               | 37%         |
|                                                                                                           |       | defghi          | h          | hi         |           |           | h           | h             |            |            |          |       | m              |             |                   |             |
|                                                                                                           |       | 16%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 3%         | 10%        | 87%      | 13%   | 72%            | 26%         | 50%               | 50%         |
| Listening to live radio through a website or app                                                          | 850   | 119             | 133        | 72         | 68        | 72        | 63          | 61            | 31         | 93         | 720      | 130   | 619            | 216         | 481               | 369         |
|                                                                                                           | 33%   | 36%             | 36%        | 34%        | 33%       | 30%       | 34%         | 30%           | 27%        | 31%        | 32%      | 35%   | 37%            | 25%         | 37%               | 29%         |
|                                                                                                           |       | h               | h          |            |           |           |             |               |            |            |          |       | m              |             | o                 |             |
|                                                                                                           |       | 14%             | 16%        | 8%         | 8%        | 8%        | 7%          | 7%            | 4%         | 11%        | 85%      | 15%   | 73%            | 25%         | 57%               | 43%         |
| Playing games online/ interactively                                                                       | 837   | 93              | 119        | 58         | 80        | 79        | 62          | 69            | 39         | 86         | 755      | 82    | 573            | 247         | 363               | 474         |
|                                                                                                           | 32%   | 28%             | 32%        | 27%        | 39%       | 33%       | 34%         | 34%           | 35%        | 29%        | 34%      | 22%   | 34%            | 28%         | 28%               | 37%         |
|                                                                                                           |       |                 |            |            | aci       |           |             |               |            |            | k        |       | m              |             | n                 |             |
|                                                                                                           |       | 11%             | 14%        | 7%         | 10%       | 9%        | 7%          | 8%            | 5%         | 10%        | 90%      | 10%   | 68%            | 29%         | 43%               | 57%         |
| Listening to catch-up or on-demand radio through a website or app                                         | 718   | 109             | 110        | 63         | 60        | 61        | 51          | 56            | 25         | 77         | 616      | 103   | 514            | 192         | 374               | 344         |
|                                                                                                           | 28%   | 33%             | 30%        | 30%        | 29%       | 25%       | 27%         | 28%           | 22%        | 26%        | 28%      | 28%   | 31%            | 22%         | 29%               | 27%         |
|                                                                                                           |       | h               | h          | h          |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                                                                                                           |       | 15%             | 15%        | 9%         | 8%        | 8%        | 7%          | 8%            | 3%         | 11%        | 86%      | 14%   | 72%            | 27%         | 52%               | 48%         |

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QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                           | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320        |
| Effective Weighted Sample                                                  | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675        |
| Total                                                                      | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293        |
|                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%         |
| Remote healthcare services e.g. video consultation with GP                 | 539   | 94              | 104        | 40         | 40        | 34        | 42          | 42            | 16         | 62         | 472      | 67    | 366            | 160         | 270               | 269         |
|                                                                            | 21%   | 28%             | 28%        | 19%        | 19%       | 14%       | 23%         | 21%           | 14%        | 21%        | 21%      | 18%   | 22%            | 18%         | 21%               | 21%         |
|                                                                            |       | cdeghi          | cdeghi     |            |           |           | eh          | eh            |            | eh         |          |       | m              |             |                   |             |
|                                                                            |       | 17%             | 19%        | 8%         | 7%        | 6%        | 8%          | 8%            | 3%         | 11%        | 88%      | 12%   | 68%            | 30%         | 50%               | 50%         |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton | 473   | 81              | 69         | 36         | 35        | 36        | 37          | 33            | 16         | 53         | 409      | 64    | 360            | 105         | 256               | 216         |
|                                                                            | 18%   | 25%             | 19%        | 17%        | 17%       | 15%       | 20%         | 16%           | 15%        | 18%        | 18%      | 17%   | 22%            | 12%         | 20%               | 17%         |
|                                                                            |       | cdeghi          |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |             |
|                                                                            |       | 17%             | 15%        | 8%         | 7%        | 8%        | 8%          | 7%            | 3%         | 11%        | 86%      | 14%   | 76%            | 22%         | 54%               | 46%         |
| Online dating sites/ apps                                                  | 165   | 22              | 23         | 11         | 10        | 14        | 10          | 16            | 6          | 24         | 147      | 18    | 122            | 39          | 64                | 101         |
|                                                                            | 6%    | 7%              | 6%         | 5%         | 5%        | 6%        | 6%          | 8%            | 5%         | 8%         | 7%       | 5%    | 7%             | 4%          | 5%                | 8%          |
|                                                                            |       |                 |            |            |           |           |             |               |            |            | m        |       |                |             | n                 |             |
|                                                                            |       | 13%             | 14%        | 7%         | 6%        | 8%        | 6%          | 10%           | 4%         | 15%        | 89%      | 11%   | 74%            | 23%         | 39%               | 61%         |
| Other                                                                      | 30    | 2               | 4          | 3          | 2         | 2         | 3           | 3             | 1          | 5          | 25       | 5     | 17             | 13          | 19                | 11          |
|                                                                            | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 2%          | 1%            | 1%         | 2%         | 1%       | 1%    | 1%             | 2%          | 1%                | 1%          |
|                                                                            |       | 7%              | 15%        | 10%        | 6%        | 5%        | 11%         | 9%            | 3%         | 15%        | 83%      | 17%   | 56%            | 44%         | 64%               | 36%         |
| None of these                                                              | 39    | 3               | 8          | 3          | *         | 4         | 2           | 2             | 2          | 5          | 33       | 6     | 12             | 22          | 19                | 20          |
|                                                                            | 1%    | 1%              | 2%         | 2%         | 1%        | 2%        | 1%          | 1%            | 1%         | 2%         | 1%       | 2%    | 1%             | 3%          | 1%                | 2%          |
|                                                                            |       |                 | d          |            |           | d         |             |               |            |            |          |       | l              |             |                   |             |
|                                                                            |       | 8%              | 21%        | 8%         | 1%        | 11%       | 5%          | 6%            | 4%         | 12%        | 86%      | 14%   | 30%            | 56%         | 50%               | 50%         |
| Don't know                                                                 | 26    | 1               | 3          | 1          | 1         | 6         | 3           | 1             | 1          | 4          | 22       | 3     | 7              | 12          | 13                | 13          |
|                                                                            | 1%    | 1%              | 1%         | 1%         | 1%        | 2%        | 2%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%          |
|                                                                            |       |                 |            |            |           | ad        |             |               |            |            |          |       |                | l           |                   |             |
|                                                                            |       | 6%              | 13%        | 5%         | 2%        | 22%       | 12%         | 6%            | 3%         | 15%        | 87%      | 13%   | 28%            | 47%         | 52%               | 48%         |
| COMMUNICATION                                                              | 2484  | 323             | 355        | 203        | 197       | 220       | 172         | 194           | 110        | 280        | 2136     | 348   | 1621           | 808         | 1255              | 1229        |
|                                                                            | 95%   | 98%             | 96%        | 96%        | 96%       | 92%       | 93%         | 96%           | 97%        | 94%        | 95%      | 95%   | 98%            | 93%         | 96%               | 95%         |
|                                                                            |       | efi             |            |            | e         |           |             |               | ef         |            |          |       | m              |             |                   |             |
|                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%         |

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Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320        |
| Effective Weighted Sample | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675        |
| Total                     | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293        |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%         |
| PURCHASING/ FINANCES      | 2441  | 317             | 350        | 202        | 193       | 216       | 174         | 190           | 104        | 276        | 2095     | 345   | 1598           | 783         | 1235              | 1205        |
|                           | 94%   | 96%             | 94%        | 95%        | 94%       | 91%       | 95%         | 94%           | 93%        | 93%        | 94%      | 94%   | 96%            | 90%         | 94%               | 93%         |
|                           |       | e               |            | e          |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 65%            | 32%         | 51%               | 49%         |
| ENTERTAINMENT             | 2221  | 299             | 320        | 179        | 176       | 194       | 154         | 174           | 98         | 240        | 1917     | 303   | 1475           | 700         | 1106              | 1115        |
|                           | 85%   | 90%             | 86%        | 85%        | 86%       | 82%       | 84%         | 86%           | 87%        | 81%        | 86%      | 83%   | 89%            | 81%         | 84%               | 86%         |
|                           |       | cefi            |            |            |           |           |             |               | i          |            |          |       | m              |             |                   |             |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 66%            | 31%         | 50%               | 50%         |
| INFORMATION/ HEALTHCARE   | 2204  | 296             | 314        | 183        | 172       | 192       | 157         | 166           | 93         | 249        | 1895     | 310   | 1451           | 708         | 1134              | 1071        |
|                           | 85%   | 89%             | 85%        | 87%        | 84%       | 81%       | 85%         | 82%           | 82%        | 84%        | 85%      | 84%   | 87%            | 82%         | 86%               | 83%         |
|                           |       | eghi            |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |             |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 66%            | 32%         | 51%               | 49%         |
| SOCIAL                    | 1977  | 270             | 277        | 162        | 147       | 179       | 133         | 152           | 92         | 212        | 1714     | 262   | 1345           | 589         | 961               | 1016        |
|                           | 76%   | 82%             | 75%        | 77%        | 72%       | 75%       | 72%         | 75%           | 82%        | 71%        | 77%      | 71%   | 81%            | 68%         | 73%               | 79%         |
|                           |       | bdfi            |            |            |           |           |             |               | bdfi       |            | k        |       | m              |             | n                 |             |
|                           |       | 14%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 11%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%         |

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QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                            | Total | TV SERVICES  |              |               |       | YOUTUBE   |               |
|------------------------------------------------------------------------------------------------------------|-------|--------------|--------------|---------------|-------|-----------|---------------|
|                                                                                                            |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD  | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                                                                                    |       | a            | b            | c             | d     | e         | f             |
| Unweighted total                                                                                           | 4689  | 2268         | 1950         | 3720          | 3827  | 2090      | 4550          |
| Effective Weighted Sample                                                                                  | 3257  | 1562         | 1360         | 2605          | 2663  | 1461      | 3168          |
| Total                                                                                                      | 2605  | 1275         | 1081         | 2080          | 2140  | 1161      | 2526          |
|                                                                                                            |       | 49%          | 42%          | 80%           | 82%   | 45%       | 97%           |
| Send/ receive e-mails                                                                                      | 2382  | 1180         | 1010         | 1952          | 1994  | 1113      | 2329          |
|                                                                                                            | 91%   | 93%          | 93%          | 94%           | 93%   | 96%       | 92%           |
|                                                                                                            |       |              | f            | f             | abcdf |           |               |
|                                                                                                            |       | 50%          | 42%          | 82%           | 84%   | 47%       | 98%           |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)                        | 2253  | 1126         | 943          | 1862          | 1914  | 1054      | 2211          |
|                                                                                                            | 86%   | 88%          | 87%          | 90%           | 89%   | 91%       | 88%           |
|                                                                                                            |       |              | bf           | bf            | abf   |           |               |
|                                                                                                            |       | 50%          | 42%          | 83%           | 85%   | 47%       | 98%           |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp                     | 2142  | 1078         | 892          | 1767          | 1849  | 1045      | 2107          |
|                                                                                                            | 82%   | 85%          | 82%          | 85%           | 86%   | 90%       | 83%           |
|                                                                                                            |       |              | b            | bf            | abcdf |           |               |
|                                                                                                            |       | 50%          | 42%          | 83%           | 86%   | 49%       | 98%           |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 2092  | 1036         | 885          | 1744          | 1806  | 1006      | 2056          |
|                                                                                                            | 80%   | 81%          | 82%          | 84%           | 84%   | 87%       | 81%           |
|                                                                                                            |       |              | af           | abf           | abcdf |           |               |
|                                                                                                            |       | 50%          | 42%          | 83%           | 86%   | 48%       | 98%           |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)              | 1966  | 991          | 806          | 1619          | 1721  | 968       | 1929          |
|                                                                                                            | 75%   | 78%          | 74%          | 78%           | 80%   | 83%       | 76%           |
|                                                                                                            |       | b            | b            | abcf          | abcdf |           |               |
|                                                                                                            |       | 50%          | 41%          | 82%           | 88%   | 49%       | 98%           |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                            | Total       | TV SERVICES  |                  |                   |                    | YOUTUBE             |                           |
|--------------------------------------------------------------------------------------------|-------------|--------------|------------------|-------------------|--------------------|---------------------|---------------------------|
|                                                                                            |             | PAID TRAD TV | FREE TRAD TV     | FREE CATCH-UP     | SVOD               | SERV-ICES           | ANY SER-VICES             |
| Significance Level: 95%                                                                    |             | a            | b                | c                 | d                  | e                   | f                         |
| Unweighted total                                                                           | 4689        | 2268         | 1950             | 3720              | 3827               | 2090                | 4550                      |
| Effective Weighted Sample                                                                  | 3257        | 1562         | 1360             | 2605              | 2663               | 1461                | 3168                      |
| Total                                                                                      | 2605        | 1275<br>49%  | 1081<br>42%      | 2080<br>80%       | 2140<br>82%        | 1161<br>45%         | 2526<br>97%               |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                              | 1734<br>67% | 859<br>67%   | 741<br>69%       | 1462<br>70%<br>af | 1512<br>71%<br>af  | 880<br>76%<br>abcdf | 1707<br>68%<br>51%<br>98% |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)        | 1716<br>66% | 821<br>64%   | 738<br>68%<br>a  | 1475<br>71%<br>af | 1533<br>72%<br>abf | 897<br>77%<br>abcdf | 1703<br>67%<br>a<br>99%   |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)      | 1689<br>65% | 818<br>64%   | 719<br>66%       | 1409<br>68%<br>a  | 1472<br>69%<br>af  | 936<br>81%<br>abcdf | 1667<br>66%<br>55%<br>99% |
| Accessing news                                                                             | 1675<br>64% | 831<br>65%   | 747<br>69%<br>af | 1436<br>69%<br>af | 1429<br>67%<br>adf | 826<br>71%<br>adf   | 1651<br>65%<br>49%<br>99% |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 1404<br>54% | 693<br>54%   | 575<br>53%       | 1182<br>57%<br>b  | 1258<br>59%<br>abf | 742<br>64%<br>abcdf | 1389<br>55%<br>53%<br>99% |

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

**QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total       | TV SERVICES     |                  |                   |                     | YOUTUBE             |                      |
|---------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------|------------------|-------------------|---------------------|---------------------|----------------------|
|                                                                                                                                 |             | PAID TRAD TV    | FREE TRAD TV     | FREE CATCH-UP     | SVOD                | SERV-ICES           | ANY SER-VICES        |
| Significance Level: 95%                                                                                                         |             | a               | b                | c                 | d                   | e                   | f                    |
| Unweighted total                                                                                                                | 4689        | 2268            | 1950             | 3720              | 3827                | 2090                | 4550                 |
| Effective Weighted Sample                                                                                                       | 3257        | 1562            | 1360             | 2605              | 2663                | 1461                | 3168                 |
| Total                                                                                                                           | 2605        | 1275<br>49%     | 1081<br>42%      | 2080<br>80%       | 2140<br>82%         | 1161<br>45%         | 2526<br>97%          |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                                            | 1357<br>52% | 685<br>54%      | 555<br>51%       | 1136<br>55%<br>b  | 1190<br>56%<br>bf   | 709<br>61%<br>abcbf | 1336<br>53%<br>abcbf |
|                                                                                                                                 |             | 50%             | 41%              | 84%               | 88%                 | 52%                 | 98%                  |
| To find information on health related issues                                                                                    | 1349<br>52% | 661<br>52%      | 591<br>55%       | 1161<br>56%<br>af | 1171<br>55%         | 683<br>59%<br>abdf  | 1334<br>53%<br>abdf  |
|                                                                                                                                 |             | 49%             | 44%              | 86%               | 87%                 | 51%                 | 99%                  |
| Online food takeaway deliveries                                                                                                 | 1296<br>50% | 653<br>51%<br>b | 468<br>43%       | 1054<br>51%<br>b  | 1190<br>56%<br>abcf | 681<br>59%<br>abcf  | 1275<br>50%<br>b     |
|                                                                                                                                 |             | 50%             | 36%              | 81%               | 92%                 | 53%                 | 98%                  |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 1259<br>48% | 595<br>47%      | 577<br>53%<br>af | 1077<br>52%<br>af | 1078<br>50%<br>a    | 625<br>54%<br>adf   | 1242<br>49%<br>adf   |
|                                                                                                                                 |             | 47%             | 46%              | 86%               | 86%                 | 50%                 | 99%                  |
| Trading/ auctions e.g. eBay, Facebook marketplace                                                                               | 1126<br>43% | 580<br>45%      | 478<br>44%       | 963<br>46%        | 993<br>46%          | 600<br>52%<br>abcbf | 1113<br>44%<br>abcbf |
|                                                                                                                                 |             | 52%             | 42%              | 86%               | 88%                 | 53%                 | 99%                  |

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

**QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                           | Total       | TV SERVICES     |                 |                   |                    | YOUTUBE             |                 |
|-----------------------------------------------------------------------------------------------------------|-------------|-----------------|-----------------|-------------------|--------------------|---------------------|-----------------|
|                                                                                                           |             | PAID TRAD TV    | FREE TRAD TV    | FREE CATCH-UP     | SVOD               | SERV-ICES           | ANY SER-VICES   |
| Significance Level: 95%                                                                                   |             | a               | b               | c                 | d                  | e                   | f               |
| Unweighted total                                                                                          | 4689        | 2268            | 1950            | 3720              | 3827               | 2090                | 4550            |
| Effective Weighted Sample                                                                                 | 3257        | 1562            | 1360            | 2605              | 2663               | 1461                | 3168            |
| Total                                                                                                     | 2605        | 1275<br>49%     | 1081<br>42%     | 2080<br>80%       | 2140<br>82%        | 1161<br>45%         | 2526<br>97%     |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                                             | 1088<br>42% | 536<br>42%      | 444<br>41%      | 942<br>45%<br>abf | 1017<br>48%<br>abf | 628<br>54%<br>abcdf | 1078<br>43%     |
|                                                                                                           |             | 49%             | 41%             | 87%               | 93%                | 58%                 | 99%             |
| Online food deliveries from supermarkets                                                                  | 1068<br>41% | 555<br>44%<br>b | 420<br>39%      | 876<br>42%<br>b   | 912<br>43%<br>b    | 505<br>43%<br>b     | 1048<br>41%     |
|                                                                                                           |             | 52%             | 39%             | 82%               | 85%                | 47%                 | 98%             |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud | 973<br>37%  | 452<br>35%      | 427<br>40%<br>a | 842<br>40%<br>a   | 880<br>41%<br>af   | 561<br>48%<br>abcdf | 966<br>38%      |
|                                                                                                           |             | 46%             | 44%             | 87%               | 90%                | 58%                 | 99%             |
| Listening to live radio through a website or app                                                          | 850<br>33%  | 436<br>34%      | 381<br>35%      | 772<br>37%<br>f   | 754<br>35%<br>f    | 434<br>37%<br>f     | 841<br>33%      |
|                                                                                                           |             | 51%             | 45%             | 91%               | 89%                | 51%                 | 99%             |
| Playing games online/ interactively                                                                       | 837<br>32%  | 440<br>35%<br>b | 310<br>29%      | 683<br>33%<br>b   | 748<br>35%<br>bf   | 478<br>41%<br>abcdf | 821<br>32%<br>b |
|                                                                                                           |             | 53%             | 37%             | 82%               | 89%                | 57%                 | 98%             |
| Listening to catch-up or on-demand radio through a website or app                                         | 718<br>28%  | 346<br>27%      | 333<br>31%<br>a | 662<br>32%<br>af  | 647<br>30%<br>a    | 375<br>32%<br>af    | 710<br>28%      |
|                                                                                                           |             | 48%             | 46%             | 92%               | 90%                | 52%                 | 99%             |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                            | Total       | TV SERVICES  |               |                 |                  | YOUTUBE              |                |
|----------------------------------------------------------------------------|-------------|--------------|---------------|-----------------|------------------|----------------------|----------------|
|                                                                            |             | PAID TRAD TV | FREE TRAD TV  | FREE CATCH-UP   | SVOD             | SERV-ICES            | ANY SER-VICES  |
| Significance Level: 95%                                                    |             | a            | b             | c               | d                | e                    | f              |
| Unweighted total                                                           | 4689        | 2268         | 1950          | 3720            | 3827             | 2090                 | 4550           |
| Effective Weighted Sample                                                  | 3257        | 1562         | 1360          | 2605            | 2663             | 1461                 | 3168           |
| Total                                                                      | 2605        | 1275<br>49%  | 1081<br>42%   | 2080<br>80%     | 2140<br>82%      | 1161<br>45%          | 2526<br>97%    |
| Remote healthcare services e.g. video consultation with GP                 | 539<br>21%  | 273<br>21%   | 227<br>21%    | 464<br>22%      | 469<br>22%       | 281<br>24%<br>bf     | 530<br>21%     |
|                                                                            |             | 51%          | 42%           | 86%             | 87%              | 52%                  | 98%            |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton | 473<br>18%  | 224<br>18%   | 178<br>16%    | 412<br>20%<br>b | 440<br>21%<br>ab | 270<br>23%<br>abcdf  | 471<br>19%     |
|                                                                            |             | 47%          | 38%           | 87%             | 93%              | 57%                  | 100%           |
| Online dating sites/ apps                                                  | 165<br>6%   | 62<br>5%     | 72<br>7%      | 132<br>6%<br>a  | 148<br>7%<br>a   | 97<br>8%<br>acf      | 163<br>6%<br>a |
|                                                                            |             | 38%          | 44%           | 80%             | 90%              | 59%                  | 99%            |
| Other                                                                      | 30<br>1%    | 12<br>1%     | 19<br>2%<br>a | 27<br>1%        | 22<br>1%         | 12<br>1%             | 30<br>1%       |
|                                                                            |             | 39%          | 64%           | 89%             | 74%              | 41%                  | 98%            |
| None of these                                                              | 39<br>1%    | 15<br>1%     | 17<br>2%<br>e | 21<br>1%        | 19<br>1%         | 7<br>1%              | 31<br>1%       |
|                                                                            |             | 37%          | 43%           | 55%             | 50%              | 18%                  | 79%            |
| Don't know                                                                 | 26<br>1%    | 9<br>1%      | 8<br>1%       | 15<br>1%        | 15<br>1%         | 4<br>*%              | 21<br>1%       |
|                                                                            |             | 35%          | 32%           | 56%             | 58%              | 17%                  | 81%            |
| COMMUNICATION                                                              | 2484<br>95% | 1230<br>96%  | 1038<br>96%   | 2011<br>97%     | 2068<br>97%      | 1139<br>98%<br>abcdf | 2424<br>96%    |
|                                                                            |             | 50%          | 42%           | 81%             | 83%              | 46%                  | 98%            |

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

**QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%   |       | a            | b            | c             | d    | e         | f             |
| Unweighted total          | 4689  | 2268         | 1950         | 3720          | 3827 | 2090      | 4550          |
| Effective Weighted Sample | 3257  | 1562         | 1360         | 2605          | 2663 | 1461      | 3168          |
| Total                     | 2605  | 1275         | 1081         | 2080          | 2140 | 1161      | 2526          |
|                           |       | 49%          | 42%          | 80%           | 82%  | 45%       | 97%           |
| PURCHASING/ FINANCES      | 2441  | 1207         | 1021         | 1988          | 2046 | 1115      | 2384          |
|                           | 94%   | 95%          | 94%          | 96%           | 96%  | 96%       | 94%           |
|                           |       |              |              | f             | f    | bf        |               |
|                           |       | 49%          | 42%          | 81%           | 84%  | 46%       | 98%           |
| ENTERTAINMENT             | 2221  | 1084         | 942          | 1844          | 1895 | 1083      | 2182          |
|                           | 85%   | 85%          | 87%          | 89%           | 89%  | 93%       | 86%           |
|                           |       |              |              | af            | af   | abcdf     |               |
|                           |       | 49%          | 42%          | 83%           | 85%  | 49%       | 98%           |
| INFORMATION/ HEALTHCARE   | 2204  | 1086         | 948          | 1830          | 1870 | 1047      | 2161          |
|                           | 85%   | 85%          | 88%          | 88%           | 87%  | 90%       | 86%           |
|                           |       |              | a            | af            | af   | abcdf     |               |
|                           |       | 49%          | 43%          | 83%           | 85%  | 47%       | 98%           |
| SOCIAL                    | 1977  | 994          | 810          | 1626          | 1730 | 974       | 1939          |
|                           | 76%   | 78%          | 75%          | 78%           | 81%  | 84%       | 77%           |
|                           |       |              |              | b             | abcf | abcdf     |               |
|                           |       | 50%          | 41%          | 82%           | 88%  | 49%       | 98%           |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                           | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                  | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                      | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                            |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive e-mails                                                                                      | 2382  | 1118   | 1236   | 242       | 512   | 830   | 777  | 117              | 169          | 280          | 1171 | 735          | 685  | 418 | 458  | 1974     | 221       | 122   | 66  |
|                                                                                                            | 87%   | 88%    | 88%    | 84%       | 88%   | 91%   | 86%  | 80%              | 82%          | 85%          | 95%  | 95%          | 93%  | 90% | 75%  | 87%      | 89%       | 90%   | 81% |
|                                                                                                            |       |        |        |           |       | cdf   |      |                  |              |              | ghi  | lmn          | n    | n   |      | r        | r         | r     |     |
|                                                                                                            |       | 47%    | 52%    | 10%       | 21%   | 35%   | 33%  | 5%               | 7%           | 12%          | 49%  | 31%          | 29%  | 18% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)                        | 2253  | 1036   | 1192   | 236       | 502   | 791   | 704  | 107              | 152          | 266          | 1139 | 690          | 669  | 387 | 429  | 1859     | 217       | 115   | 63  |
|                                                                                                            | 83%   | 82%    | 85%    | 82%       | 86%   | 87%   | 78%  | 73%              | 73%          | 81%          | 93%  | 89%          | 91%  | 84% | 70%  | 82%      | 87%       | 85%   | 77% |
|                                                                                                            |       |        | a      |           | f     | cf    |      |                  |              | gh           | ghi  | mn           | mn   | n   |      | r        | or        | r     |     |
|                                                                                                            |       | 46%    | 53%    | 10%       | 22%   | 35%   | 31%  | 5%               | 7%           | 12%          | 51%  | 31%          | 30%  | 17% | 19%  | 82%      | 10%       | 5%    | 3%  |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp                     | 2142  | 959    | 1162   | 237       | 490   | 765   | 638  | 101              | 147          | 250          | 1093 | 660          | 630  | 370 | 414  | 1772     | 201       | 107   | 62  |
|                                                                                                            | 79%   | 76%    | 83%    | 82%       | 84%   | 84%   | 71%  | 69%              | 71%          | 76%          | 89%  | 85%          | 85%  | 80% | 68%  | 78%      | 81%       | 79%   | 76% |
|                                                                                                            |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                                            |       | 45%    | 54%    | 11%       | 23%   | 36%   | 30%  | 5%               | 7%           | 12%          | 51%  | 31%          | 29%  | 17% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 2092  | 964    | 1109   | 215       | 478   | 735   | 649  | 99               | 149          | 252          | 1073 | 650          | 626  | 349 | 403  | 1734     | 200       | 99    | 58  |
|                                                                                                            | 77%   | 76%    | 79%    | 75%       | 82%   | 81%   | 72%  | 68%              | 72%          | 76%          | 87%  | 84%          | 85%  | 75% | 66%  | 77%      | 80%       | 74%   | 71% |
|                                                                                                            |       |        | a      |           | cf    | cf    |      |                  |              | g            | ghi  | mn           | mn   | n   |      | r        | qr        |       |     |
|                                                                                                            |       | 46%    | 53%    | 10%       | 23%   | 35%   | 31%  | 5%               | 7%           | 12%          | 51%  | 31%          | 30%  | 17% | 19%  | 83%      | 10%       | 5%    | 3%  |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)              | 1966  | 844    | 1104   | 241       | 474   | 719   | 517  | 105              | 143          | 230          | 978  | 574          | 586  | 345 | 398  | 1614     | 192       | 101   | 58  |
|                                                                                                            | 72%   | 66%    | 79%    | 84%       | 81%   | 79%   | 57%  | 72%              | 69%          | 70%          | 80%  | 74%          | 80%  | 74% | 65%  | 71%      | 77%       | 75%   | 71% |
|                                                                                                            |       |        | a      | ef        | f     | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          | o         |       |     |
|                                                                                                            |       | 43%    | 56%    | 12%       | 24%   | 37%   | 26%  | 5%               | 7%           | 12%          | 50%  | 29%          | 30%  | 18% | 20%  | 82%      | 10%       | 5%    | 3%  |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                            | Total       | GENDER      |             | AGE GROUP  |            |            |            | HOUSEHOLD INCOME    |                       |                       |             | SOCIAL GROUP |            |            |            | NATION           |                   |            |           |
|--------------------------------------------------------------------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|---------------------|-----------------------|-----------------------|-------------|--------------|------------|------------|------------|------------------|-------------------|------------|-----------|
|                                                                                            |             | MALE<br>a   | FEMALE<br>b | 16-24<br>c | 25-34<br>d | 35-54<br>e | 55+<br>f   | UNDER<br>10.4K<br>g | 10.4K-<br>15.59K<br>h | 15.6K-<br>25.99K<br>i | 26K+<br>j   | AB<br>k      | C1<br>l    | C2<br>m    | DE<br>n    | ENG<br>LAND<br>o | SCOT<br>LAND<br>p | WALES<br>q | NI<br>r   |
| Significance Level: 95%                                                                    |             |             |             |            |            |            |            |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
| Unweighted total                                                                           | 4805        | 2271        | 2449        | 537        | 933        | 1651       | 1623       | 304                 | 357                   | 615                   | 2132        | 1324         | 1618       | 572        | 1082       | 3112             | 520               | 568        | 605       |
| Effective Weighted Sample                                                                  | 3295        | 1546        | 1702        | 362        | 672        | 1138       | 1084       | 209                 | 242                   | 419                   | 1502        | 949          | 1185       | 409        | 762        | 2567             | 304               | 385        | 500       |
| Total                                                                                      | 2727        | 1269<br>47% | 1401<br>51% | 288<br>11% | 583<br>21% | 912<br>33% | 901<br>33% | 146<br>5%           | 208<br>8%             | 330<br>12%            | 1229<br>45% | 772<br>28%   | 737<br>27% | 463<br>17% | 612<br>22% | 2261<br>83%      | 249<br>9%         | 135<br>5%  | 81<br>3%  |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                              | 1734<br>64% | 754<br>59%  | 964<br>69%  | 205<br>71% | 398<br>68% | 602<br>66% | 519<br>58% | 73<br>50%           | 111<br>53%            | 187<br>57%            | 933<br>76%  | 584<br>76%   | 526<br>71% | 274<br>59% | 304<br>50% | 1442<br>64%      | 163<br>65%        | 81<br>60%  | 48<br>59% |
|                                                                                            |             |             | a           | f          | f          | f          |            |                     |                       |                       | ghi         | lmn          | mn         | n          |            | r                |                   |            |           |
|                                                                                            |             | 43%         | 56%         | 12%        | 23%        | 35%        | 30%        | 4%                  | 6%                    | 11%                   | 54%         | 34%          | 30%        | 16%        | 18%        | 83%              | 9%                | 5%         | 3%        |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)        | 1716<br>63% | 839<br>66%  | 860<br>61%  | 227<br>79% | 423<br>73% | 606<br>66% | 449<br>50% | 86<br>59%           | 113<br>54%            | 196<br>60%            | 894<br>73%  | 538<br>70%   | 546<br>74% | 273<br>59% | 312<br>51% | 1414<br>63%      | 168<br>67%        | 85<br>63%  | 50<br>61% |
|                                                                                            |             |             | b           | def        | ef         | f          |            |                     |                       |                       | ghi         | mn           | kmn        | n          |            |                  |                   |            |           |
|                                                                                            |             | 49%         | 50%         | 13%        | 25%        | 35%        | 26%        | 5%                  | 7%                    | 11%                   | 52%         | 31%          | 32%        | 16%        | 18%        | 82%              | 10%               | 5%         | 3%        |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)      | 1689<br>62% | 821<br>65%  | 854<br>61%  | 213<br>74% | 403<br>69% | 597<br>65% | 466<br>52% | 83<br>57%           | 114<br>55%            | 197<br>60%            | 874<br>71%  | 521<br>67%   | 516<br>70% | 285<br>62% | 319<br>52% | 1391<br>62%      | 170<br>68%        | 81<br>60%  | 46<br>56% |
|                                                                                            |             |             | b           | ef         | f          | f          |            |                     |                       |                       | ghi         | mn           | mn         | n          |            | r                | oqr               |            |           |
|                                                                                            |             | 49%         | 51%         | 13%        | 24%        | 35%        | 28%        | 5%                  | 7%                    | 12%                   | 52%         | 31%          | 31%        | 17%        | 19%        | 82%              | 10%               | 5%         | 3%        |
| Accessing news                                                                             | 1675<br>61% | 807<br>64%  | 854<br>61%  | 156<br>54% | 346<br>59% | 593<br>65% | 569<br>63% | 67<br>46%           | 106<br>51%            | 197<br>60%            | 909<br>74%  | 573<br>74%   | 520<br>71% | 263<br>57% | 272<br>44% | 1385<br>61%      | 165<br>66%        | 81<br>60%  | 44<br>54% |
|                                                                                            |             |             |             |            |            | cd         | c          |                     |                       | gh                    | ghi         | mn           | mn         | n          |            | r                | r                 |            |           |
|                                                                                            |             | 48%         | 51%         | 9%         | 21%        | 35%        | 34%        | 4%                  | 6%                    | 12%                   | 54%         | 34%          | 31%        | 16%        | 16%        | 83%              | 10%               | 5%         | 3%        |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 1404<br>51% | 643<br>51%  | 748<br>53%  | 178<br>62% | 340<br>58% | 565<br>62% | 312<br>35% | 57<br>39%           | 76<br>37%             | 134<br>41%            | 821<br>67%  | 491<br>64%   | 487<br>66% | 216<br>47% | 175<br>29% | 1172<br>52%      | 130<br>52%        | 67<br>50%  | 35<br>43% |
|                                                                                            |             |             |             | f          | f          | f          |            |                     |                       |                       | ghi         | mn           | mn         | n          |            | r                | r                 |            |           |
|                                                                                            |             | 46%         | 53%         | 13%        | 24%        | 40%        | 22%        | 4%                  | 5%                    | 10%                   | 58%         | 35%          | 35%        | 15%        | 12%        | 83%              | 9%                | 5%         | 3%        |

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



QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                                       | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                                           | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                                                 |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                                            | 1357  | 609    | 732    | 150       | 328   | 496   | 374  | 59               | 82           | 145          | 740  | 463          | 417  | 215 | 228  | 1138     | 120       | 64    | 35  |
|                                                                                                                                 | 50%   | 48%    | 52%    | 52%       | 56%   | 54%   | 41%  | 40%              | 39%          | 44%          | 60%  | 60%          | 57%  | 46% | 37%  | 50%      | 48%       | 47%   | 43% |
|                                                                                                                                 |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        |           |       |     |
|                                                                                                                                 |       | 45%    | 54%    | 11%       | 24%   | 37%   | 28%  | 4%               | 6%           | 11%          | 55%  | 34%          | 31%  | 16% | 17%  | 84%      | 9%        | 5%    | 3%  |
| To find information on health related issues                                                                                    | 1349  | 573    | 765    | 121       | 286   | 481   | 452  | 55               | 87           | 156          | 725  | 457          | 414  | 196 | 234  | 1119     | 132       | 66    | 32  |
|                                                                                                                                 | 49%   | 45%    | 55%    | 42%       | 49%   | 53%   | 50%  | 37%              | 42%          | 47%          | 59%  | 59%          | 56%  | 42% | 38%  | 49%      | 53%       | 49%   | 40% |
|                                                                                                                                 |       |        | a      | c         | c     | c     |      |                  |              | g            | ghi  | mn           | mn   |     |      | r        | r         | r     |     |
|                                                                                                                                 |       | 42%    | 57%    | 9%        | 21%   | 36%   | 33%  | 4%               | 6%           | 12%          | 54%  | 34%          | 31%  | 15% | 17%  | 83%      | 10%       | 5%    | 2%  |
| Online food takeaway deliveries                                                                                                 | 1296  | 566    | 714    | 201       | 404   | 476   | 205  | 65               | 82           | 138          | 696  | 375          | 433  | 214 | 237  | 1090     | 117       | 60    | 29  |
|                                                                                                                                 | 48%   | 45%    | 51%    | 70%       | 69%   | 52%   | 23%  | 44%              | 40%          | 42%          | 57%  | 49%          | 59%  | 46% | 39%  | 48%      | 47%       | 44%   | 36% |
|                                                                                                                                 |       |        | a      | ef        | ef    | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      | r        | r         | r     |     |
|                                                                                                                                 |       | 44%    | 55%    | 16%       | 31%   | 37%   | 16%  | 5%               | 6%           | 11%          | 54%  | 29%          | 33%  | 17% | 18%  | 84%      | 9%        | 5%    | 2%  |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 1259  | 621    | 629    | 101       | 260   | 461   | 428  | 55               | 77           | 145          | 707  | 479          | 393  | 182 | 171  | 1050     | 123       | 61    | 25  |
|                                                                                                                                 | 46%   | 49%    | 45%    | 35%       | 45%   | 51%   | 48%  | 38%              | 37%          | 44%          | 57%  | 62%          | 53%  | 39% | 28%  | 46%      | 49%       | 45%   | 31% |
|                                                                                                                                 |       | b      |        |           | c     | cd    | c    |                  |              |              | ghi  | lmn          | mn   | n   |      | r        | r         | r     |     |
|                                                                                                                                 |       | 49%    | 50%    | 8%        | 21%   | 37%   | 34%  | 4%               | 6%           | 11%          | 56%  | 38%          | 31%  | 14% | 14%  | 83%      | 10%       | 5%    | 2%  |
| Trading/ auctions e.g. eBay, Facebook marketplace                                                                               | 1126  | 558    | 560    | 102       | 268   | 447   | 301  | 52               | 73           | 134          | 606  | 349          | 324  | 220 | 204  | 950      | 94        | 57    | 24  |
|                                                                                                                                 | 41%   | 44%    | 40%    | 35%       | 46%   | 49%   | 33%  | 35%              | 35%          | 41%          | 49%  | 45%          | 44%  | 47% | 33%  | 42%      | 38%       | 42%   | 29% |
|                                                                                                                                 |       | b      |        |           | cf    | cf    |      |                  |              |              | ghi  | n            | n    | n   |      | r        | r         | r     |     |
|                                                                                                                                 |       | 50%    | 50%    | 9%        | 24%   | 40%   | 27%  | 5%               | 6%           | 12%          | 54%  | 31%          | 29%  | 20% | 18%  | 84%      | 8%        | 5%    | 2%  |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                                                                   | 1088  | 540    | 537    | 182       | 319   | 380   | 198  | 44               | 60           | 115          | 626  | 354          | 385  | 168 | 159  | 898      | 114       | 52    | 25  |
|                                                                                                                                 | 40%   | 43%    | 38%    | 63%       | 55%   | 42%   | 22%  | 30%              | 29%          | 35%          | 51%  | 46%          | 52%  | 36% | 26%  | 40%      | 46%       | 38%   | 31% |
|                                                                                                                                 |       | b      |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | kmn  | n   |      | r        | or        | r     |     |
|                                                                                                                                 |       | 50%    | 49%    | 17%       | 29%   | 35%   | 18%  | 4%               | 5%           | 11%          | 58%  | 33%          | 35%  | 15% | 15%  | 82%      | 10%       | 5%    | 2%  |

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

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|                                                                                                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                          | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                 | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                     | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                           |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Online food deliveries from supermarkets                                                                  | 1068  | 427    | 630    | 86        | 247   | 416   | 311  | 51               | 65           | 124          | 559  | 360          | 316  | 165 | 194  | 906      | 89        | 51    | 23  |
|                                                                                                           | 39%   | 34%    | 45%    | 30%       | 42%   | 46%   | 35%  | 35%              | 31%          | 38%          | 46%  | 47%          | 43%  | 36% | 32%  | 40%      | 36%       | 38%   | 28% |
|                                                                                                           |       | a      | cf     | cf        | cf    | cf    | cf   |                  |              |              | ghi  | mn           | mn   |     |      | r        | r         | r     |     |
|                                                                                                           |       | 40%    | 59%    | 8%        | 23%   | 39%   | 29%  | 5%               | 6%           | 12%          | 52%  | 34%          | 30%  | 15% | 18%  | 85%      | 8%        | 5%    | 2%  |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud | 973   | 502    | 462    | 132       | 236   | 355   | 242  | 38               | 66           | 96           | 568  | 363          | 328  | 142 | 112  | 825      | 83        | 44    | 21  |
|                                                                                                           | 36%   | 40%    | 33%    | 46%       | 41%   | 39%   | 27%  | 26%              | 32%          | 29%          | 46%  | 47%          | 44%  | 31% | 18%  | 36%      | 33%       | 32%   | 26% |
|                                                                                                           |       | b      |        | ef        | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        | r         | r     |     |
|                                                                                                           |       | 52%    | 47%    | 14%       | 24%   | 37%   | 25%  | 4%               | 7%           | 10%          | 58%  | 37%          | 34%  | 15% | 12%  | 85%      | 9%        | 4%    | 2%  |
| Listening to live radio through a website or app                                                          | 850   | 447    | 393    | 67        | 183   | 337   | 257  | 26               | 47           | 77           | 508  | 335          | 250  | 126 | 125  | 711      | 76        | 42    | 21  |
|                                                                                                           | 31%   | 35%    | 28%    | 23%       | 31%   | 37%   | 28%  | 18%              | 23%          | 23%          | 41%  | 43%          | 34%  | 27% | 20%  | 31%      | 30%       | 31%   | 25% |
|                                                                                                           |       | b      |        | c         | c     | cd    |      |                  |              |              | ghi  | lmn          | mn   | n   |      | r        |           | r     |     |
|                                                                                                           |       | 53%    | 46%    | 8%        | 22%   | 40%   | 30%  | 3%               | 6%           | 9%           | 60%  | 39%          | 29%  | 15% | 15%  | 84%      | 9%        | 5%    | 2%  |
| Playing games online/ interactively                                                                       | 837   | 414    | 417    | 154       | 231   | 298   | 151  | 54               | 63           | 103          | 403  | 207          | 264  | 147 | 190  | 685      | 90        | 43    | 20  |
|                                                                                                           | 31%   | 33%    | 30%    | 54%       | 40%   | 33%   | 17%  | 37%              | 30%          | 31%          | 33%  | 27%          | 36%  | 32% | 31%  | 30%      | 36%       | 32%   | 24% |
|                                                                                                           |       |        |        | def       | ef    | f     |      |                  |              |              |      |              | kn   |     |      | r        | or        | r     |     |
|                                                                                                           |       | 49%    | 50%    | 18%       | 28%   | 36%   | 18%  | 6%               | 8%           | 12%          | 48%  | 25%          | 32%  | 18% | 23%  | 82%      | 11%       | 5%    | 2%  |
| Listening to catch-up or on-demand radio through a website or app                                         | 718   | 368    | 343    | 80        | 176   | 261   | 196  | 29               | 36           | 86           | 418  | 295          | 232  | 87  | 91   | 612      | 52        | 37    | 18  |
|                                                                                                           | 26%   | 29%    | 24%    | 28%       | 30%   | 29%   | 22%  | 20%              | 17%          | 26%          | 34%  | 38%          | 31%  | 19% | 15%  | 27%      | 21%       | 27%   | 22% |
|                                                                                                           |       | b      |        | f         | f     | f     |      |                  |              |              | ghi  | lmn          | mn   |     |      | pr       |           | p     |     |
|                                                                                                           |       | 51%    | 48%    | 11%       | 25%   | 36%   | 27%  | 4%               | 5%           | 12%          | 58%  | 41%          | 32%  | 12% | 13%  | 85%      | 7%        | 5%    | 3%  |
| Remote healthcare services e.g. video consultation with GP                                                | 539   | 234    | 299    | 54        | 120   | 207   | 151  | 25               | 30           | 56           | 289  | 199          | 174  | 57  | 95   | 474      | 35        | 24    | 5   |
|                                                                                                           | 20%   | 18%    | 21%    | 19%       | 21%   | 23%   | 17%  | 17%              | 15%          | 17%          | 24%  | 26%          | 24%  | 12% | 15%  | 21%      | 14%       | 18%   | 7%  |
|                                                                                                           |       |        | a      |           | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      | pr       | r         | r     |     |
|                                                                                                           |       | 43%    | 55%    | 10%       | 22%   | 38%   | 28%  | 5%               | 6%           | 10%          | 54%  | 37%          | 32%  | 11% | 18%  | 88%      | 7%        | 4%    | 1%  |

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

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Base : All respondents (excluding those completing a paper questionnaire)

|                                                                               | Total       | GENDER      |             | AGE GROUP  |            |            |            | HOUSEHOLD INCOME    |                       |                       |             | SOCIAL GROUP |            |            |            | NATION           |                   |            |           |
|-------------------------------------------------------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|---------------------|-----------------------|-----------------------|-------------|--------------|------------|------------|------------|------------------|-------------------|------------|-----------|
|                                                                               |             | MALE<br>a   | FEMALE<br>b | 16-24<br>c | 25-34<br>d | 35-54<br>e | 55+<br>f   | UNDER<br>10.4K<br>g | 10.4K-<br>15.59K<br>h | 15.6K-<br>25.99K<br>i | 26K+<br>j   | AB<br>k      | C1<br>l    | C2<br>m    | DE<br>n    | ENG<br>LAND<br>o | SCOT<br>LAND<br>p | WALES<br>q | NI<br>r   |
| Significance Level: 95%                                                       |             |             |             |            |            |            |            |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
| Unweighted total                                                              | 4805        | 2271        | 2449        | 537        | 933        | 1651       | 1623       | 304                 | 357                   | 615                   | 2132        | 1324         | 1618       | 572        | 1082       | 3112             | 520               | 568        | 605       |
| Effective Weighted Sample                                                     | 3295        | 1546        | 1702        | 362        | 672        | 1138       | 1084       | 209                 | 242                   | 419                   | 1502        | 949          | 1185       | 409        | 762        | 2567             | 304               | 385        | 500       |
| Total                                                                         | 2727        | 1269<br>47% | 1401<br>51% | 288<br>11% | 583<br>21% | 912<br>33% | 901<br>33% | 146<br>5%           | 208<br>8%             | 330<br>12%            | 1229<br>45% | 772<br>28%   | 737<br>27% | 463<br>17% | 612<br>22% | 2261<br>83%      | 249<br>9%         | 135<br>5%  | 81<br>3%  |
| Online home workouts (e.g. Joe Wicks) or<br>via subscriptions such as Peloton | 473<br>17%  | 166<br>13%  | 304<br>22%  | 65<br>23%  | 133<br>23% | 191<br>21% | 79<br>9%   | 17<br>11%           | 20<br>10%             | 43<br>13%             | 297<br>24%  | 188<br>24%   | 175<br>24% | 54<br>12%  | 48<br>8%   | 397<br>18%       | 45<br>18%         | 19<br>14%  | 12<br>15% |
|                                                                               |             |             | a           | f          | f          | f          |            |                     |                       |                       | ghi         | mn           | mn         | n          |            |                  |                   |            |           |
|                                                                               |             | 35%         | 64%         | 14%        | 28%        | 40%        | 17%        | 4%                  | 4%                    | 9%                    | 63%         | 40%          | 37%        | 11%        | 10%        | 84%              | 9%                | 4%         | 3%        |
| Online dating sites/ apps                                                     | 165<br>6%   | 81<br>6%    | 82<br>6%    | 39<br>14%  | 53<br>9%   | 60<br>7%   | 11<br>1%   | 14<br>9%            | 17<br>8%              | 27<br>8%              | 72<br>6%    | 46<br>6%     | 57<br>8%   | 32<br>7%   | 25<br>4%   | 136<br>6%        | 17<br>7%          | 8<br>6%    | 4<br>5%   |
|                                                                               |             |             |             | def        | f          | f          |            |                     |                       |                       |             |              | n          | n          |            |                  |                   |            |           |
|                                                                               |             | 49%         | 50%         | 24%        | 32%        | 37%        | 7%         | 8%                  | 10%                   | 16%                   | 44%         | 28%          | 35%        | 19%        | 15%        | 82%              | 10%               | 5%         | 3%        |
| Other                                                                         | 30<br>1%    | 16<br>1%    | 14<br>1%    | *<br>*%    | 2<br>*%    | 7<br>1%    | 21<br>2%   | 1<br>1%             | 5<br>2%               | 6<br>2%               | 14<br>1%    | 15<br>2%     | 9<br>1%    | 3<br>1%    | 3<br>1%    | 24<br>1%         | 3<br>1%           | 2<br>2%    | *<br>1%   |
|                                                                               |             |             |             |            |            |            | cde        |                     |                       |                       |             | n            |            |            |            |                  |                   |            |           |
|                                                                               |             | 53%         | 45%         | 2%         | 7%         | 22%        | 70%        | 4%                  | 17%                   | 18%                   | 46%         | 49%          | 31%        | 8%         | 11%        | 81%              | 11%               | 7%         | 1%        |
| None of these                                                                 | 39<br>1%    | 23<br>2%    | 14<br>1%    | 5<br>2%    | 5<br>1%    | 4<br>*%    | 24<br>3%   | 4<br>3%             | 5<br>2%               | 5<br>1%               | 7<br>1%     | 6<br>1%      | 7<br>1%    | 7<br>2%    | 15<br>2%   | 30<br>1%         | 6<br>2%           | 1<br>1%    | 2<br>3%   |
|                                                                               |             | b           |             | e          |            |            | de         | j                   | j                     |                       |             |              |            | kl         |            |                  |                   |            | oq        |
|                                                                               |             | 59%         | 36%         | 12%        | 13%        | 11%        | 62%        | 10%                 | 13%                   | 12%                   | 19%         | 16%          | 19%        | 19%        | 39%        | 77%              | 15%               | 3%         | 6%        |
| Don't know                                                                    | 26<br>1%    | 14<br>1%    | 6<br>*%     | 6<br>2%    | 4<br>1%    | 6<br>1%    | 7<br>1%    | 1<br>1%             | 1<br>*%               | 2<br>1%               | 4<br>*%     | 4<br>1%      | 3<br>*%    | 2<br>1%    | 6<br>1%    | 22<br>1%         | 2<br>1%           | 1<br>1%    | 1<br>1%   |
|                                                                               |             | b           |             | ef         |            |            |            |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
|                                                                               |             | 56%         | 23%         | 23%        | 15%        | 22%        | 25%        | 5%                  | 2%                    | 9%                    | 17%         | 17%          | 12%        | 9%         | 24%        | 83%              | 9%                | 5%         | 3%        |
| COMMUNICATION                                                                 | 2484<br>91% | 1161<br>91% | 1294<br>92% | 260<br>90% | 539<br>92% | 856<br>94% | 808<br>90% | 126<br>86%          | 180<br>87%            | 299<br>91%            | 1193<br>97% | 745<br>97%   | 705<br>96% | 436<br>94% | 506<br>83% | 2055<br>91%      | 232<br>93%        | 127<br>94% | 71<br>87% |
|                                                                               |             |             |             |            | f          | cf         |            |                     |                       |                       | ghi         | mn           | n          | n          |            | r                | r                 | or         |           |
|                                                                               |             | 47%         | 52%         | 10%        | 22%        | 34%        | 33%        | 5%                  | 7%                    | 12%                   | 48%         | 30%          | 28%        | 18%        | 20%        | 83%              | 9%                | 5%         | 3%        |
| PURCHASING/ FINANCES                                                          | 2441<br>89% | 1131<br>89% | 1280<br>91% | 257<br>89% | 537<br>92% | 847<br>93% | 777<br>86% | 123<br>84%          | 171<br>82%            | 293<br>89%            | 1187<br>97% | 730<br>95%   | 703<br>95% | 421<br>91% | 495<br>81% | 2022<br>89%      | 228<br>92%        | 123<br>91% | 67<br>83% |
|                                                                               |             |             | a           |            | f          | cf         |            |                     |                       | h                     | ghi         | mn           | mn         | n          |            | r                | r                 | r          |           |
|                                                                               |             | 46%         | 52%         | 11%        | 22%        | 35%        | 32%        | 5%                  | 7%                    | 12%                   | 49%         | 30%          | 29%        | 17%        | 20%        | 83%              | 9%                | 5%         | 3%        |
| ENTERTAINMENT                                                                 | 2221<br>81% | 1053<br>83% | 1146<br>82% | 255<br>89% | 504<br>86% | 777<br>85% | 668<br>74% | 111<br>76%          | 158<br>76%            | 257<br>78%            | 1107<br>90% | 677<br>88%   | 654<br>89% | 378<br>82% | 438<br>72% | 1836<br>81%      | 213<br>85%        | 108<br>80% | 63<br>78% |
|                                                                               |             |             |             | f          | f          | f          |            |                     |                       |                       | ghi         | mn           | mn         | n          |            |                  | r                 |            |           |
|                                                                               |             | 47%         | 52%         | 11%        | 23%        | 35%        | 30%        | 5%                  | 7%                    | 12%                   | 50%         | 30%          | 29%        | 17%        | 20%        | 83%              | 10%               | 5%         | 3%        |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                     | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                           |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| INFORMATION/ HEALTHCARE   | 2204  | 1022   | 1162   | 229       | 479   | 762   | 715  | 106              | 151          | 266          | 1107 | 699          | 657  | 368 | 404  | 1822     | 212       | 110   | 60  |
|                           | 81%   | 81%    | 83%    | 80%       | 82%   | 84%   | 79%  | 72%              | 73%          | 81%          | 90%  | 91%          | 89%  | 79% | 66%  | 81%      | 85%       | 82%   | 74% |
|                           |       |        |        |           |       | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      | r        | r         | r     |     |
|                           |       | 46%    | 53%    | 10%       | 22%   | 35%   | 32%  | 5%               | 7%           | 12%          | 50%  | 32%          | 30%  | 17% | 18%  | 83%      | 10%       | 5%    | 3%  |
| SOCIAL                    | 1977  | 849    | 1110   | 242       | 478   | 724   | 518  | 106              | 144          | 232          | 982  | 575          | 590  | 350 | 398  | 1624     | 193       | 102   | 58  |
|                           | 72%   | 67%    | 79%    | 84%       | 82%   | 79%   | 57%  | 72%              | 69%          | 70%          | 80%  | 75%          | 80%  | 75% | 65%  | 72%      | 77%       | 75%   | 71% |
|                           |       |        | a      | ef        | f     | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      | o        |           |       |     |
|                           |       | 43%    | 56%    | 12%       | 24%   | 37%   | 26%  | 5%               | 7%           | 12%          | 50%  | 29%          | 30%  | 18% | 20%  | 82%      | 10%       | 5%    | 3%  |

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

**QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                                                           | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |
| Effective Weighted Sample                                                                                  | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |
| Total                                                                                                      | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |
|                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |
| Send/ receive e-mails                                                                                      | 2382  | 310             | 341        | 194        | 193       | 209       | 169         | 188           | 106        | 264        | 2043     | 339   | 1574           | 759         | 1222              | 1160        |
|                                                                                                            | 87%   | 91%             | 88%        | 88%        | 92%       | 83%       | 88%         | 87%           | 87%        | 83%        | 87%      | 91%   | 93%            | 81%         | 90%               | 84%         |
|                                                                                                            |       | ei              |            |            | ceghi     |           |             |               |            |            |          | j     | m              |             | o                 |             |
|                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 66%            | 32%         | 51%               | 49%         |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)                        | 2253  | 292             | 317        | 189        | 180       | 196       | 161         | 179           | 96         | 248        | 1936     | 317   | 1512           | 688         | 1152              | 1101        |
|                                                                                                            | 83%   | 86%             | 82%        | 85%        | 86%       | 78%       | 84%         | 83%           | 79%        | 78%        | 82%      | 85%   | 89%            | 74%         | 85%               | 80%         |
|                                                                                                            |       | ehi             |            | ei         | ehi       |           |             |               |            |            |          |       | m              |             | o                 |             |
|                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 67%            | 31%         | 51%               | 49%         |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp                     | 2142  | 286             | 313        | 174        | 162       | 187       | 146         | 171           | 93         | 240        | 1848     | 294   | 1462           | 640         | 1080              | 1061        |
|                                                                                                            | 79%   | 84%             | 81%        | 79%        | 78%       | 74%       | 76%         | 79%           | 76%        | 75%        | 78%      | 79%   | 86%            | 69%         | 80%               | 77%         |
|                                                                                                            |       | efhi            | e          |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                                                                                                            |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 50%               | 50%         |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 2092  | 269             | 305        | 178        | 165       | 186       | 141         | 165           | 86         | 240        | 1797     | 295   | 1418           | 636         | 1066              | 1026        |
|                                                                                                            | 77%   | 79%             | 79%        | 80%        | 79%       | 74%       | 73%         | 76%           | 71%        | 75%        | 76%      | 79%   | 84%            | 68%         | 79%               | 75%         |
|                                                                                                            |       | h               | h          | fh         | h         |           |             |               |            |            |          |       | m              |             | o                 |             |
|                                                                                                            |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 51%               | 49%         |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)              | 1966  | 267             | 276        | 161        | 145       | 178       | 132         | 152           | 91         | 210        | 1705     | 261   | 1337           | 587         | 957               | 1009        |
|                                                                                                            | 72%   | 78%             | 71%        | 73%        | 70%       | 71%       | 69%         | 71%           | 75%        | 66%        | 72%      | 70%   | 79%            | 63%         | 71%               | 73%         |
|                                                                                                            |       | bdefgi          |            |            |           |           |             |               | i          |            |          |       | m              |             |                   |             |
|                                                                                                            |       | 14%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 11%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%         |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                           | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                  | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                      | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                              | 1734  | 247             | 266        | 144        | 130       | 152       | 118         | 124           | 67         | 195        | 1486     | 248   | 1184           | 522         | 904               | 830          |
|                                                                                            | 64%   | 72%             | 69%        | 65%        | 62%       | 60%       | 61%         | 57%           | 55%        | 61%        | 63%      | 67%   | 70%            | 56%         | 67%               | 60%          |
|                                                                                            |       | cdefghi         | efghi      | h          |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                            |       | 14%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 52%               | 48%          |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)        | 1716  | 248             | 242        | 143        | 132       | 145       | 123         | 129           | 73         | 178        | 1485     | 231   | 1187           | 500         | 843               | 873          |
|                                                                                            | 63%   | 73%             | 62%        | 65%        | 63%       | 58%       | 64%         | 60%           | 60%        | 56%        | 63%      | 62%   | 70%            | 54%         | 62%               | 64%          |
|                                                                                            |       | bcdefghi        |            | i          |           |           | i           |               |            |            |          |       | m              |             |                   |              |
|                                                                                            |       | 14%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 4%         | 10%        | 87%      | 13%   | 69%            | 29%         | 49%               | 51%          |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)      | 1689  | 243             | 261        | 143        | 126       | 141       | 114         | 130           | 69         | 164        | 1470     | 219   | 1151           | 509         | 833               | 856          |
|                                                                                            | 62%   | 71%             | 67%        | 65%        | 61%       | 56%       | 59%         | 60%           | 57%        | 51%        | 62%      | 59%   | 68%            | 55%         | 62%               | 62%          |
|                                                                                            |       | defghi          | efhi       | ei         | i         |           |             | i             |            |            |          |       | m              |             |                   |              |
|                                                                                            |       | 14%             | 15%        | 8%         | 7%        | 8%        | 7%          | 8%            | 4%         | 10%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%          |
| Accessing news                                                                             | 1675  | 236             | 243        | 146        | 134       | 136       | 112         | 118           | 70         | 191        | 1437     | 239   | 1132           | 517         | 897               | 779          |
|                                                                                            | 61%   | 69%             | 63%        | 66%        | 64%       | 54%       | 58%         | 55%           | 57%        | 60%        | 61%      | 64%   | 67%            | 56%         | 66%               | 57%          |
|                                                                                            |       | efghi           | eg         | egh        | eg        |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                            |       | 14%             | 15%        | 9%         | 8%        | 8%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 68%            | 31%         | 54%               | 46%          |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 1404  | 215             | 195        | 120        | 106       | 123       | 105         | 102           | 58         | 148        | 1224     | 179   | 1088           | 296         | 696               | 708          |
|                                                                                            | 51%   | 63%             | 50%        | 54%        | 51%       | 49%       | 55%         | 47%           | 48%        | 46%        | 52%      | 48%   | 64%            | 32%         | 51%               | 52%          |
|                                                                                            |       | bcdefghi        |            |            |           |           | i           |               |            |            |          |       | m              |             |                   |              |
|                                                                                            |       | 15%             | 14%        | 9%         | 8%        | 9%        | 7%          | 7%            | 4%         | 11%        | 87%      | 13%   | 78%            | 21%         | 50%               | 50%          |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                                       | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                                           | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                                            | 1357  | 208             | 206        | 113        | 103       | 119       | 97          | 97            | 48         | 148        | 1165     | 192   | 951            | 382         | 684               | 673          |
|                                                                                                                                 | 50%   | 61%             | 53%        | 51%        | 49%       | 47%       | 50%         | 45%           | 39%        | 46%        | 49%      | 52%   | 56%            | 41%         | 51%               | 49%          |
|                                                                                                                                 |       | bcdefghi        | gh         | h          | h         |           | h           |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                                 |       | 15%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 70%            | 28%         | 50%               | 50%          |
| To find information on health related issues                                                                                    | 1349  | 189             | 205        | 119        | 98        | 114       | 99          | 95            | 52         | 147        | 1159     | 190   | 880            | 443         | 710               | 640          |
|                                                                                                                                 | 49%   | 55%             | 53%        | 54%        | 47%       | 45%       | 52%         | 44%           | 43%        | 46%        | 49%      | 51%   | 52%            | 48%         | 52%               | 47%          |
|                                                                                                                                 |       | deghi           | gh         | egh        |           |           | h           |               |            |            |          |       | m              |             | o                 |              |
|                                                                                                                                 |       | 14%             | 15%        | 9%         | 7%        | 8%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 65%            | 33%         | 53%               | 47%          |
| Online food takeaway deliveries                                                                                                 | 1296  | 194             | 169        | 91         | 105       | 130       | 93          | 104           | 55         | 148        | 1170     | 126   | 946            | 321         | 542               | 754          |
|                                                                                                                                 | 48%   | 57%             | 44%        | 41%        | 51%       | 51%       | 48%         | 48%           | 46%        | 46%        | 50%      | 34%   | 56%            | 34%         | 40%               | 55%          |
|                                                                                                                                 |       | bcfghi          |            |            | c         | bc        |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                                 |       | 15%             | 13%        | 7%         | 8%        | 10%       | 7%          | 8%            | 4%         | 11%        | 90%      | 10%   | 73%            | 25%         | 42%               | 58%          |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 1259  | 200             | 186        | 107        | 91        | 105       | 89          | 97            | 42         | 134        | 1071     | 188   | 870            | 365         | 679               | 580          |
|                                                                                                                                 | 46%   | 59%             | 48%        | 48%        | 44%       | 41%       | 46%         | 45%           | 35%        | 42%        | 45%      | 51%   | 51%            | 39%         | 50%               | 42%          |
|                                                                                                                                 |       | bcdefghi        | h          | h          | h         |           | h           | h             |            |            |          | j     | m              |             | o                 |              |
|                                                                                                                                 |       | 16%             | 15%        | 8%         | 7%        | 8%        | 7%          | 8%            | 3%         | 11%        | 85%      | 15%   | 69%            | 29%         | 54%               | 46%          |
| Trading/ auctions e.g. eBay, Facebook marketplace                                                                               | 1126  | 120             | 180        | 113        | 90        | 108       | 85          | 93            | 50         | 112        | 948      | 178   | 808            | 300         | 580               | 546          |
|                                                                                                                                 | 41%   | 35%             | 46%        | 51%        | 43%       | 43%       | 44%         | 43%           | 41%        | 35%        | 40%      | 48%   | 48%            | 32%         | 43%               | 40%          |
|                                                                                                                                 |       |                 | ai         | ahi        | ai        | ai        | ai          | ai            |            |            |          | j     | m              |             |                   |              |
|                                                                                                                                 |       | 11%             | 16%        | 10%        | 8%        | 10%       | 8%          | 8%            | 4%         | 10%        | 84%      | 16%   | 72%            | 27%         | 51%               | 49%          |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                          | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                 | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                     | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                                             | 1088  | 158             | 168        | 77         | 76        | 83        | 80          | 89            | 44         | 123        | 947      | 142   | 814            | 258         | 527               | 561          |
|                                                                                                           | 40%   | 46%             | 43%        | 35%        | 36%       | 33%       | 41%         | 41%           | 36%        | 38%        | 40%      | 38%   | 48%            | 28%         | 39%               | 41%          |
|                                                                                                           |       | cdeh            | ce         |            |           |           | e           | e             |            |            |          |       | m              |             |                   |              |
|                                                                                                           |       | 15%             | 15%        | 7%         | 7%        | 8%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 75%            | 24%         | 48%               | 52%          |
| Online food deliveries from supermarkets                                                                  | 1068  | 159             | 167        | 84         | 86        | 100       | 90          | 82            | 43         | 96         | 901      | 167   | 719            | 320         | 539               | 529          |
|                                                                                                           | 39%   | 47%             | 43%        | 38%        | 41%       | 40%       | 47%         | 38%           | 36%        | 30%        | 38%      | 45%   | 42%            | 34%         | 40%               | 39%          |
|                                                                                                           |       | cghi            | i          | i          | i         | i         | cghi        | i             |            |            |          | j     | m              |             |                   |              |
|                                                                                                           |       | 15%             | 16%        | 8%         | 8%        | 9%        | 8%          | 8%            | 4%         | 9%         | 84%      | 16%   | 67%            | 30%         | 51%               | 49%          |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud | 973   | 155             | 146        | 89         | 73        | 87        | 71          | 76            | 33         | 95         | 845      | 127   | 702            | 254         | 488               | 485          |
|                                                                                                           | 36%   | 45%             | 38%        | 40%        | 35%       | 34%       | 37%         | 35%           | 27%        | 30%        | 36%      | 34%   | 41%            | 27%         | 36%               | 35%          |
|                                                                                                           |       | bdefghi         | hi         | hi         | h         |           | h           | h             |            |            |          |       | m              |             |                   |              |
|                                                                                                           |       | 16%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 3%         | 10%        | 87%      | 13%   | 72%            | 26%         | 50%               | 50%          |
| Listening to live radio through a website or app                                                          | 850   | 119             | 133        | 72         | 68        | 72        | 63          | 61            | 31         | 93         | 720      | 130   | 619            | 216         | 481               | 369          |
|                                                                                                           | 31%   | 35%             | 34%        | 32%        | 33%       | 28%       | 32%         | 28%           | 25%        | 29%        | 31%      | 35%   | 37%            | 23%         | 36%               | 27%          |
|                                                                                                           |       | h               | h          |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                                           |       | 14%             | 16%        | 8%         | 8%        | 8%        | 7%          | 7%            | 4%         | 11%        | 85%      | 15%   | 73%            | 25%         | 57%               | 43%          |
| Playing games online/ interactively                                                                       | 837   | 93              | 119        | 58         | 80        | 79        | 62          | 69            | 39         | 86         | 755      | 82    | 573            | 247         | 363               | 474          |
|                                                                                                           | 31%   | 27%             | 31%        | 26%        | 38%       | 31%       | 32%         | 32%           | 32%        | 27%        | 32%      | 22%   | 34%            | 26%         | 27%               | 35%          |
|                                                                                                           |       |                 |            |            | abci      |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                           |       | 11%             | 14%        | 7%         | 10%       | 9%        | 7%          | 8%            | 5%         | 10%        | 90%      | 10%   | 68%            | 29%         | 43%               | 57%          |
| Listening to catch-up or on-demand radio through a website or app                                         | 718   | 109             | 110        | 63         | 60        | 61        | 51          | 56            | 25         | 77         | 616      | 103   | 514            | 192         | 374               | 344          |
|                                                                                                           | 26%   | 32%             | 28%        | 29%        | 29%       | 24%       | 26%         | 26%           | 21%        | 24%        | 26%      | 28%   | 30%            | 21%         | 28%               | 25%          |
|                                                                                                           |       | ehi             | h          | h          | h         |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                                           |       | 15%             | 15%        | 9%         | 8%        | 8%        | 7%          | 8%            | 3%         | 11%        | 86%      | 14%   | 72%            | 27%         | 52%               | 48%          |

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Base : All respondents (excluding those completing a paper questionnaire)

|                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                           | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                  | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                      | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Remote healthcare services e.g. video consultation with GP                 | 539   | 94              | 104        | 40         | 40        | 34        | 42          | 42            | 16         | 62         | 472      | 67    | 366            | 160         | 270               | 269          |
|                                                                            | 20%   | 28%             | 27%        | 18%        | 19%       | 14%       | 22%         | 19%           | 13%        | 19%        | 20%      | 18%   | 22%            | 17%         | 20%               | 20%          |
|                                                                            |       | cdeghi          | cdeghi     |            |           |           | eh          | h             |            | h          |          |       | m              |             |                   |              |
|                                                                            |       | 17%             | 19%        | 8%         | 7%        | 6%        | 8%          | 8%            | 3%         | 11%        | 88%      | 12%   | 68%            | 30%         | 50%               | 50%          |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton | 473   | 81              | 69         | 36         | 35        | 36        | 37          | 33            | 16         | 53         | 409      | 64    | 360            | 105         | 256               | 216          |
|                                                                            | 17%   | 24%             | 18%        | 16%        | 17%       | 14%       | 19%         | 15%           | 14%        | 17%        | 17%      | 17%   | 21%            | 11%         | 19%               | 16%          |
|                                                                            |       | bcdeghi         |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                            |       | 17%             | 15%        | 8%         | 7%        | 8%        | 8%          | 7%            | 3%         | 11%        | 86%      | 14%   | 76%            | 22%         | 54%               | 46%          |
| Online dating sites/ apps                                                  | 165   | 22              | 23         | 11         | 10        | 14        | 10          | 16            | 6          | 24         | 147      | 18    | 122            | 39          | 64                | 101          |
|                                                                            | 6%    | 6%              | 6%         | 5%         | 5%        | 6%        | 5%          | 7%            | 5%         | 8%         | 6%       | 5%    | 7%             | 4%          | 5%                | 7%           |
|                                                                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   | n            |
|                                                                            |       |                 | 13%        | 14%        | 7%        | 6%        | 6%          | 10%           | 4%         | 15%        | 89%      | 11%   | 74%            | 23%         | 39%               | 61%          |
| Other                                                                      | 30    | 2               | 4          | 3          | 2         | 2         | 3           | 3             | 1          | 5          | 25       | 5     | 17             | 13          | 19                | 11           |
|                                                                            | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 2%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                                            |       |                 | 7%         | 15%        | 10%       | 6%        | 11%         | 9%            | 3%         | 15%        | 83%      | 17%   | 56%            | 44%         | 64%               | 36%          |
| None of these                                                              | 39    | 3               | 8          | 3          | *         | 4         | 2           | 2             | 2          | 5          | 33       | 6     | 12             | 22          | 19                | 20           |
|                                                                            | 1%    | 1%              | 2%         | 1%         | 1%        | 2%        | 1%          | 1%            | 1%         | 1%         | 1%       | 2%    | 1%             | 2%          | 1%                | 1%           |
|                                                                            |       |                 | d          |            |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                                                                            |       |                 | 8%         | 21%        | 8%        | 1%        | 11%         | 5%            | 4%         | 12%        | 86%      | 14%   | 30%            | 56%         | 50%               | 50%          |
| Don't know                                                                 | 26    | 1               | 3          | 1          | 1         | 6         | 3           | 1             | 1          | 4          | 22       | 3     | 7              | 12          | 13                | 13           |
|                                                                            | 1%    | 1%              | 1%         | 1%         | 1%        | 2%        | 2%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                                            |       |                 |            |            |           | ad        |             |               |            |            |          |       |                | l           |                   |              |
|                                                                            |       |                 | 6%         | 13%        | 5%        | 2%        | 22%         | 12%           | 3%         | 15%        | 87%      | 13%   | 28%            | 47%         | 52%               | 48%          |
| COMMUNICATION                                                              | 2484  | 323             | 355        | 203        | 197       | 220       | 172         | 194           | 110        | 280        | 2136     | 348   | 1621           | 808         | 1255              | 1229         |
|                                                                            | 91%   | 95%             | 91%        | 92%        | 95%       | 87%       | 89%         | 90%           | 90%        | 88%        | 91%      | 94%   | 96%            | 87%         | 93%               | 90%          |
|                                                                            |       | efghi           |            |            | efghi     |           |             |               |            |            |          | j     | m              |             | o                 |              |
|                                                                            |       |                 | 13%        | 14%        | 8%        | 8%        | 9%          | 7%            | 4%         | 11%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%          |

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|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |
| Effective Weighted Sample | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |
| Total                     | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |
| PURCHASING/ FINANCES      | 2441  | 317             | 350        | 202        | 193       | 216       | 174         | 190           | 104        | 276        | 2095     | 345   | 1598           | 783         | 1235              | 1205        |
|                           | 89%   | 93%             | 90%        | 91%        | 93%       | 86%       | 90%         | 88%           | 86%        | 86%        | 89%      | 93%   | 94%            | 84%         | 91%               | 88%         |
|                           |       | ehi             |            | e          | eghi      |           |             |               |            |            |          | j     | m              |             | o                 |             |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 65%            | 32%         | 51%               | 49%         |
| ENTERTAINMENT             | 2221  | 299             | 320        | 179        | 176       | 194       | 154         | 174           | 98         | 240        | 1917     | 303   | 1475           | 700         | 1106              | 1115        |
|                           | 81%   | 88%             | 83%        | 81%        | 85%       | 77%       | 80%         | 81%           | 81%        | 75%        | 81%      | 82%   | 87%            | 75%         | 82%               | 81%         |
|                           |       | cefg            | i          |            | ei        |           |             |               |            |            |          |       | m              |             |                   |             |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 66%            | 31%         | 50%               | 50%         |
| INFORMATION/ HEALTHCARE   | 2204  | 296             | 314        | 183        | 172       | 192       | 157         | 166           | 93         | 249        | 1895     | 310   | 1451           | 708         | 1134              | 1071        |
|                           | 81%   | 87%             | 81%        | 83%        | 83%       | 76%       | 81%         | 77%           | 76%        | 78%        | 80%      | 83%   | 86%            | 76%         | 84%               | 78%         |
|                           |       | beghi           |            |            | e         |           |             |               |            |            |          |       | m              |             | o                 |             |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 66%            | 32%         | 51%               | 49%         |
| SOCIAL                    | 1977  | 270             | 277        | 162        | 147       | 179       | 133         | 152           | 92         | 212        | 1714     | 262   | 1345           | 589         | 961               | 1016        |
|                           | 72%   | 79%             | 71%        | 73%        | 71%       | 71%       | 69%         | 71%           | 76%        | 66%        | 73%      | 71%   | 79%            | 63%         | 71%               | 74%         |
|                           |       | bdefgi          |            |            |           |           |             |               | i          |            |          |       | m              |             | n                 |             |
|                           |       | 14%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 11%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%         |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                            | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|------------------------------------------------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                                                                                            |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                                                                                    |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                                                                                           | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample                                                                                  | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                                                                                                      | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                                                                                            |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| Send/ receive e-mails                                                                                      | 2382  | 1180         | 1010         | 1952          | 1994 | 1113      | 2329          |
|                                                                                                            | 87%   | 91%          | 90%          | 93%           | 92%  | 95%       | 90%           |
|                                                                                                            |       |              |              | bf            | f    | abcdf     |               |
|                                                                                                            |       | 50%          | 42%          | 82%           | 84%  | 47%       | 98%           |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)                        | 2253  | 1126         | 943          | 1862          | 1914 | 1054      | 2211          |
|                                                                                                            | 83%   | 87%          | 84%          | 88%           | 88%  | 90%       | 85%           |
|                                                                                                            |       |              |              | bf            | bf   | abf       |               |
|                                                                                                            |       | 50%          | 42%          | 83%           | 85%  | 47%       | 98%           |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp                     | 2142  | 1078         | 892          | 1767          | 1849 | 1045      | 2107          |
|                                                                                                            | 79%   | 83%          | 80%          | 84%           | 85%  | 89%       | 81%           |
|                                                                                                            |       | b            |              | bf            | bf   | abcdf     |               |
|                                                                                                            |       | 50%          | 42%          | 83%           | 86%  | 49%       | 98%           |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 2092  | 1036         | 885          | 1744          | 1806 | 1006      | 2056          |
|                                                                                                            | 77%   | 80%          | 79%          | 83%           | 83%  | 86%       | 79%           |
|                                                                                                            |       |              |              | abf           | abf  | abcdf     |               |
|                                                                                                            |       | 50%          | 42%          | 83%           | 86%  | 48%       | 98%           |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)              | 1966  | 991          | 806          | 1619          | 1721 | 968       | 1929          |
|                                                                                                            | 72%   | 76%          | 72%          | 77%           | 79%  | 82%       | 74%           |
|                                                                                                            |       | b            |              | bf            | abcf | abcdf     |               |
|                                                                                                            |       | 50%          | 41%          | 82%           | 88%  | 49%       | 98%           |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                            | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|--------------------------------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                                                                            |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                                                                    |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                                                                           | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample                                                                  | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                                                                                      | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                                                                            |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                              | 1734  | 859          | 741          | 1462          | 1512 | 880       | 1707          |
|                                                                                            | 64%   | 66%          | 66%          | 69%           | 70%  | 75%       | 66%           |
|                                                                                            |       |              |              | af            | abf  | abcdf     |               |
|                                                                                            |       | 50%          | 43%          | 84%           | 87%  | 51%       | 98%           |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)        | 1716  | 821          | 738          | 1475          | 1533 | 897       | 1703          |
|                                                                                            | 63%   | 63%          | 66%          | 70%           | 71%  | 76%       | 66%           |
|                                                                                            |       |              |              | abf           | abf  | abcdf     |               |
|                                                                                            |       | 48%          | 43%          | 86%           | 89%  | 52%       | 99%           |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)      | 1689  | 818          | 719          | 1409          | 1472 | 936       | 1667          |
|                                                                                            | 62%   | 63%          | 64%          | 67%           | 68%  | 80%       | 64%           |
|                                                                                            |       |              |              | af            | abf  | abcdf     |               |
|                                                                                            |       | 48%          | 43%          | 83%           | 87%  | 55%       | 99%           |
| Accessing news                                                                             | 1675  | 831          | 747          | 1436          | 1429 | 826       | 1651          |
|                                                                                            | 61%   | 64%          | 67%          | 68%           | 66%  | 70%       | 64%           |
|                                                                                            |       |              | f            | af            |      | abdf      |               |
|                                                                                            |       | 50%          | 45%          | 86%           | 85%  | 49%       | 99%           |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 1404  | 693          | 575          | 1182          | 1258 | 742       | 1389          |
|                                                                                            | 51%   | 53%          | 51%          | 56%           | 58%  | 63%       | 54%           |
|                                                                                            |       |              |              | b             | abf  | abcdf     |               |
|                                                                                            |       | 49%          | 41%          | 84%           | 90%  | 53%       | 99%           |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|---------------------------------------------------------------------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                                                                                                                 |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                                                                                                         |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                                                                                                                | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample                                                                                                       | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                                                                                                                           | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                                                                                                                 |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                                                            | 1357  | 685          | 555          | 1136          | 1190 | 709       | 1336          |
|                                                                                                                                 | 50%   | 53%          | 50%          | 54%           | 55%  | 60%       | 51%           |
|                                                                                                                                 |       |              |              | b             | bf   | abcdf     |               |
|                                                                                                                                 |       | 50%          | 41%          | 84%           | 88%  | 52%       | 98%           |
| To find information on health related issues                                                                                    | 1349  | 661          | 591          | 1161          | 1171 | 683       | 1334          |
|                                                                                                                                 | 49%   | 51%          | 53%          | 55%           | 54%  | 58%       | 51%           |
|                                                                                                                                 |       |              |              | af            |      | abdf      |               |
|                                                                                                                                 |       | 49%          | 44%          | 86%           | 87%  | 51%       | 99%           |
| Online food takeaway deliveries                                                                                                 | 1296  | 653          | 468          | 1054          | 1190 | 681       | 1275          |
|                                                                                                                                 | 48%   | 50%          | 42%          | 50%           | 55%  | 58%       | 49%           |
|                                                                                                                                 |       | b            |              | b             | abcf | abcdf     | b             |
|                                                                                                                                 |       | 50%          | 36%          | 81%           | 92%  | 53%       | 98%           |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 1259  | 595          | 577          | 1077          | 1078 | 625       | 1242          |
|                                                                                                                                 | 46%   | 46%          | 52%          | 51%           | 50%  | 53%       | 48%           |
|                                                                                                                                 |       |              | af           | af            | a    | adf       |               |
|                                                                                                                                 |       | 47%          | 46%          | 86%           | 86%  | 50%       | 99%           |
| Trading/ auctions e.g. eBay, Facebook marketplace                                                                               | 1126  | 580          | 478          | 963           | 993  | 600       | 1113          |
|                                                                                                                                 | 41%   | 45%          | 43%          | 46%           | 46%  | 51%       | 43%           |
|                                                                                                                                 |       |              |              | f             | f    | abcdf     |               |
|                                                                                                                                 |       | 52%          | 42%          | 86%           | 88%  | 53%       | 99%           |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                           | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|-----------------------------------------------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                                                                                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                                                                                   |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                                                                                          | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample                                                                                 | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                                                                                                     | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                                                                                           |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                                             | 1088  | 536          | 444          | 942           | 1017 | 628       | 1078          |
|                                                                                                           | 40%   | 41%          | 40%          | 45%           | 47%  | 53%       | 42%           |
|                                                                                                           |       |              |              | abf           | abf  | abcdf     |               |
|                                                                                                           |       | 49%          | 41%          | 87%           | 93%  | 58%       | 99%           |
| Online food deliveries from supermarkets                                                                  | 1068  | 555          | 420          | 876           | 912  | 505       | 1048          |
|                                                                                                           | 39%   | 43%          | 38%          | 42%           | 42%  | 43%       | 40%           |
|                                                                                                           |       | b            | b            | b             | b    | b         |               |
|                                                                                                           |       | 52%          | 39%          | 82%           | 85%  | 47%       | 98%           |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud | 973   | 452          | 427          | 842           | 880  | 561       | 966           |
|                                                                                                           | 36%   | 35%          | 38%          | 40%           | 40%  | 48%       | 37%           |
|                                                                                                           |       |              |              | af            | af   | abcdf     |               |
|                                                                                                           |       | 46%          | 44%          | 87%           | 90%  | 58%       | 99%           |
| Listening to live radio through a website or app                                                          | 850   | 436          | 381          | 772           | 754  | 434       | 841           |
|                                                                                                           | 31%   | 34%          | 34%          | 37%           | 35%  | 37%       | 32%           |
|                                                                                                           |       |              |              | f             |      | f         |               |
|                                                                                                           |       | 51%          | 45%          | 91%           | 89%  | 51%       | 99%           |
| Playing games online/ interactively                                                                       | 837   | 440          | 310          | 683           | 748  | 478       | 821           |
|                                                                                                           | 31%   | 34%          | 28%          | 32%           | 34%  | 41%       | 32%           |
|                                                                                                           |       | b            | b            | b             | bf   | abcdf     | b             |
|                                                                                                           |       | 53%          | 37%          | 82%           | 89%  | 57%       | 98%           |
| Listening to catch-up or on-demand radio through a website or app                                         | 718   | 346          | 333          | 662           | 647  | 375       | 710           |
|                                                                                                           | 26%   | 27%          | 30%          | 31%           | 30%  | 32%       | 27%           |
|                                                                                                           |       |              |              | af            | af   | af        |               |
|                                                                                                           |       | 48%          | 46%          | 92%           | 90%  | 52%       | 99%           |
| Columns Tested: a,b,c,d,e,f                                                                               |       |              |              |               |      |           |               |

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                            | Total       | TV SERVICES       |              |                   |                   | YOUTUBE              |                |
|----------------------------------------------------------------------------|-------------|-------------------|--------------|-------------------|-------------------|----------------------|----------------|
|                                                                            |             | PAID TRAD TV      | FREE TRAD TV | FREE CATCH-UP     | SVOD              | SERV-ICES            | ANY SER-VICES  |
| Significance Level: 95%                                                    |             | a                 | b            | c                 | d                 | e                    | f              |
| Unweighted total                                                           | 4805        | 2292              | 1983         | 3752              | 3860              | 2105                 | 4617           |
| Effective Weighted Sample                                                  | 3295        | 1574              | 1368         | 2622              | 2677              | 1471                 | 3193           |
| Total                                                                      | 2727        | 1297<br>48%       | 1118<br>41%  | 2110<br>77%       | 2174<br>80%       | 1176<br>43%          | 2595<br>95%    |
| Remote healthcare services e.g. video consultation with GP                 | 539<br>20%  | 273<br>21%        | 227<br>20%   | 464<br>22%        | 469<br>22%        | 281<br>24%<br>bf     | 530<br>20%     |
|                                                                            |             | 51%               | 42%          | 86%               | 87%               | 52%                  | 98%            |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton | 473<br>17%  | 224<br>17%        | 178<br>16%   | 412<br>20%<br>b   | 440<br>20%<br>abf | 270<br>23%<br>abcdf  | 471<br>18%     |
|                                                                            |             | 47%               | 38%          | 87%               | 93%               | 57%                  | 100%           |
| Online dating sites/ apps                                                  | 165<br>6%   | 62<br>5%          | 72<br>6%     | 132<br>6%<br>a    | 148<br>7%<br>a    | 97<br>8%<br>acf      | 163<br>6%<br>a |
|                                                                            |             | 38%               | 44%          | 80%               | 90%               | 59%                  | 99%            |
| Other                                                                      | 30<br>1%    | 12<br>1%          | 19<br>2%     | 27<br>1%          | 22<br>1%          | 12<br>1%             | 30<br>1%       |
|                                                                            |             | 39%               | 64%          | 89%               | 74%               | 41%                  | 98%            |
| None of these                                                              | 39<br>1%    | 15<br>1%          | 17<br>1%     | 21<br>1%          | 19<br>1%          | 7<br>1%              | 31<br>1%       |
|                                                                            |             | 37%               | 43%          | 55%               | 50%               | 18%                  | 79%            |
| Don't know                                                                 | 26<br>1%    | 9<br>1%           | 8<br>1%      | 15<br>1%          | 15<br>1%          | 4<br>*%              | 21<br>1%       |
|                                                                            |             | 35%               | 32%          | 56%               | 58%               | 17%                  | 81%            |
| COMMUNICATION                                                              | 2484<br>91% | 1230<br>95%<br>bf | 1038<br>93%  | 2011<br>95%<br>bf | 2068<br>95%<br>bf | 1139<br>97%<br>abcdf | 2424<br>93%    |
|                                                                            |             | 50%               | 42%          | 81%               | 83%               | 46%                  | 98%            |

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%   |       | a            | b            | c             | d    | e         | f             |
| Unweighted total          | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                     | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                           |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| PURCHASING/ FINANCES      | 2441  | 1207         | 1021         | 1988          | 2046 | 1115      | 2384          |
|                           | 89%   | 93%          | 91%          | 94%           | 94%  | 95%       | 92%           |
|                           |       |              |              | bf            | bf   | abf       |               |
|                           |       | 49%          | 42%          | 81%           | 84%  | 46%       | 98%           |
| ENTERTAINMENT             | 2221  | 1084         | 942          | 1844          | 1895 | 1083      | 2182          |
|                           | 81%   | 84%          | 84%          | 87%           | 87%  | 92%       | 84%           |
|                           |       |              |              | abf           | abf  | abcdf     |               |
|                           |       | 49%          | 42%          | 83%           | 85%  | 49%       | 98%           |
| INFORMATION/ HEALTHCARE   | 2204  | 1086         | 948          | 1830          | 1870 | 1047      | 2161          |
|                           | 81%   | 84%          | 85%          | 87%           | 86%  | 89%       | 83%           |
|                           |       |              |              | af            | af   | abcdf     |               |
|                           |       | 49%          | 43%          | 83%           | 85%  | 47%       | 98%           |
| SOCIAL                    | 1977  | 994          | 810          | 1626          | 1730 | 974       | 1939          |
|                           | 72%   | 77%          | 72%          | 77%           | 80%  | 83%       | 75%           |
|                           |       | b            |              | bf            | abcf | abcdf     |               |
|                           |       | 50%          | 41%          | 82%           | 88%  | 49%       | 98%           |

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



**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                               | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                              | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample                                                                     | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                                                                                         | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                                                                                               |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)           | 1676  | 701    | 960    | 174       | 375   | 602   | 514  | 78               | 113          | 197          | 854  | 513          | 508  | 283 | 316  | 1387     | 154       | 86    | 49  |
|                                                                                               | 64%   | 58%    | 71%    | 63%       | 67%   | 68%   | 60%  | 57%              | 59%          | 63%          | 70%  | 68%          | 70%  | 62% | 57%  | 64%      | 63%       | 65%   | 65% |
|                                                                                               |       |        | a      |           | f     | f     |      |                  |              |              | ghi  | n            | mn   |     |      |          |           |       |     |
|                                                                                               |       | 42%    | 57%    | 10%       | 22%   | 36%   | 31%  | 5%               | 7%           | 12%          | 51%  | 31%          | 30%  | 17% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                                 | 1319  | 542    | 764    | 169       | 304   | 446   | 392  | 62               | 86           | 144          | 702  | 442          | 412  | 189 | 240  | 1094     | 130       | 59    | 36  |
|                                                                                               | 51%   | 45%    | 57%    | 61%       | 54%   | 50%   | 46%  | 45%              | 45%          | 46%          | 58%  | 58%          | 57%  | 41% | 43%  | 51%      | 53%       | 45%   | 47% |
|                                                                                               |       |        | a      | def       | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      | q        | q         |       |     |
|                                                                                               |       | 41%    | 58%    | 13%       | 23%   | 34%   | 30%  | 5%               | 7%           | 11%          | 53%  | 33%          | 31%  | 14% | 18%  | 83%      | 10%       | 4%    | 3%  |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp        | 1280  | 520    | 748    | 161       | 280   | 436   | 397  | 71               | 95           | 150          | 619  | 369          | 374  | 225 | 269  | 1062     | 119       | 62    | 37  |
|                                                                                               | 49%   | 43%    | 55%    | 58%       | 50%   | 49%   | 47%  | 52%              | 50%          | 48%          | 51%  | 49%          | 52%  | 49% | 49%  | 49%      | 48%       | 47%   | 49% |
|                                                                                               |       |        | a      | def       |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                                                               |       | 41%    | 58%    | 13%       | 22%   | 34%   | 31%  | 6%               | 7%           | 12%          | 48%  | 29%          | 29%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive e-mails                                                                         | 980   | 434    | 532    | 110       | 194   | 324   | 342  | 68               | 86           | 120          | 412  | 248          | 265  | 183 | 244  | 811      | 86        | 52    | 31  |
|                                                                                               | 38%   | 36%    | 39%    | 40%       | 34%   | 37%   | 40%  | 49%              | 45%          | 38%          | 34%  | 33%          | 36%  | 40% | 44%  | 38%      | 35%       | 39%   | 41% |
|                                                                                               |       |        | a      |           |       | d     |      | ij               | j            |              |      |              |      | k   | kl   |          |           |       |     |
|                                                                                               |       | 44%    | 54%    | 11%       | 20%   | 33%   | 35%  | 7%               | 9%           | 12%          | 42%  | 25%          | 27%  | 19% | 25%  | 83%      | 9%        | 5%    | 3%  |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat) | 964   | 380    | 576    | 141       | 224   | 334   | 260  | 69               | 85           | 115          | 422  | 250          | 281  | 162 | 232  | 792      | 91        | 51    | 31  |
|                                                                                               | 37%   | 31%    | 43%    | 51%       | 40%   | 38%   | 31%  | 50%              | 44%          | 37%          | 35%  | 33%          | 39%  | 36% | 42%  | 37%      | 37%       | 39%   | 41% |
|                                                                                               |       |        | a      | def       | f     | f     |      | ij               | j            |              |      |              | k    | km  |      |          |           |       |     |
|                                                                                               |       | 39%    | 60%    | 15%       | 23%   | 35%   | 27%  | 7%               | 9%           | 12%          | 44%  | 26%          | 29%  | 17% | 24%  | 82%      | 9%        | 5%    | 3%  |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                           | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample                                                                                  | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                                                                                                      | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                                                                                                            |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)                        | 949   | 441    | 497    | 151       | 236   | 323   | 233  | 55               | 67           | 113          | 466  | 275          | 306  | 150 | 194  | 784      | 95        | 40    | 29  |
|                                                                                                            | 36%   | 36%    | 37%    | 55%       | 42%   | 37%   | 27%  | 40%              | 35%          | 36%          | 38%  | 36%          | 42%  | 33% | 35%  | 36%      | 39%       | 30%   | 39% |
|                                                                                                            |       |        |        | def       | ef    | f     |      |                  |              |              |      |              | kmn  |     |      | q        | q         | q     | q   |
|                                                                                                            |       | 46%    | 52%    | 16%       | 25%   | 34%   | 25%  | 6%               | 7%           | 12%          | 49%  | 29%          | 32%  | 16% | 20%  | 83%      | 10%       | 4%    | 3%  |
| Online food takeaway deliveries                                                                            | 916   | 382    | 522    | 143       | 285   | 341   | 142  | 51               | 57           | 95           | 501  | 264          | 309  | 149 | 169  | 763      | 87        | 45    | 21  |
|                                                                                                            | 35%   | 31%    | 39%    | 52%       | 51%   | 39%   | 17%  | 37%              | 30%          | 30%          | 41%  | 35%          | 43%  | 33% | 31%  | 35%      | 35%       | 34%   | 28% |
|                                                                                                            |       |        | a      | ef        | ef    | f     |      |                  |              |              | hi   |              | kmn  |     |      | r        | r         |       |     |
|                                                                                                            |       | 42%    | 57%    | 16%       | 31%   | 37%   | 15%  | 6%               | 6%           | 10%          | 55%  | 29%          | 34%  | 16% | 18%  | 83%      | 9%        | 5%    | 2%  |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 886   | 394    | 484    | 88        | 184   | 310   | 298  | 59               | 73           | 113          | 399  | 222          | 234  | 174 | 223  | 730      | 81        | 45    | 30  |
|                                                                                                            | 34%   | 32%    | 36%    | 32%       | 33%   | 35%   | 35%  | 43%              | 39%          | 36%          | 33%  | 29%          | 32%  | 38% | 40%  | 34%      | 33%       | 34%   | 40% |
|                                                                                                            |       |        | a      |           |       |       |      | j                |              |              |      |              |      | kl  | kl   |          |           | o     | o   |
|                                                                                                            |       | 44%    | 55%    | 10%       | 21%   | 35%   | 34%  | 7%               | 8%           | 13%          | 45%  | 25%          | 26%  | 20% | 25%  | 82%      | 9%        | 5%    | 3%  |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)                      | 797   | 370    | 417    | 139       | 202   | 248   | 201  | 50               | 61           | 94           | 376  | 188          | 243  | 144 | 190  | 662      | 73        | 37    | 25  |
|                                                                                                            | 31%   | 30%    | 31%    | 50%       | 36%   | 28%   | 24%  | 37%              | 32%          | 30%          | 31%  | 25%          | 33%  | 32% | 34%  | 31%      | 30%       | 28%   | 33% |
|                                                                                                            |       |        |        | def       | ef    | f     |      |                  |              |              |      |              | k    | k   | k    |          |           |       |     |
|                                                                                                            |       | 47%    | 52%    | 17%       | 25%   | 31%   | 25%  | 6%               | 8%           | 12%          | 47%  | 24%          | 31%  | 18% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Online food deliveries from supermarkets                                                                   | 787   | 298    | 481    | 49        | 185   | 307   | 241  | 39               | 47           | 89           | 413  | 258          | 238  | 122 | 143  | 666      | 65        | 39    | 17  |
|                                                                                                            | 30%   | 24%    | 36%    | 18%       | 33%   | 35%   | 28%  | 28%              | 25%          | 28%          | 34%  | 34%          | 33%  | 27% | 26%  | 31%      | 27%       | 30%   | 22% |
|                                                                                                            |       |        | a      | cf        | cf    | cf    | c    |                  |              |              | hi   | mn           | mn   |     |      | r        | r         | r     |     |
|                                                                                                            |       | 38%    | 61%    | 6%        | 23%   | 39%   | 31%  | 5%               | 6%           | 11%          | 53%  | 33%          | 30%  | 16% | 18%  | 85%      | 8%        | 5%    | 2%  |
| Accessing news                                                                                             | 781   | 346    | 431    | 81        | 138   | 261   | 296  | 37               | 55           | 104          | 388  | 240          | 242  | 132 | 144  | 651      | 68        | 39    | 23  |
|                                                                                                            | 30%   | 28%    | 32%    | 29%       | 24%   | 30%   | 35%  | 27%              | 29%          | 33%          | 32%  | 32%          | 33%  | 29% | 26%  | 30%      | 28%       | 30%   | 30% |
|                                                                                                            |       |        | a      |           |       | d     | de   |                  |              |              |      | n            | n    |     |      |          |           |       |     |
|                                                                                                            |       | 44%    | 55%    | 10%       | 18%   | 33%   | 38%  | 5%               | 7%           | 13%          | 50%  | 31%          | 31%  | 17% | 18%  | 83%      | 9%        | 5%    | 3%  |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                           | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample                                                                  | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                                                                                      | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                                                                                            |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                       | 765   | 329    | 426    | 92        | 181   | 286   | 203  | 38               | 47           | 93           | 390  | 256          | 231  | 115 | 143  | 642      | 66        | 35    | 22  |
|                                                                                            | 29%   | 27%    | 32%    | 33%       | 32%   | 32%   | 24%  | 28%              | 25%          | 30%          | 32%  | 34%          | 32%  | 25% | 26%  | 30%      | 27%       | 27%   | 29% |
|                                                                                            |       | a      | a      | f         | f     | f     |      |                  |              |              | h    | mn           | mn   |     |      |          |           |       |     |
|                                                                                            |       | 43%    | 56%    | 12%       | 24%   | 37%   | 27%  | 5%               | 6%           | 12%          | 51%  | 33%          | 30%  | 15% | 19%  | 84%      | 9%        | 5%    | 3%  |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 626   | 263    | 359    | 101       | 142   | 258   | 122  | 36               | 39           | 64           | 351  | 203          | 226  | 94  | 88   | 520      | 62        | 28    | 17  |
|                                                                                            | 24%   | 22%    | 27%    | 36%       | 25%   | 29%   | 14%  | 26%              | 21%          | 21%          | 29%  | 27%          | 31%  | 21% | 16%  | 24%      | 25%       | 21%   | 22% |
|                                                                                            |       |        | a      | def       | f     | f     |      |                  |              |              | hi   | mn           | kmn  |     |      |          |           |       |     |
|                                                                                            |       | 42%    | 57%    | 16%       | 23%   | 41%   | 19%  | 6%               | 6%           | 10%          | 56%  | 32%          | 36%  | 15% | 14%  | 83%      | 10%       | 4%    | 3%  |
| To find information on health related issues                                               | 555   | 229    | 321    | 48        | 104   | 184   | 215  | 33               | 45           | 66           | 267  | 169          | 168  | 82  | 111  | 469      | 42        | 30    | 14  |
|                                                                                            | 21%   | 19%    | 24%    | 17%       | 18%   | 21%   | 25%  | 24%              | 23%          | 21%          | 22%  | 22%          | 23%  | 18% | 20%  | 22%      | 17%       | 23%   | 18% |
|                                                                                            |       |        | a      |           |       | cde   |      |                  |              |              |      |              | m    |     |      |          |           |       |     |
|                                                                                            |       | 41%    | 58%    | 9%        | 19%   | 33%   | 39%  | 6%               | 8%           | 12%          | 48%  | 30%          | 30%  | 15% | 20%  | 85%      | 8%        | 5%    | 2%  |
| Playing games online/ interactively                                                        | 479   | 230    | 245    | 111       | 127   | 162   | 78   | 32               | 38           | 59           | 212  | 105          | 148  | 83  | 124  | 390      | 52        | 25    | 12  |
|                                                                                            | 18%   | 19%    | 18%    | 40%       | 23%   | 18%   | 9%   | 24%              | 20%          | 19%          | 17%  | 14%          | 20%  | 18% | 22%  | 18%      | 21%       | 19%   | 16% |
|                                                                                            |       |        | def    | ef        | f     |       |      | j                |              |              |      |              | k    | k   | k    |          |           |       |     |
|                                                                                            |       | 48%    | 51%    | 23%       | 27%   | 34%   | 16%  | 7%               | 8%           | 12%          | 44%  | 22%          | 31%  | 17% | 26%  | 81%      | 11%       | 5%    | 3%  |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                              | 441   | 218    | 215    | 97        | 130   | 133   | 75   | 23               | 26           | 49           | 229  | 119          | 162  | 69  | 80   | 366      | 45        | 18    | 12  |
|                                                                                            | 17%   | 18%    | 16%    | 35%       | 23%   | 15%   | 9%   | 17%              | 14%          | 16%          | 19%  | 16%          | 22%  | 15% | 14%  | 17%      | 18%       | 13%   | 16% |
|                                                                                            |       |        | def    | ef        | f     |       |      |                  |              |              |      |              | kmn  |     |      |          |           |       |     |
|                                                                                            |       | 49%    | 49%    | 22%       | 30%   | 30%   | 17%  | 5%               | 6%           | 11%          | 52%  | 27%          | 37%  | 16% | 18%  | 83%      | 10%       | 4%    | 3%  |
| Trading/ auctions e.g. eBay, Facebook marketplace                                          | 439   | 196    | 239    | 44        | 102   | 173   | 118  | 28               | 33           | 58           | 210  | 114          | 121  | 100 | 91   | 374      | 28        | 26    | 11  |
|                                                                                            | 17%   | 16%    | 18%    | 16%       | 18%   | 20%   | 14%  | 20%              | 17%          | 18%          | 17%  | 15%          | 17%  | 22% | 17%  | 17%      | 11%       | 20%   | 15% |
|                                                                                            |       |        |        |           | f     | f     |      |                  |              |              |      |              | kl   | kl  |      | p        |           | pr    |     |
|                                                                                            |       | 45%    | 55%    | 10%       | 23%   | 39%   | 27%  | 6%               | 7%           | 13%          | 48%  | 26%          | 28%  | 23% | 21%  | 85%      | 6%        | 6%    | 3%  |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample                                                                                                       | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                                                                                                                           | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                                                                                                                                 |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 385   | 186    | 196    | 34        | 90    | 138   | 121  | 25               | 29           | 43           | 201  | 137          | 107  | 64  | 61   | 323      | 31        | 22    | 9   |
|                                                                                                                                 | 15%   | 15%    | 15%    | 12%       | 16%   | 16%   | 14%  | 18%              | 15%          | 14%          | 17%  | 18%          | 15%  | 14% | 11%  | 15%      | 13%       | 16%   | 12% |
|                                                                                                                                 |       | 48%    | 51%    | 9%        | 23%   | 36%   | 32%  | 6%               | 7%           | 11%          | 52%  | 36%          | 28%  | 17% | 16%  | 84%      | 8%        | 6%    | 2%  |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton                                                      | 320   | 107    | 211    | 49        | 88    | 123   | 56   | 13               | 15           | 23           | 200  | 121          | 126  | 40  | 29   | 267      | 33        | 11    | 9   |
|                                                                                                                                 | 12%   | 9%     | 16%    | 18%       | 16%   | 14%   | 7%   | 9%               | 8%           | 7%           | 17%  | 16%          | 17%  | 9%  | 5%   | 12%      | 13%       | 9%    | 11% |
|                                                                                                                                 |       | a      | f      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | q        |           |       |     |
|                                                                                                                                 |       | 33%    | 66%    | 15%       | 28%   | 38%   | 18%  | 4%               | 5%           | 7%           | 63%  | 38%          | 39%  | 12% | 9%   | 83%      | 10%       | 4%    | 3%  |
| Remote healthcare services e.g. video consultation with GP                                                                      | 313   | 130    | 179    | 31        | 78    | 111   | 91   | 16               | 21           | 33           | 165  | 125          | 96   | 30  | 55   | 272      | 23        | 15    | 3   |
|                                                                                                                                 | 12%   | 11%    | 13%    | 11%       | 14%   | 13%   | 11%  | 11%              | 11%          | 11%          | 14%  | 16%          | 13%  | 7%  | 10%  | 13%      | 10%       | 11%   | 4%  |
|                                                                                                                                 |       | a      | f      |           | f     |       |      |                  |              |              |      | lmn          | mn   |     |      | r        | r         | r     |     |
|                                                                                                                                 |       | 42%    | 57%    | 10%       | 25%   | 36%   | 29%  | 5%               | 7%           | 11%          | 53%  | 40%          | 31%  | 10% | 17%  | 87%      | 7%        | 5%    | 1%  |
| Listening to live radio through a website or app                                                                                | 309   | 150    | 155    | 27        | 66    | 126   | 86   | 9                | 19           | 32           | 176  | 117          | 90   | 48  | 48   | 260      | 27        | 13    | 9   |
|                                                                                                                                 | 12%   | 12%    | 11%    | 10%       | 12%   | 14%   | 10%  | 7%               | 10%          | 10%          | 15%  | 15%          | 12%  | 11% | 9%   | 12%      | 11%       | 10%   | 12% |
|                                                                                                                                 |       |        |        |           |       | cf    |      |                  |              |              | ghi  | lmn          | n    |     |      |          |           |       |     |
|                                                                                                                                 |       | 48%    | 50%    | 9%        | 21%   | 41%   | 28%  | 3%               | 6%           | 10%          | 57%  | 38%          | 29%  | 15% | 16%  | 84%      | 9%        | 4%    | 3%  |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud                       | 298   | 149    | 145    | 44        | 82    | 102   | 66   | 18               | 24           | 32           | 154  | 98           | 103  | 42  | 47   | 255      | 24        | 11    | 8   |
|                                                                                                                                 | 11%   | 12%    | 11%    | 16%       | 14%   | 12%   | 8%   | 13%              | 12%          | 10%          | 13%  | 13%          | 14%  | 9%  | 9%   | 12%      | 10%       | 9%    | 10% |
|                                                                                                                                 |       |        |        | ef        | f     | f     |      |                  |              |              | n    | mn           |      |     |      |          |           |       |     |
|                                                                                                                                 |       | 50%    | 49%    | 15%       | 27%   | 34%   | 22%  | 6%               | 8%           | 11%          | 52%  | 33%          | 35%  | 14% | 16%  | 86%      | 8%        | 4%    | 3%  |

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|                                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                  | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample                                         | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                                                             | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                                                                   |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Listening to catch-up or on-demand radio through a website or app | 256   | 122    | 133    | 40        | 62    | 85    | 69   | 11               | 14           | 38           | 139  | 98           | 81   | 35  | 38   | 220      | 17        | 12    | 7   |
|                                                                   | 10%   | 10%    | 10%    | 14%       | 11%   | 10%   | 8%   | 8%               | 7%           | 12%          | 11%  | 13%          | 11%  | 8%  | 7%   | 10%      | 7%        | 9%    | 9%  |
|                                                                   |       |        |        | ef        | f     |       |      |                  |              |              |      | mn           | mn   |     |      |          |           |       |     |
|                                                                   |       | 48%    | 52%    | 15%       | 24%   | 33%   | 27%  | 4%               | 6%           | 15%          | 54%  | 38%          | 32%  | 14% | 15%  | 86%      | 7%        | 5%    | 3%  |
| Online dating sites/ apps                                         | 76    | 35     | 40     | 19        | 25    | 26    | 5    | 9                | 9            | 11           | 34   | 17           | 30   | 20  | 8    | 61       | 8         | 3     | 3   |
|                                                                   | 3%    | 3%     | 3%     | 7%        | 4%    | 3%    | 1%   | 6%               | 5%           | 4%           | 3%   | 2%           | 4%   | 4%  | 1%   | 3%       | 3%        | 3%    | 4%  |
|                                                                   |       |        |        | ef        | f     | f     |      | j                |              |              |      |              | kn   | kn  |      |          |           |       |     |
|                                                                   |       | 46%    | 53%    | 25%       | 33%   | 35%   | 7%   | 12%              | 12%          | 15%          | 45%  | 23%          | 39%  | 27% | 10%  | 81%      | 10%       | 4%    | 4%  |
| Other                                                             | 85    | 47     | 29     | 11        | 10    | 13    | 47   | 5                | 8            | 11           | 20   | 21           | 17   | 11  | 24   | 68       | 10        | 3     | 3   |
|                                                                   | 3%    | 4%     | 2%     | 4%        | 2%    | 1%    | 5%   | 4%               | 4%           | 4%           | 2%   | 3%           | 2%   | 2%  | 4%   | 3%       | 4%        | 2%    | 4%  |
|                                                                   |       | b      |        | de        |       |       | de   | j                | j            | j            |      |              |      |     | l    |          |           |       |     |
|                                                                   |       | 56%    | 34%    | 13%       | 11%   | 15%   | 55%  | 6%               | 10%          | 13%          | 24%  | 25%          | 20%  | 13% | 28%  | 81%      | 11%       | 4%    | 4%  |
| None of these                                                     | 118   | 80     | 36     | 7         | 20    | 36    | 52   | 6                | 9            | 16           | 43   | 35           | 21   | 24  | 31   | 97       | 10        | 6     | 4   |
|                                                                   | 5%    | 7%     | 3%     | 2%        | 4%    | 4%    | 6%   | 5%               | 5%           | 5%           | 4%   | 5%           | 3%   | 5%  | 6%   | 5%       | 4%        | 5%    | 5%  |
|                                                                   |       | b      |        |           |       |       | cde  |                  |              |              |      | l            |      | l   | l    |          |           |       |     |
|                                                                   |       | 68%    | 31%    | 6%        | 17%   | 31%   | 44%  | 5%               | 8%           | 14%          | 37%  | 30%          | 18%  | 21% | 26%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                                                        | 26    | 12     | 14     | 3         | 6     | 13    | 2    | 2                | 1            | 5            | 5    | 3            | 6    | 7   | 7    | 21       | 3         | 1     | 1   |
|                                                                   | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | *%   | 2%               | 1%           | 2%           | *%   | *%           | 1%   | 2%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                                   |       |        |        | f         | f     | f     |      | j                |              | j            |      |              |      | k   | k    |          |           |       |     |
|                                                                   |       | 45%    | 52%    | 12%       | 24%   | 49%   | 8%   | 9%               | 6%           | 19%          | 19%  | 10%          | 24%  | 29% | 29%  | 81%      | 12%       | 5%    | 3%  |
| PURCHASING/ FINANCES                                              | 2032  | 896    | 1113   | 215       | 461   | 716   | 625  | 100              | 143          | 237          | 1017 | 605          | 600  | 343 | 415  | 1684     | 185       | 106   | 57  |
|                                                                   | 78%   | 74%    | 82%    | 78%       | 82%   | 81%   | 73%  | 73%              | 75%          | 76%          | 84%  | 80%          | 83%  | 75% | 75%  | 78%      | 75%       | 80%   | 76% |
|                                                                   |       |        | a      |           | f     | f     |      |                  |              |              | ghi  | n            | mn   |     |      |          |           |       |     |
|                                                                   |       | 44%    | 55%    | 11%       | 23%   | 35%   | 31%  | 5%               | 7%           | 12%          | 50%  | 30%          | 30%  | 17% | 20%  | 83%      | 9%        | 5%    | 3%  |
| COMMUNICATION                                                     | 1942  | 845    | 1075   | 214       | 430   | 655   | 628  | 99               | 138          | 220          | 951  | 591          | 568  | 323 | 393  | 1604     | 189       | 92    | 56  |
|                                                                   | 75%   | 69%    | 80%    | 77%       | 76%   | 74%   | 74%  | 73%              | 73%          | 70%          | 78%  | 78%          | 78%  | 71% | 71%  | 74%      | 77%       | 70%   | 74% |
|                                                                   |       |        | a      |           |       |       |      |                  |              |              | hi   | mn           | mn   |     |      |          | q         |       |     |
|                                                                   |       | 44%    | 55%    | 11%       | 22%   | 34%   | 32%  | 5%               | 7%           | 11%          | 49%  | 30%          | 29%  | 17% | 20%  | 83%      | 10%       | 5%    | 3%  |
| INFORMATION/ HEALTHCARE                                           | 1450  | 615    | 822    | 165       | 306   | 496   | 473  | 73               | 101          | 169          | 743  | 455          | 453  | 226 | 264  | 1206     | 134       | 72    | 38  |
|                                                                   | 56%   | 51%    | 61%    | 59%       | 54%   | 56%   | 56%  | 53%              | 53%          | 54%          | 61%  | 60%          | 62%  | 50% | 48%  | 56%      | 55%       | 55%   | 50% |
|                                                                   |       |        | a      |           |       |       |      |                  |              |              | ghi  | mn           | mn   |     |      | r        |           |       |     |
|                                                                   |       | 42%    | 57%    | 11%       | 21%   | 34%   | 33%  | 5%               | 7%           | 12%          | 51%  | 31%          | 31%  | 16% | 18%  | 83%      | 9%        | 5%    | 3%  |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4689  | 2222   | 2400   | 528       | 918   | 1622  | 1575 | 292              | 343          | 599          | 2119 | 1312         | 1606 | 565 | 1025 | 3031     | 515       | 559   | 584 |
| Effective Weighted Sample | 3257  | 1533   | 1679   | 357       | 673   | 1128  | 1066 | 206              | 237          | 414          | 1498 | 945          | 1181 | 404 | 740  | 2537     | 301       | 383   | 496 |
| Total                     | 2605  | 1217   | 1349   | 277       | 564   | 883   | 852  | 137              | 191          | 313          | 1214 | 760          | 726  | 455 | 553  | 2153     | 245       | 132   | 75  |
|                           |       | 47%    | 52%    | 11%       | 22%   | 34%   | 33%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| ENTERTAINMENT             | 1429  | 665    | 748    | 203       | 337   | 490   | 390  | 78               | 106          | 169          | 702  | 393          | 435  | 245 | 309  | 1186     | 136       | 65    | 42  |
|                           | 55%   | 55%    | 55%    | 73%       | 60%   | 55%   | 46%  | 57%              | 56%          | 54%          | 58%  | 52%          | 60%  | 54% | 56%  | 55%      | 55%       | 50%   | 56% |
|                           |       |        |        | def       | f     | f     |      |                  |              |              |      |              | km   |     |      | q        |           |       |     |
|                           |       | 47%    | 52%    | 14%       | 24%   | 34%   | 27%  | 5%               | 7%           | 12%          | 49%  | 27%          | 30%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| SOCIAL                    | 984   | 390    | 584    | 143       | 233   | 340   | 263  | 71               | 87           | 118          | 433  | 256          | 287  | 168 | 232  | 809      | 92        | 51    | 31  |
|                           | 38%   | 32%    | 43%    | 52%       | 41%   | 38%   | 31%  | 52%              | 46%          | 38%          | 36%  | 34%          | 40%  | 37% | 42%  | 38%      | 38%       | 39%   | 41% |
|                           |       |        | a      | def       | f     | f     |      | ij               | ij           |              |      |              | k    |     | k    |          |           |       |     |
|                           |       | 40%    | 59%    | 15%       | 24%   | 35%   | 27%  | 7%               | 9%           | 12%          | 44%  | 26%          | 29%  | 17% | 24%  | 82%      | 9%        | 5%    | 3%  |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                              | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320         |
| Effective Weighted Sample                                                                     | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675         |
| Total                                                                                         | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293         |
|                                                                                               |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)           | 1676  | 219             | 237        | 140        | 131       | 144       | 124         | 134           | 76         | 183        | 1447     | 228   | 1124           | 519         | 841               | 835          |
|                                                                                               | 64%   | 66%             | 64%        | 66%        | 64%       | 60%       | 67%         | 66%           | 67%        | 62%        | 65%      | 62%   | 68%            | 60%         | 64%               | 65%          |
|                                                                                               |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 67%            | 31%         | 50%               | 50%          |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                                 | 1319  | 184             | 206        | 108        | 92        | 118       | 92          | 96            | 53         | 144        | 1137     | 182   | 876            | 424         | 675               | 644          |
|                                                                                               | 51%   | 56%             | 56%        | 51%        | 45%       | 50%       | 50%         | 47%           | 47%        | 48%        | 51%      | 49%   | 53%            | 49%         | 51%               | 50%          |
|                                                                                               |       | dgh             | dgh        |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                               |       | 14%             | 16%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 66%            | 32%         | 51%               | 49%          |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp        | 1280  | 172             | 186        | 100        | 92        | 118       | 89          | 98            | 56         | 152        | 1114     | 166   | 840            | 418         | 620               | 660          |
|                                                                                               | 49%   | 52%             | 50%        | 47%        | 45%       | 49%       | 48%         | 48%           | 50%        | 51%        | 50%      | 45%   | 51%            | 48%         | 47%               | 51%          |
|                                                                                               |       | 13%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 87%      | 13%   | 66%            | 33%         | 48%               | 52%          |
| Send/ receive e-mails                                                                         | 980   | 128             | 124        | 68         | 79        | 96        | 64          | 80            | 48         | 124        | 856      | 124   | 597            | 361         | 434               | 546          |
|                                                                                               | 38%   | 39%             | 34%        | 32%        | 39%       | 40%       | 35%         | 39%           | 42%        | 42%        | 38%      | 34%   | 36%            | 42%         | 33%               | 42%          |
|                                                                                               |       |                 |            |            | c         |           |             |               | bc         | bc         |          |       | l              |             | n                 |              |
|                                                                                               |       | 13%             | 13%        | 7%         | 8%        | 10%       | 7%          | 8%            | 5%         | 13%        | 87%      | 13%   | 61%            | 37%         | 44%               | 56%          |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat) | 964   | 124             | 134        | 70         | 76        | 93        | 63          | 74            | 47         | 111        | 835      | 129   | 605            | 339         | 423               | 541          |
|                                                                                               | 37%   | 37%             | 36%        | 33%        | 37%       | 39%       | 34%         | 36%           | 42%        | 37%        | 37%      | 35%   | 36%            | 39%         | 32%               | 42%          |
|                                                                                               |       | 13%             | 14%        | 7%         | 8%        | 10%       | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 63%            | 35%         | 44%               | 56%          |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                           | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320         |
| Effective Weighted Sample                                                                                  | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675         |
| Total                                                                                                      | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293         |
|                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)                        | 949   | 142             | 127        | 82         | 73        | 82        | 63          | 74            | 41         | 100        | 831      | 117   | 632            | 305         | 434               | 514          |
|                                                                                                            | 36%   | 43%             | 34%        | 39%        | 36%       | 35%       | 34%         | 36%           | 36%        | 34%        | 37%      | 32%   | 38%            | 35%         | 33%               | 40%          |
|                                                                                                            |       | befi            |            |            |           |           |             |               |            |            | k        |       |                |             | n                 |              |
|                                                                                                            |       | 15%             | 13%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 67%            | 32%         | 46%               | 54%          |
| Online food takeaway deliveries                                                                            | 916   | 139             | 113        | 67         | 74        | 93        | 65          | 72            | 41         | 100        | 838      | 78    | 667            | 227         | 371               | 545          |
|                                                                                                            | 35%   | 42%             | 31%        | 32%        | 36%       | 39%       | 35%         | 35%           | 36%        | 34%        | 37%      | 21%   | 40%            | 26%         | 28%               | 42%          |
|                                                                                                            |       | bci             |            |            |           | b         |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                            |       | 15%             | 12%        | 7%         | 8%        | 10%       | 7%          | 8%            | 4%         | 11%        | 92%      | 8%    | 73%            | 25%         | 41%               | 59%          |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 886   | 111             | 119        | 71         | 70        | 85        | 47          | 77            | 39         | 110        | 762      | 123   | 572            | 299         | 401               | 485          |
|                                                                                                            | 34%   | 34%             | 32%        | 34%        | 34%       | 36%       | 26%         | 38%           | 35%        | 37%        | 34%      | 34%   | 34%            | 34%         | 31%               | 37%          |
|                                                                                                            |       | f               |            | f          | f         | f         |             | f             | f          | f          |          |       |                |             | n                 |              |
|                                                                                                            |       | 13%             | 13%        | 8%         | 8%        | 10%       | 5%          | 9%            | 4%         | 12%        | 86%      | 14%   | 65%            | 34%         | 45%               | 55%          |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)                      | 797   | 120             | 118        | 65         | 65        | 68        | 49          | 61            | 32         | 84         | 708      | 88    | 504            | 276         | 331               | 466          |
|                                                                                                            | 31%   | 36%             | 32%        | 31%        | 32%       | 29%       | 26%         | 30%           | 28%        | 28%        | 32%      | 24%   | 30%            | 32%         | 25%               | 36%          |
|                                                                                                            |       | fhi             |            |            |           |           |             |               |            |            | k        |       |                |             | n                 |              |
|                                                                                                            |       | 15%             | 15%        | 8%         | 8%        | 9%        | 6%          | 8%            | 4%         | 11%        | 89%      | 11%   | 63%            | 35%         | 42%               | 58%          |
| Online food deliveries from supermarkets                                                                   | 787   | 118             | 124        | 61         | 63        | 75        | 65          | 58            | 33         | 70         | 664      | 123   | 519            | 246         | 397               | 390          |
|                                                                                                            | 30%   | 36%             | 34%        | 29%        | 31%       | 31%       | 35%         | 29%           | 29%        | 23%        | 30%      | 33%   | 31%            | 28%         | 30%               | 30%          |
|                                                                                                            |       | i               | i          |            | i         | i         | i           |               |            |            |          |       |                |             |                   |              |
|                                                                                                            |       | 15%             | 16%        | 8%         | 8%        | 10%       | 8%          | 7%            | 4%         | 9%         | 84%      | 16%   | 66%            | 31%         | 50%               | 50%          |
| Accessing news                                                                                             | 781   | 102             | 113        | 62         | 67        | 66        | 47          | 61            | 35         | 98         | 673      | 108   | 502            | 270         | 392               | 389          |
|                                                                                                            | 30%   | 31%             | 30%        | 30%        | 33%       | 28%       | 26%         | 30%           | 31%        | 33%        | 30%      | 29%   | 30%            | 31%         | 30%               | 30%          |
|                                                                                                            |       | 13%             | 14%        | 8%         | 9%        | 8%        | 6%          | 8%            | 5%         | 12%        | 86%      | 14%   | 64%            | 35%         | 50%               | 50%          |

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



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|                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                           | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320         |
| Effective Weighted Sample                                                                  | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675         |
| Total                                                                                      | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293         |
|                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                       | 765   | 109             | 117        | 62         | 61        | 65        | 55          | 55            | 28         | 91         | 665      | 99    | 527            | 225         | 368               | 397          |
|                                                                                            | 29%   | 33%             | 31%        | 29%        | 30%       | 27%       | 30%         | 27%           | 25%        | 31%        | 30%      | 27%   | 32%            | 26%         | 28%               | 31%          |
|                                                                                            |       | h               |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                            |       | 14%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 12%        | 87%      | 13%   | 69%            | 29%         | 48%               | 52%          |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 626   | 90              | 91         | 44         | 40        | 62        | 42          | 49            | 29         | 74         | 553      | 73    | 464            | 158         | 298               | 328          |
|                                                                                            | 24%   | 27%             | 25%        | 21%        | 19%       | 26%       | 23%         | 24%           | 26%        | 25%        | 25%      | 20%   | 28%            | 18%         | 23%               | 25%          |
|                                                                                            |       | d               |            |            |           |           |             |               |            |            | k        |       | m              |             |                   |              |
|                                                                                            |       | 14%             | 15%        | 7%         | 6%        | 10%       | 7%          | 8%            | 5%         | 12%        | 88%      | 12%   | 74%            | 25%         | 48%               | 52%          |
| To find information on health related issues                                               | 555   | 90              | 86         | 47         | 33        | 46        | 42          | 40            | 22         | 63         | 483      | 72    | 329            | 213         | 254               | 301          |
|                                                                                            | 21%   | 27%             | 23%        | 22%        | 16%       | 19%       | 23%         | 20%           | 19%        | 21%        | 22%      | 20%   | 20%            | 25%         | 19%               | 23%          |
|                                                                                            |       | degh            | d          |            |           |           | d           |               |            |            |          |       | l              |             | n                 |              |
|                                                                                            |       | 16%             | 15%        | 8%         | 6%        | 8%        | 8%          | 7%            | 4%         | 11%        | 87%      | 13%   | 59%            | 38%         | 46%               | 54%          |
| Playing games online/ interactively                                                        | 479   | 48              | 61         | 34         | 45        | 46        | 36          | 38            | 24         | 57         | 435      | 44    | 307            | 160         | 196               | 283          |
|                                                                                            | 18%   | 14%             | 17%        | 16%        | 22%       | 19%       | 20%         | 19%           | 22%        | 19%        | 19%      | 12%   | 18%            | 18%         | 15%               | 22%          |
|                                                                                            |       |                 |            |            | a         |           |             |               | a          |            | k        |       |                |             | n                 |              |
|                                                                                            |       | 10%             | 13%        | 7%         | 9%        | 10%       | 8%          | 8%            | 5%         | 12%        | 91%      | 9%    | 64%            | 33%         | 41%               | 59%          |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                              | 441   | 72              | 55         | 31         | 33        | 31        | 32          | 41            | 19         | 52         | 396      | 45    | 319            | 114         | 183               | 258          |
|                                                                                            | 17%   | 22%             | 15%        | 15%        | 16%       | 13%       | 17%         | 20%           | 17%        | 18%        | 18%      | 12%   | 19%            | 13%         | 14%               | 20%          |
|                                                                                            |       | bce             |            |            |           |           |             | e             |            |            | k        |       | m              |             | n                 |              |
|                                                                                            |       | 16%             | 12%        | 7%         | 7%        | 7%        | 7%          | 9%            | 4%         | 12%        | 90%      | 10%   | 72%            | 26%         | 41%               | 59%          |
| Trading/ auctions e.g. eBay, Facebook marketplace                                          | 439   | 44              | 67         | 46         | 37        | 48        | 36          | 39            | 20         | 36         | 373      | 66    | 300            | 130         | 203               | 236          |
|                                                                                            | 17%   | 13%             | 18%        | 22%        | 18%       | 20%       | 20%         | 19%           | 18%        | 12%        | 17%      | 18%   | 18%            | 15%         | 15%               | 18%          |
|                                                                                            |       |                 | i          | ai         |           | ai        | ai          | ai            |            |            |          |       | m              |             | n                 |              |
|                                                                                            |       | 10%             | 15%        | 10%        | 8%        | 11%       | 8%          | 9%            | 5%         | 8%         | 85%      | 15%   | 68%            | 30%         | 46%               | 54%          |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320         |
| Effective Weighted Sample                                                                                                       | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675         |
| Total                                                                                                                           | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293         |
|                                                                                                                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 385   | 50              | 67         | 35         | 18        | 39        | 19          | 34            | 15         | 46         | 337      | 48    | 257            | 119         | 183               | 202          |
|                                                                                                                                 | 15%   | 15%             | 18%        | 17%        | 9%        | 16%       | 10%         | 17%           | 13%        | 16%        | 15%      | 13%   | 15%            | 14%         | 14%               | 16%          |
|                                                                                                                                 |       | d               | df         | df         |           | df        |             | df            |            | df         |          |       |                |             |                   |              |
|                                                                                                                                 |       | 13%             | 17%        | 9%         | 5%        | 10%       | 5%          | 9%            | 4%         | 12%        | 88%      | 12%   | 67%            | 31%         | 48%               | 52%          |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton                                                      | 320   | 51              | 46         | 19         | 23        | 26        | 27          | 22            | 13         | 40         | 275      | 45    | 242            | 73          | 175               | 145          |
|                                                                                                                                 | 12%   | 15%             | 12%        | 9%         | 11%       | 11%       | 14%         | 11%           | 11%        | 14%        | 12%      | 12%   | 15%            | 8%          | 13%               | 11%          |
|                                                                                                                                 |       | c               |            |            |           |           | c           |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                                 |       | 16%             | 14%        | 6%         | 7%        | 8%        | 8%          | 7%            | 4%         | 13%        | 86%      | 14%   | 76%            | 23%         | 55%               | 45%          |
| Remote healthcare services e.g. video consultation with GP                                                                      | 313   | 59              | 57         | 23         | 21        | 16        | 26          | 23            | 10         | 37         | 275      | 39    | 209            | 99          | 155               | 159          |
|                                                                                                                                 | 12%   | 18%             | 15%        | 11%        | 10%       | 7%        | 14%         | 11%           | 9%         | 12%        | 12%      | 11%   | 13%            | 11%         | 12%               | 12%          |
|                                                                                                                                 |       | cdegh           | deh        |            |           |           | e           |               |            | e          |          |       |                |             |                   |              |
|                                                                                                                                 |       | 19%             | 18%        | 7%         | 7%        | 5%        | 8%          | 7%            | 3%         | 12%        | 88%      | 12%   | 67%            | 32%         | 49%               | 51%          |
| Listening to live radio through a website or app                                                                                | 309   | 46              | 45         | 27         | 22        | 26        | 23          | 21            | 12         | 40         | 269      | 41    | 230            | 72          | 152               | 158          |
|                                                                                                                                 | 12%   | 14%             | 12%        | 13%        | 11%       | 11%       | 12%         | 10%           | 10%        | 13%        | 12%      | 11%   | 14%            | 8%          | 12%               | 12%          |
|                                                                                                                                 |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                                 |       | 15%             | 14%        | 9%         | 7%        | 8%        | 7%          | 7%            | 4%         | 13%        | 87%      | 13%   | 74%            | 23%         | 49%               | 51%          |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud                       | 298   | 46              | 40         | 25         | 21        | 32        | 22          | 25            | 11         | 34         | 267      | 31    | 204            | 87          | 120               | 178          |
|                                                                                                                                 | 11%   | 14%             | 11%        | 12%        | 10%       | 13%       | 12%         | 12%           | 9%         | 11%        | 12%      | 8%    | 12%            | 10%         | 9%                | 14%          |
|                                                                                                                                 |       |                 |            |            |           |           |             |               |            |            | k        |       |                |             |                   | n            |
|                                                                                                                                 |       | 15%             | 13%        | 9%         | 7%        | 11%       | 7%          | 8%            | 4%         | 11%        | 90%      | 10%   | 68%            | 29%         | 40%               | 60%          |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                  | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320         |
| Effective Weighted Sample                                         | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675         |
| Total                                                             | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293         |
|                                                                   |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| Listening to catch-up or on-demand radio through a website or app | 256   | 36              | 37         | 27         | 23        | 21        | 16          | 18            | 11         | 31         | 226      | 30    | 178            | 74          | 119               | 138          |
|                                                                   | 10%   | 11%             | 10%        | 13%        | 11%       | 9%        | 9%          | 9%            | 10%        | 10%        | 10%      | 8%    | 11%            | 9%          | 9%                | 11%          |
|                                                                   |       | 14%             | 14%        | 11%        | 9%        | 8%        | 6%          | 7%            | 4%         | 12%        | 88%      | 12%   | m              | 70%         | 29%               | 46%          |
| Online dating sites/ apps                                         | 76    | 7               | 14         | 4          | 6         | 6         | 4           | 7             | 3          | 10         | 66       | 10    | 56             | 19          | 30                | 46           |
|                                                                   | 3%    | 2%              | 4%         | 2%         | 3%        | 3%        | 2%          | 4%            | 3%         | 3%         | 3%       | 3%    | 3%             | 2%          | 2%                | 4%           |
|                                                                   |       | 9%              | 19%        | 5%         | 8%        | 8%        | 5%          | 10%           | 4%         | 13%        | 87%      | 13%   | m              | 74%         | 25%               | 40%          |
| Other                                                             | 85    | 6               | 14         | 7          | 1         | 12        | 8           | 6             | 3          | 12         | 72       | 12    | 29             | 44          | 46                | 39           |
|                                                                   | 3%    | 2%              | 4%         | 3%         | 1%        | 5%        | 4%          | 3%            | 3%         | 4%         | 3%       | 3%    | 2%             | 5%          | 3%                | 3%           |
|                                                                   |       | 7%              | d          | d          | ad        | d         | d           | d             | d          | d          | 85%      | 15%   | 34%            | 52%         | 54%               | 46%          |
| None of these                                                     | 118   | 11              | 18         | 10         | 11        | 10        | 10          | 6             | 3          | 17         | 93       | 24    | 71             | 42          | 64                | 54           |
|                                                                   | 5%    | 3%              | 5%         | 5%         | 5%        | 4%        | 6%          | 3%            | 3%         | 6%         | 4%       | 7%    | 4%             | 5%          | 5%                | 4%           |
|                                                                   |       | 10%             | 15%        | 9%         | 9%        | 8%        | 9%          | 5%            | 3%         | 14%        | 79%      | 21%   | j              | 60%         | 36%               | 54%          |
| Don't know                                                        | 26    | 5               | 2          | *          | 1         | 7         | 2           | 2             | *          | 1          | 24       | 3     | 16             | 6           | 8                 | 18           |
|                                                                   | 1%    | 1%              | 1%         | *%         | 1%        | 3%        | 1%          | 1%            | *%         | *%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                                   |       | 18%             | 9%         | 2%         | 5%        | bcdhi     | 28%         | 6%            | 9%         | 2%         | 3%       | 90%   | 10%            | 63%         | 23%               | n            |
| PURCHASING/ FINANCES                                              | 2032  | 272             | 280        | 164        | 164       | 178       | 145         | 167           | 87         | 225        | 1755     | 277   | 1346           | 643         | 1010              | 1021         |
|                                                                   | 78%   | 82%             | 76%        | 78%        | 80%       | 75%       | 79%         | 82%           | 77%        | 76%        | 78%      | 75%   | 81%            | 74%         | 77%               | 79%          |
|                                                                   |       | be              | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | m              | 66%         | 32%               | 50%          |
| COMMUNICATION                                                     | 1942  | 266             | 282        | 154        | 140       | 173       | 131         | 147           | 86         | 224        | 1681     | 261   | 1266           | 635         | 972               | 970          |
|                                                                   | 75%   | 80%             | 76%        | 73%        | 68%       | 72%       | 71%         | 73%           | 76%        | 75%        | 75%      | 71%   | 76%            | 73%         | 74%               | 75%          |
|                                                                   |       | cdefg           | d          | 15%        | 8%        | 7%        | 9%          | 7%            | 8%         | 4%         | k        | 13%   | 65%            | 33%         | 50%               | 50%          |
| INFORMATION/ HEALTHCARE                                           | 1450  | 213             | 209        | 115        | 110       | 121       | 99          | 111           | 59         | 168        | 1254     | 196   | 922            | 503         | 740               | 711          |
|                                                                   | 56%   | 64%             | 56%        | 54%        | 53%       | 51%       | 54%         | 55%           | 53%        | 57%        | 56%      | 53%   | 56%            | 58%         | 56%               | 55%          |
|                                                                   |       | bcdefgh         | 15%        | 14%        | 8%        | 8%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 64%            | 35%         | 51%               | 49%          |

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QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4689  | 348             | 415        | 311        | 338       | 318       | 337         | 354           | 303        | 307        | 3588     | 1101  | 2779           | 1787        | 2369              | 2320         |
| Effective Weighted Sample | 3257  | 308             | 372        | 283        | 305       | 281       | 306         | 319           | 271        | 278        | 2764     | 496   | 1955           | 1247        | 1587              | 1675         |
| Total                     | 2605  | 331             | 371        | 211        | 205       | 238       | 184         | 203           | 113        | 297        | 2238     | 367   | 1661           | 868         | 1312              | 1293         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |
| ENTERTAINMENT             | 1429  | 203             | 203        | 115        | 115       | 123       | 95          | 113           | 64         | 154        | 1251     | 178   | 927            | 472         | 662               | 768          |
|                           | 55%   | 61%             | 55%        | 55%        | 56%       | 51%       | 52%         | 56%           | 57%        | 52%        | 56%      | 49%   | 56%            | 54%         | 50%               | 59%          |
|                           |       | efi             |            |            |           |           |             |               |            |            | k        |       |                |             |                   | n            |
|                           |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 65%            | 33%         | 46%               | 54%          |
| SOCIAL                    | 984   | 127             | 140        | 71         | 78        | 95        | 63          | 76            | 48         | 112        | 850      | 134   | 622            | 341         | 433               | 550          |
|                           | 38%   | 38%             | 38%        | 34%        | 38%       | 40%       | 34%         | 37%           | 43%        | 38%        | 38%      | 36%   | 37%            | 39%         | 33%               | 43%          |
|                           |       |                 |            |            |           |           |             |               | cf         |            |          |       |                |             |                   | n            |
|                           |       | 13%             | 14%        | 7%         | 8%        | 10%       | 6%          | 8%            | 5%         | 11%        | 86%      | 14%   | 63%            | 35%         | 44%               | 56%          |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                               | Total       | TV SERVICES            |                        |                          |                          | YOUTUBE                    |                          |
|-----------------------------------------------------------------------------------------------|-------------|------------------------|------------------------|--------------------------|--------------------------|----------------------------|--------------------------|
|                                                                                               |             | PAID TRAD<br>TV<br>a   | FREE TRAD<br>TV<br>b   | FREE<br>CATCH-UP<br>c    | SVOD<br>d                | SERV-<br>ICES<br>e         | ANY SER-<br>VICES<br>f   |
| Significance Level: 95%                                                                       |             |                        |                        |                          |                          |                            |                          |
| Unweighted total                                                                              | 4689        | 2268                   | 1950                   | 3720                     | 3827                     | 2090                       | 4550                     |
| Effective Weighted Sample                                                                     | 3257        | 1562                   | 1360                   | 2605                     | 2663                     | 1461                       | 3168                     |
| Total                                                                                         | 2605        | 1275<br>49%            | 1081<br>42%            | 2080<br>80%              | 2140<br>82%              | 1161<br>45%                | 2526<br>97%              |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)           | 1676<br>64% | 862<br>68%<br>b<br>51% | 692<br>64%<br>b<br>41% | 1416<br>68%<br>bf<br>85% | 1454<br>68%<br>bf<br>87% | 802<br>69%<br>bf<br>48%    | 1648<br>65%<br>bf<br>98% |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                                 | 1319<br>51% | 650<br>51%<br>49%      | 568<br>53%<br>43%      | 1129<br>54%<br>af<br>86% | 1158<br>54%<br>f<br>88%  | 692<br>60%<br>abcdf<br>52% | 1299<br>51%<br>f<br>99%  |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp        | 1280<br>49% | 650<br>51%<br>51%      | 553<br>51%<br>43%      | 1059<br>51%<br>83%       | 1116<br>52%<br>87%       | 647<br>56%<br>abcdf<br>51% | 1258<br>50%<br>f<br>98%  |
| Send/ receive e-mails                                                                         | 980<br>38%  | 505<br>40%<br>52%      | 417<br>39%<br>43%      | 785<br>38%<br>80%        | 817<br>38%<br>83%        | 474<br>41%<br>48%          | 956<br>38%<br>97%        |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat) | 964<br>37%  | 502<br>39%<br>b<br>52% | 375<br>35%<br>39%      | 789<br>38%<br>b<br>82%   | 861<br>40%<br>bf<br>89%  | 508<br>44%<br>abcdf<br>53% | 948<br>38%<br>f<br>98%   |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                            | Total | TV SERVICES     |                 |                  |             |                          |                   |
|------------------------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|-------------|--------------------------|-------------------|
|                                                                                                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD        | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                                                    |       | a               | b               | c                | d           | e                        | f                 |
| Unweighted total                                                                                           | 4689  | 2268            | 1950            | 3720             | 3827        | 2090                     | 4550              |
| Effective Weighted Sample                                                                                  | 3257  | 1562            | 1360            | 2605             | 2663        | 1461                     | 3168              |
| Total                                                                                                      | 2605  | 1275            | 1081            | 2080             | 2140        | 1161                     | 2526              |
|                                                                                                            |       | 49%             | 42%             | 80%              | 82%         | 45%                      | 97%               |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)                        | 949   | 458             | 400             | 823              | 878         | 523                      | 944               |
|                                                                                                            | 36%   | 36%             | 37%             | 40%              | 41%         | 45%                      | 37%               |
|                                                                                                            |       | 48%             | 42%             | a<br>87%         | abf<br>93%  | abcdf<br>55%             | 100%              |
| Online food takeaway deliveries                                                                            | 916   | 470             | 323             | 747              | 855         | 503                      | 904               |
|                                                                                                            | 35%   | 37%             | 30%             | 36%              | 40%         | 43%                      | 36%               |
|                                                                                                            |       | b<br>51%        | b<br>35%        | b<br>82%         | abcf<br>93% | abcdf<br>55%             | b<br>99%          |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 886   | 480             | 378             | 735              | 774         | 437                      | 870               |
|                                                                                                            | 34%   | 38%             | 35%             | 35%              | 36%         | 38%                      | 34%               |
|                                                                                                            |       | f<br>54%        | 43%             | 83%              | 87%         | f<br>49%                 | 98%               |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)                      | 797   | 391             | 319             | 655              | 704         | 505                      | 786               |
|                                                                                                            | 31%   | 31%             | 29%             | 32%              | 33%         | 44%                      | 31%               |
|                                                                                                            |       | 49%             | 40%             | 82%              | b<br>88%    | abcdf<br>63%             | 99%               |
| Online food deliveries from supermarkets                                                                   | 787   | 427             | 311             | 655              | 687         | 381                      | 777               |
|                                                                                                            | 30%   | 33%             | 29%             | 31%              | 32%         | 33%                      | 31%               |
|                                                                                                            |       | b<br>54%        | 40%             | 83%              | b<br>87%    | b<br>48%                 | 99%               |
| Accessing news                                                                                             | 781   | 378             | 365             | 672              | 672         | 375                      | 770               |
|                                                                                                            | 30%   | 30%             | 34%             | 32%              | 31%         | 32%                      | 30%               |
|                                                                                                            |       | 48%             | af<br>47%       | 86%              | 86%         | 48%                      | 99%               |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                            | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|--------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                                    |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                                           | 4689  | 2268            | 1950            | 3720             | 3827 | 2090          | 4550              |
| Effective Weighted Sample                                                                  | 3257  | 1562            | 1360            | 2605             | 2663 | 1461          | 3168              |
| Total                                                                                      | 2605  | 1275            | 1081            | 2080             | 2140 | 1161          | 2526              |
|                                                                                            |       | 49%             | 42%             | 80%              | 82%  | 45%           | 97%               |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                       | 765   | 389             | 310             | 645              | 676  | 427           | 751               |
|                                                                                            | 29%   | 31%             | 29%             | 31%              | 32%  | 37%           | 30%               |
|                                                                                            |       |                 |                 |                  |      | abcdf         |                   |
|                                                                                            |       | 51%             | 41%             | 84%              | 88%  | 56%           | 98%               |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 626   | 316             | 261             | 534              | 575  | 353           | 621               |
|                                                                                            | 24%   | 25%             | 24%             | 26%              | 27%  | 30%           | 25%               |
|                                                                                            |       |                 |                 |                  | f    | abcdf         |                   |
|                                                                                            |       | 50%             | 42%             | 85%              | 92%  | 56%           | 99%               |
| To find information on health related issues                                               | 555   | 282             | 245             | 482              | 480  | 292           | 550               |
|                                                                                            | 21%   | 22%             | 23%             | 23%              | 22%  | 25%           | 22%               |
|                                                                                            |       |                 |                 |                  |      | df            |                   |
|                                                                                            |       | 51%             | 44%             | 87%              | 87%  | 53%           | 99%               |
| Playing games online/ interactively                                                        | 479   | 245             | 171             | 383              | 431  | 289           | 472               |
|                                                                                            | 18%   | 19%             | 16%             | 18%              | 20%  | 25%           | 19%               |
|                                                                                            |       | b               |                 | b                | b    | abcdf         | b                 |
|                                                                                            |       | 51%             | 36%             | 80%              | 90%  | 60%           | 99%               |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                              | 441   | 221             | 178             | 379              | 418  | 273           | 437               |
|                                                                                            | 17%   | 17%             | 16%             | 18%              | 20%  | 23%           | 17%               |
|                                                                                            |       |                 |                 |                  | bf   | abcdf         |                   |
|                                                                                            |       | 50%             | 40%             | 86%              | 95%  | 62%           | 99%               |
| Trading/ auctions e.g. eBay, Facebook marketplace                                          | 439   | 241             | 192             | 369              | 394  | 237           | 434               |
|                                                                                            | 17%   | 19%             | 18%             | 18%              | 18%  | 20%           | 17%               |
|                                                                                            |       |                 |                 |                  |      | cf            |                   |
|                                                                                            |       | 55%             | 44%             | 84%              | 90%  | 54%           | 99%               |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | TV SERVICES  |              |               |      |                   |               |
|---------------------------------------------------------------------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                                                                                                                                 |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                                                                                                                                 |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%                                                                                                         |       |              |              |               |      |                   |               |
| Unweighted total                                                                                                                | 4689  | 2268         | 1950         | 3720          | 3827 | 2090              | 4550          |
| Effective Weighted Sample                                                                                                       | 3257  | 1562         | 1360         | 2605          | 2663 | 1461              | 3168          |
| Total                                                                                                                           | 2605  | 1275         | 1081         | 2080          | 2140 | 1161              | 2526          |
|                                                                                                                                 |       | 49%          | 42%          | 80%           | 82%  | 45%               | 97%           |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 385   | 192          | 187          | 329           | 337  | 203               | 379           |
|                                                                                                                                 | 15%   | 15%          | 17%          | 16%           | 16%  | 17%               | 15%           |
|                                                                                                                                 |       | 50%          | 49%          | 85%           | 88%  | 53%               | 99%           |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton                                                      | 320   | 159          | 119          | 288           | 299  | 182               | 319           |
|                                                                                                                                 | 12%   | 12%          | 11%          | 14%           | 14%  | 16%               | 13%           |
|                                                                                                                                 |       | 50%          | 37%          | 90%           | 93%  | 57%               | 100%          |
| Remote healthcare services e.g. video consultation with GP                                                                      | 313   | 156          | 137          | 273           | 279  | 170               | 309           |
|                                                                                                                                 | 12%   | 12%          | 13%          | 13%           | 13%  | 15%               | 12%           |
|                                                                                                                                 |       | 50%          | 44%          | 87%           | 89%  | 54%               | 99%           |
| Listening to live radio through a website or app                                                                                | 309   | 151          | 131          | 274           | 280  | 169               | 307           |
|                                                                                                                                 | 12%   | 12%          | 12%          | 13%           | 13%  | 15%               | 12%           |
|                                                                                                                                 |       | 49%          | 42%          | 89%           | 90%  | 55%               | 99%           |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud                       | 298   | 140          | 128          | 255           | 270  | 176               | 295           |
|                                                                                                                                 | 11%   | 11%          | 12%          | 12%           | 13%  | 15%               | 12%           |
|                                                                                                                                 |       | 47%          | 43%          | 86%           | 91%  | 59%               | 99%           |
| Columns Tested: a,b,c,d,e,f                                                                                                     |       |              |              |               |      |                   |               |



**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                                                                   | Total       | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|-------------------------------------------------------------------|-------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                                                                   |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                           |             |                      |                      |                       |             |                    |                        |
| Unweighted total                                                  | 4689        | 2268                 | 1950                 | 3720                  | 3827        | 2090               | 4550                   |
| Effective Weighted Sample                                         | 3257        | 1562                 | 1360                 | 2605                  | 2663        | 1461               | 3168                   |
| Total                                                             | 2605        | 1275<br>49%          | 1081<br>42%          | 2080<br>80%           | 2140<br>82% | 1161<br>45%        | 2526<br>97%            |
| Listening to catch-up or on-demand radio through a website or app | 256<br>10%  | 124<br>10%           | 117<br>11%           | 238<br>11%            | 237<br>11%  | 141<br>12%         | 255<br>10%             |
|                                                                   |             | 48%                  | 46%                  | 93%                   | 92%         | af<br>55%          | 99%                    |
| Online dating sites/ apps                                         | 76<br>3%    | 33<br>3%             | 30<br>3%             | 60<br>3%              | 69<br>3%    | 46<br>4%           | 75<br>3%               |
|                                                                   |             | 43%                  | 39%                  | 79%                   | 91%         | a<br>61%           | 99%                    |
| Other                                                             | 85<br>3%    | 31<br>2%             | 38<br>4%             | 54<br>3%              | 49<br>2%    | 18<br>2%           | 71<br>3%               |
|                                                                   |             | 36%                  | de<br>45%            | e<br>64%              | 58%         | 21%                | e<br>84%               |
| None of these                                                     | 118<br>5%   | 51<br>4%             | 48<br>4%             | 79<br>4%              | 77<br>4%    | 34<br>3%           | 108<br>4%              |
|                                                                   |             | 43%                  | e<br>41%             | 68%                   | 65%         | 29%                | e<br>92%               |
| Don't know                                                        | 26<br>1%    | 13<br>1%             | 7<br>1%              | 11<br>1%              | 18<br>1%    | 6<br>1%            | 24<br>1%               |
|                                                                   |             | 50%                  | 26%                  | 43%                   | 70%         | 23%                | 91%                    |
| PURCHASING/ FINANCES                                              | 2032<br>78% | 1026<br>80%          | 851<br>79%           | 1682<br>81%           | 1739<br>81% | 965<br>83%         | 1991<br>79%            |
|                                                                   |             | 51%                  | 42%                  | f<br>83%              | f<br>86%    | bf<br>48%          | 98%                    |
| COMMUNICATION                                                     | 1942<br>75% | 974<br>76%           | 823<br>76%           | 1608<br>77%           | 1654<br>77% | 938<br>81%         | 1904<br>75%            |
|                                                                   |             | 50%                  | 42%                  | 83%                   | 85%         | abdcf<br>48%       | 98%                    |
| INFORMATION/ HEALTHCARE                                           | 1450<br>56% | 720<br>56%           | 632<br>58%           | 1237<br>60%           | 1271<br>59% | 722<br>62%         | 1431<br>57%            |
|                                                                   |             | 50%                  | 44%                  | f<br>85%              | f<br>88%    | abf<br>50%         | 99%                    |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

|                           | TV SERVICES |                 |                 |                  |      |                          |                   |
|---------------------------|-------------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           | Total       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |             | a               | b               | c                | d    | e                        | f                 |
| Unweighted total          | 4689        | 2268            | 1950            | 3720             | 3827 | 2090                     | 4550              |
| Effective Weighted Sample | 3257        | 1562            | 1360            | 2605             | 2663 | 1461                     | 3168              |
| Total                     | 2605        | 1275            | 1081            | 2080             | 2140 | 1161                     | 2526              |
|                           |             | 49%             | 42%             | 80%              | 82%  | 45%                      | 97%               |
| ENTERTAINMENT             | 1429        | 689             | 603             | 1199             | 1268 | 772                      | 1415              |
|                           | 55%         | 54%             | 56%             | 58%              | 59%  | 67%                      | 56%               |
|                           |             |                 |                 | a                | abf  | abcdf                    |                   |
|                           |             | 48%             | 42%             | 84%              | 89%  | 54%                      | 99%               |
| SOCIAL                    | 984         | 509             | 383             | 803              | 880  | 519                      | 967               |
|                           | 38%         | 40%             | 35%             | 39%              | 41%  | 45%                      | 38%               |
|                           |             | b               |                 | b                | bf   | abcdf                    |                   |
|                           |             | 52%             | 39%             | 82%              | 89%  | 53%                      | 98%               |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                               | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                              | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                     | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                         | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                               |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)           | 1676  | 701    | 960    | 174       | 375   | 602   | 514  | 78               | 113          | 197          | 854  | 513          | 508  | 283 | 316  | 1387     | 154       | 86    | 49  |
|                                                                                               | 61%   | 55%    | 69%    | 60%       | 64%   | 66%   | 57%  | 53%              | 55%          | 60%          | 70%  | 66%          | 69%  | 61% | 52%  | 61%      | 62%       | 64%   | 60% |
|                                                                                               |       |        | a      |           | f     | f     |      |                  |              |              | ghi  | n            | mn   | n   |      |          |           |       |     |
|                                                                                               |       | 42%    | 57%    | 10%       | 22%   | 36%   | 31%  | 5%               | 7%           | 12%          | 51%  | 31%          | 30%  | 17% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                                 | 1319  | 542    | 764    | 169       | 304   | 446   | 392  | 62               | 86           | 144          | 702  | 442          | 412  | 189 | 240  | 1094     | 130       | 59    | 36  |
|                                                                                               | 48%   | 43%    | 55%    | 59%       | 52%   | 49%   | 43%  | 42%              | 41%          | 44%          | 57%  | 57%          | 56%  | 41% | 39%  | 48%      | 52%       | 43%   | 44% |
|                                                                                               |       |        | a      | def       | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      |          | qr        |       |     |
|                                                                                               |       | 41%    | 58%    | 13%       | 23%   | 34%   | 30%  | 5%               | 7%           | 11%          | 53%  | 33%          | 31%  | 14% | 18%  | 83%      | 10%       | 4%    | 3%  |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp        | 1280  | 520    | 748    | 161       | 280   | 436   | 397  | 71               | 95           | 150          | 619  | 369          | 374  | 225 | 269  | 1062     | 119       | 62    | 37  |
|                                                                                               | 47%   | 41%    | 53%    | 56%       | 48%   | 48%   | 44%  | 49%              | 46%          | 45%          | 50%  | 48%          | 51%  | 49% | 44%  | 47%      | 48%       | 46%   | 46% |
|                                                                                               |       |        | a      | def       |       |       |      |                  |              |              |      |              | n    |     |      |          |           |       |     |
|                                                                                               |       | 41%    | 58%    | 13%       | 22%   | 34%   | 31%  | 6%               | 7%           | 12%          | 48%  | 29%          | 29%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| Send/ receive e-mails                                                                         | 980   | 434    | 532    | 110       | 194   | 324   | 342  | 68               | 86           | 120          | 412  | 248          | 265  | 183 | 244  | 811      | 86        | 52    | 31  |
|                                                                                               | 36%   | 34%    | 38%    | 38%       | 33%   | 36%   | 38%  | 46%              | 41%          | 36%          | 34%  | 32%          | 36%  | 39% | 40%  | 36%      | 35%       | 38%   | 38% |
|                                                                                               |       |        | a      |           |       |       |      | ij               | j            |              |      |              |      | k   | k    |          |           |       |     |
|                                                                                               |       | 44%    | 54%    | 11%       | 20%   | 33%   | 35%  | 7%               | 9%           | 12%          | 42%  | 25%          | 27%  | 19% | 25%  | 83%      | 9%        | 5%    | 3%  |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat) | 964   | 380    | 576    | 141       | 224   | 334   | 260  | 69               | 85           | 115          | 422  | 250          | 281  | 162 | 232  | 792      | 91        | 51    | 31  |
|                                                                                               | 35%   | 30%    | 41%    | 49%       | 38%   | 37%   | 29%  | 47%              | 41%          | 35%          | 34%  | 32%          | 38%  | 35% | 38%  | 35%      | 36%       | 38%   | 38% |
|                                                                                               |       |        | a      | def       | f     | f     |      | ij               |              |              |      |              | k    |     | k    |          |           |       |     |
|                                                                                               |       | 39%    | 60%    | 15%       | 23%   | 35%   | 27%  | 7%               | 9%           | 12%          | 44%  | 26%          | 29%  | 17% | 24%  | 82%      | 9%        | 5%    | 3%  |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                           | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                  | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                      | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                            |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)                        | 949   | 441    | 497    | 151       | 236   | 323   | 233  | 55               | 67           | 113          | 466  | 275          | 306  | 150 | 194  | 784      | 95        | 40    | 29  |
|                                                                                                            | 35%   | 35%    | 35%    | 53%       | 40%   | 35%   | 26%  | 38%              | 32%          | 34%          | 38%  | 36%          | 42%  | 32% | 32%  | 35%      | 38%       | 29%   | 36% |
|                                                                                                            |       |        |        | def       | ef    | f     |      |                  |              |              |      |              | kmn  |     |      | q        | q         | q     | q   |
|                                                                                                            |       | 46%    | 52%    | 16%       | 25%   | 34%   | 25%  | 6%               | 7%           | 12%          | 49%  | 29%          | 32%  | 16% | 20%  | 83%      | 10%       | 4%    | 3%  |
| Online food takeaway deliveries                                                                            | 916   | 382    | 522    | 143       | 285   | 341   | 142  | 51               | 57           | 95           | 501  | 264          | 309  | 149 | 169  | 763      | 87        | 45    | 21  |
|                                                                                                            | 34%   | 30%    | 37%    | 50%       | 49%   | 37%   | 16%  | 35%              | 27%          | 29%          | 41%  | 34%          | 42%  | 32% | 28%  | 34%      | 35%       | 33%   | 26% |
|                                                                                                            |       |        | a      | ef        | ef    | f     |      |                  |              |              | hi   | n            | kmn  |     |      | r        | r         | r     |     |
|                                                                                                            |       | 42%    | 57%    | 16%       | 31%   | 37%   | 15%  | 6%               | 6%           | 10%          | 55%  | 29%          | 34%  | 16% | 18%  | 83%      | 9%        | 5%    | 2%  |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 886   | 394    | 484    | 88        | 184   | 310   | 298  | 59               | 73           | 113          | 399  | 222          | 234  | 174 | 223  | 730      | 81        | 45    | 30  |
|                                                                                                            | 32%   | 31%    | 35%    | 31%       | 31%   | 34%   | 33%  | 40%              | 35%          | 34%          | 32%  | 29%          | 32%  | 38% | 36%  | 32%      | 32%       | 33%   | 37% |
|                                                                                                            |       |        | a      |           |       |       |      | j                |              |              |      |              |      | kl  | kl   |          |           |       | o   |
|                                                                                                            |       | 44%    | 55%    | 10%       | 21%   | 35%   | 34%  | 7%               | 8%           | 13%          | 45%  | 25%          | 26%  | 20% | 25%  | 82%      | 9%        | 5%    | 3%  |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)                      | 797   | 370    | 417    | 139       | 202   | 248   | 201  | 50               | 61           | 94           | 376  | 188          | 243  | 144 | 190  | 662      | 73        | 37    | 25  |
|                                                                                                            | 29%   | 29%    | 30%    | 48%       | 35%   | 27%   | 22%  | 34%              | 30%          | 28%          | 31%  | 24%          | 33%  | 31% | 31%  | 29%      | 29%       | 27%   | 30% |
|                                                                                                            |       |        |        | def       | ef    | f     |      |                  |              |              |      |              | k    | k   | k    |          |           |       |     |
|                                                                                                            |       | 47%    | 52%    | 17%       | 25%   | 31%   | 25%  | 6%               | 8%           | 12%          | 47%  | 24%          | 31%  | 18% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Online food deliveries from supermarkets                                                                   | 787   | 298    | 481    | 49        | 185   | 307   | 241  | 39               | 47           | 89           | 413  | 258          | 238  | 122 | 143  | 666      | 65        | 39    | 17  |
|                                                                                                            | 29%   | 23%    | 34%    | 17%       | 32%   | 34%   | 27%  | 27%              | 23%          | 27%          | 34%  | 33%          | 32%  | 26% | 23%  | 29%      | 26%       | 29%   | 20% |
|                                                                                                            |       |        | a      | cf        | cf    | cf    | c    |                  |              |              | ghi  | mn           | mn   |     |      | r        |           | r     |     |
|                                                                                                            |       | 38%    | 61%    | 6%        | 23%   | 39%   | 31%  | 5%               | 6%           | 11%          | 53%  | 33%          | 30%  | 16% | 18%  | 85%      | 8%        | 5%    | 2%  |
| Accessing news                                                                                             | 781   | 346    | 431    | 81        | 138   | 261   | 296  | 37               | 55           | 104          | 388  | 240          | 242  | 132 | 144  | 651      | 68        | 39    | 23  |
|                                                                                                            | 29%   | 27%    | 31%    | 28%       | 24%   | 29%   | 33%  | 25%              | 26%          | 32%          | 32%  | 31%          | 33%  | 28% | 24%  | 29%      | 27%       | 29%   | 28% |
|                                                                                                            |       |        | a      |           |       | d     | de   |                  |              |              |      | n            | n    |     |      |          |           |       |     |
|                                                                                                            |       | 44%    | 55%    | 10%       | 18%   | 33%   | 38%  | 5%               | 7%           | 13%          | 50%  | 31%          | 31%  | 17% | 18%  | 83%      | 9%        | 5%    | 3%  |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                           | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                  | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                      | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                            |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                       | 765   | 329    | 426    | 92        | 181   | 286   | 203  | 38               | 47           | 93           | 390  | 256          | 231  | 115 | 143  | 642      | 66        | 35    | 22  |
|                                                                                            | 28%   | 26%    | 30%    | 32%       | 31%   | 31%   | 22%  | 26%              | 23%          | 28%          | 32%  | 33%          | 31%  | 25% | 23%  | 28%      | 26%       | 26%   | 27% |
|                                                                                            |       | a      | a      | f         | f     | f     |      |                  |              |              | h    | mn           | mn   |     |      |          |           |       |     |
|                                                                                            |       | 43%    | 56%    | 12%       | 24%   | 37%   | 27%  | 5%               | 6%           | 12%          | 51%  | 33%          | 30%  | 15% | 19%  | 84%      | 9%        | 5%    | 3%  |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 626   | 263    | 359    | 101       | 142   | 258   | 122  | 36               | 39           | 64           | 351  | 203          | 226  | 94  | 88   | 520      | 62        | 28    | 17  |
|                                                                                            | 23%   | 21%    | 26%    | 35%       | 24%   | 28%   | 14%  | 25%              | 19%          | 19%          | 29%  | 26%          | 31%  | 20% | 14%  | 23%      | 25%       | 21%   | 20% |
|                                                                                            |       | a      | a      | def       | f     | f     |      |                  |              |              | hi   | mn           | kmn  | n   |      |          |           |       |     |
|                                                                                            |       | 42%    | 57%    | 16%       | 23%   | 41%   | 19%  | 6%               | 6%           | 10%          | 56%  | 32%          | 36%  | 15% | 14%  | 83%      | 10%       | 4%    | 3%  |
| To find information on health related issues                                               | 555   | 229    | 321    | 48        | 104   | 184   | 215  | 33               | 45           | 66           | 267  | 169          | 168  | 82  | 111  | 469      | 42        | 30    | 14  |
|                                                                                            | 20%   | 18%    | 23%    | 17%       | 18%   | 20%   | 24%  | 22%              | 21%          | 20%          | 22%  | 22%          | 23%  | 18% | 18%  | 21%      | 17%       | 22%   | 17% |
|                                                                                            |       | a      | a      |           |       |       | cde  |                  |              |              |      |              | mn   |     |      |          |           |       |     |
|                                                                                            |       | 41%    | 58%    | 9%        | 19%   | 33%   | 39%  | 6%               | 8%           | 12%          | 48%  | 30%          | 30%  | 15% | 20%  | 85%      | 8%        | 5%    | 2%  |
| Playing games online/ interactively                                                        | 479   | 230    | 245    | 111       | 127   | 162   | 78   | 32               | 38           | 59           | 212  | 105          | 148  | 83  | 124  | 390      | 52        | 25    | 12  |
|                                                                                            | 18%   | 18%    | 17%    | 39%       | 22%   | 18%   | 9%   | 22%              | 19%          | 18%          | 17%  | 14%          | 20%  | 18% | 20%  | 17%      | 21%       | 18%   | 15% |
|                                                                                            |       |        |        | def       | ef    | f     |      |                  |              |              |      |              | k    | k   | k    |          | r         |       |     |
|                                                                                            |       | 48%    | 51%    | 23%       | 27%   | 34%   | 16%  | 7%               | 8%           | 12%          | 44%  | 22%          | 31%  | 17% | 26%  | 81%      | 11%       | 5%    | 3%  |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                              | 441   | 218    | 215    | 97        | 130   | 133   | 75   | 23               | 26           | 49           | 229  | 119          | 162  | 69  | 80   | 366      | 45        | 18    | 12  |
|                                                                                            | 16%   | 17%    | 15%    | 34%       | 22%   | 15%   | 8%   | 15%              | 13%          | 15%          | 19%  | 15%          | 22%  | 15% | 13%  | 16%      | 18%       | 13%   | 15% |
|                                                                                            |       |        |        | def       | ef    | f     |      |                  |              |              | h    |              | kmn  |     |      |          |           |       |     |
|                                                                                            |       | 49%    | 49%    | 22%       | 30%   | 30%   | 17%  | 5%               | 6%           | 11%          | 52%  | 27%          | 37%  | 16% | 18%  | 83%      | 10%       | 4%    | 3%  |
| Trading/ auctions e.g. eBay, Facebook marketplace                                          | 439   | 196    | 239    | 44        | 102   | 173   | 118  | 28               | 33           | 58           | 210  | 114          | 121  | 100 | 91   | 374      | 28        | 26    | 11  |
|                                                                                            | 16%   | 15%    | 17%    | 15%       | 18%   | 19%   | 13%  | 19%              | 16%          | 17%          | 17%  | 15%          | 16%  | 22% | 15%  | 17%      | 11%       | 19%   | 14% |
|                                                                                            |       |        |        |           | f     | f     |      |                  |              |              |      |              |      | klm |      | p        |           | pr    |     |
|                                                                                            |       | 45%    | 55%    | 10%       | 23%   | 39%   | 27%  | 6%               | 7%           | 13%          | 48%  | 26%          | 28%  | 23% | 21%  | 85%      | 6%        | 6%    | 3%  |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                                       | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                                           | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                                                 |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 385   | 186    | 196    | 34        | 90    | 138   | 121  | 25               | 29           | 43           | 201  | 137          | 107  | 64  | 61   | 323      | 31        | 22    | 9   |
|                                                                                                                                 | 14%   | 15%    | 14%    | 12%       | 15%   | 15%   | 13%  | 17%              | 14%          | 13%          | 16%  | 18%          | 15%  | 14% | 10%  | 14%      | 12%       | 16%   | 11% |
|                                                                                                                                 |       | 48%    | 51%    | 9%        | 23%   | 36%   | 32%  | 6%               | 7%           | 11%          | 52%  | 36%          | 28%  | 17% | 16%  | 84%      | 8%        | 6%    | 2%  |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton                                                      | 320   | 107    | 211    | 49        | 88    | 123   | 56   | 13               | 15           | 23           | 200  | 121          | 126  | 40  | 29   | 267      | 33        | 11    | 9   |
|                                                                                                                                 | 12%   | 8%     | 15%    | 17%       | 15%   | 14%   | 6%   | 9%               | 7%           | 7%           | 16%  | 16%          | 17%  | 9%  | 5%   | 12%      | 13%       | 9%    | 11% |
|                                                                                                                                 |       | a      | f      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          | q         |       |     |
|                                                                                                                                 |       | 33%    | 66%    | 15%       | 28%   | 38%   | 18%  | 4%               | 5%           | 7%           | 63%  | 38%          | 39%  | 12% | 9%   | 83%      | 10%       | 4%    | 3%  |
| Remote healthcare services e.g. video consultation with GP                                                                      | 313   | 130    | 179    | 31        | 78    | 111   | 91   | 16               | 21           | 33           | 165  | 125          | 96   | 30  | 55   | 272      | 23        | 15    | 3   |
|                                                                                                                                 | 11%   | 10%    | 13%    | 11%       | 13%   | 12%   | 10%  | 11%              | 10%          | 10%          | 13%  | 16%          | 13%  | 6%  | 9%   | 12%      | 9%        | 11%   | 4%  |
|                                                                                                                                 |       | a      | f      |           | f     |       |      |                  |              |              |      | lmn          | mn   |     |      | r        | r         | r     |     |
|                                                                                                                                 |       | 42%    | 57%    | 10%       | 25%   | 36%   | 29%  | 5%               | 7%           | 11%          | 53%  | 40%          | 31%  | 10% | 17%  | 87%      | 7%        | 5%    | 1%  |
| Listening to live radio through a website or app                                                                                | 309   | 150    | 155    | 27        | 66    | 126   | 86   | 9                | 19           | 32           | 176  | 117          | 90   | 48  | 48   | 260      | 27        | 13    | 9   |
|                                                                                                                                 | 11%   | 12%    | 11%    | 10%       | 11%   | 14%   | 10%  | 6%               | 9%           | 10%          | 14%  | 15%          | 12%  | 10% | 8%   | 11%      | 11%       | 10%   | 11% |
|                                                                                                                                 |       |        |        |           |       | cf    |      |                  |              |              | ghi  | lmn          | n    |     |      |          |           |       |     |
|                                                                                                                                 |       | 48%    | 50%    | 9%        | 21%   | 41%   | 28%  | 3%               | 6%           | 10%          | 57%  | 38%          | 29%  | 15% | 16%  | 84%      | 9%        | 4%    | 3%  |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud                       | 298   | 149    | 145    | 44        | 82    | 102   | 66   | 18               | 24           | 32           | 154  | 98           | 103  | 42  | 47   | 255      | 24        | 11    | 8   |
|                                                                                                                                 | 11%   | 12%    | 10%    | 15%       | 14%   | 11%   | 7%   | 12%              | 11%          | 10%          | 13%  | 13%          | 14%  | 9%  | 8%   | 11%      | 10%       | 8%    | 9%  |
|                                                                                                                                 |       |        |        | ef        | f     | f     |      |                  |              |              |      | n            | mn   |     |      |          |           |       |     |
|                                                                                                                                 |       | 50%    | 49%    | 15%       | 27%   | 34%   | 22%  | 6%               | 8%           | 11%          | 52%  | 33%          | 35%  | 14% | 16%  | 86%      | 8%        | 4%    | 3%  |

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|                                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                  | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                         | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                             | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                   |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Listening to catch-up or on-demand radio through a website or app | 256   | 122    | 133    | 40        | 62    | 85    | 69   | 11               | 14           | 38           | 139  | 98           | 81   | 35  | 38   | 220      | 17        | 12    | 7   |
|                                                                   | 9%    | 10%    | 9%     | 14%       | 11%   | 9%    | 8%   | 7%               | 7%           | 11%          | 11%  | 13%          | 11%  | 8%  | 6%   | 10%      | 7%        | 9%    | 8%  |
|                                                                   |       |        |        | ef        | f     |       |      |                  |              |              | h    | mn           | mn   |     |      |          |           |       |     |
|                                                                   |       | 48%    | 52%    | 15%       | 24%   | 33%   | 27%  | 4%               | 6%           | 15%          | 54%  | 38%          | 32%  | 14% | 15%  | 86%      | 7%        | 5%    | 3%  |
| Online dating sites/ apps                                         | 76    | 35     | 40     | 19        | 25    | 26    | 5    | 9                | 9            | 11           | 34   | 17           | 30   | 20  | 8    | 61       | 8         | 3     | 3   |
|                                                                   | 3%    | 3%     | 3%     | 7%        | 4%    | 3%    | 1%   | 6%               | 4%           | 3%           | 3%   | 2%           | 4%   | 4%  | 1%   | 3%       | 3%        | 2%    | 4%  |
|                                                                   |       |        |        | ef        | f     | f     |      | j                |              |              |      |              | kn   | kn  |      |          |           |       |     |
|                                                                   |       | 46%    | 53%    | 25%       | 33%   | 35%   | 7%   | 12%              | 12%          | 15%          | 45%  | 23%          | 39%  | 27% | 10%  | 81%      | 10%       | 4%    | 4%  |
| Other                                                             | 85    | 47     | 29     | 11        | 10    | 13    | 47   | 5                | 8            | 11           | 20   | 21           | 17   | 11  | 24   | 68       | 10        | 3     | 3   |
|                                                                   | 3%    | 4%     | 2%     | 4%        | 2%    | 1%    | 5%   | 4%               | 4%           | 3%           | 2%   | 3%           | 2%   | 2%  | 4%   | 3%       | 4%        | 2%    | 4%  |
|                                                                   |       | b      |        | de        |       |       | de   |                  | j            | j            |      |              |      |     | l    |          |           |       |     |
|                                                                   |       | 56%    | 34%    | 13%       | 11%   | 15%   | 55%  | 6%               | 10%          | 13%          | 24%  | 25%          | 20%  | 13% | 28%  | 81%      | 11%       | 4%    | 4%  |
| None of these                                                     | 118   | 80     | 36     | 7         | 20    | 36    | 52   | 6                | 9            | 16           | 43   | 35           | 21   | 24  | 31   | 97       | 10        | 6     | 4   |
|                                                                   | 4%    | 6%     | 3%     | 2%        | 3%    | 4%    | 6%   | 4%               | 4%           | 5%           | 4%   | 5%           | 3%   | 5%  | 5%   | 4%       | 4%        | 5%    | 5%  |
|                                                                   |       | b      |        |           |       |       | cde  |                  |              |              |      | l            |      | l   | l    |          |           |       |     |
|                                                                   |       | 68%    | 31%    | 6%        | 17%   | 31%   | 44%  | 5%               | 8%           | 14%          | 37%  | 30%          | 18%  | 21% | 26%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                                                        | 26    | 12     | 14     | 3         | 6     | 13    | 2    | 2                | 1            | 5            | 5    | 3            | 6    | 7   | 7    | 21       | 3         | 1     | 1   |
|                                                                   | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | *%   | 2%               | 1%           | 2%           | *%   | *%           | 1%   | 2%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                                   |       |        |        | f         | f     | f     |      | j                |              | j            |      |              |      | k   | k    |          |           |       |     |
|                                                                   |       | 45%    | 52%    | 12%       | 24%   | 49%   | 8%   | 9%               | 6%           | 19%          | 19%  | 10%          | 24%  | 29% | 29%  | 81%      | 12%       | 5%    | 3%  |
| PURCHASING/ FINANCES                                              | 2032  | 896    | 1113   | 215       | 461   | 716   | 625  | 100              | 143          | 237          | 1017 | 605          | 600  | 343 | 415  | 1684     | 185       | 106   | 57  |
|                                                                   | 75%   | 71%    | 79%    | 75%       | 79%   | 78%   | 69%  | 68%              | 69%          | 72%          | 83%  | 78%          | 81%  | 74% | 68%  | 74%      | 74%       | 78%   | 71% |
|                                                                   |       |        | a      |           | f     | f     |      |                  |              |              | ghi  | n            | mn   | n   |      |          |           | r     |     |
|                                                                   |       | 44%    | 55%    | 11%       | 23%   | 35%   | 31%  | 5%               | 7%           | 12%          | 50%  | 30%          | 30%  | 17% | 20%  | 83%      | 9%        | 5%    | 3%  |
| COMMUNICATION                                                     | 1942  | 845    | 1075   | 214       | 430   | 655   | 628  | 99               | 138          | 220          | 951  | 591          | 568  | 323 | 393  | 1604     | 189       | 92    | 56  |
|                                                                   | 71%   | 67%    | 77%    | 74%       | 74%   | 72%   | 70%  | 68%              | 67%          | 67%          | 77%  | 77%          | 77%  | 70% | 64%  | 71%      | 76%       | 68%   | 69% |
|                                                                   |       |        | a      |           |       |       |      |                  |              |              | ghi  | mn           | mn   |     |      |          | qr        |       |     |
|                                                                   |       | 44%    | 55%    | 11%       | 22%   | 34%   | 32%  | 5%               | 7%           | 11%          | 49%  | 30%          | 29%  | 17% | 20%  | 83%      | 10%       | 5%    | 3%  |
| INFORMATION/ HEALTHCARE                                           | 1450  | 615    | 822    | 165       | 306   | 496   | 473  | 73               | 101          | 169          | 743  | 455          | 453  | 226 | 264  | 1206     | 134       | 72    | 38  |
|                                                                   | 53%   | 48%    | 59%    | 57%       | 53%   | 54%   | 53%  | 50%              | 49%          | 51%          | 60%  | 59%          | 61%  | 49% | 43%  | 53%      | 54%       | 54%   | 47% |
|                                                                   |       |        | a      |           |       |       |      |                  |              |              | ghi  | mn           | mn   |     |      | r        | r         | r     |     |
|                                                                   |       | 42%    | 57%    | 11%       | 21%   | 34%   | 33%  | 5%               | 7%           | 12%          | 51%  | 31%          | 31%  | 16% | 18%  | 83%      | 9%        | 5%    | 3%  |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                     | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                           |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| ENTERTAINMENT             | 1429  | 665    | 748    | 203       | 337   | 490   | 390  | 78               | 106          | 169          | 702  | 393          | 435  | 245 | 309  | 1186     | 136       | 65    | 42  |
|                           | 52%   | 52%    | 53%    | 71%       | 58%   | 54%   | 43%  | 53%              | 51%          | 51%          | 57%  | 51%          | 59%  | 53% | 50%  | 52%      | 54%       | 48%   | 52% |
|                           |       |        |        | def       | f     | f     |      |                  |              |              | i    |              | kmn  |     |      |          |           |       |     |
|                           |       | 47%    | 52%    | 14%       | 24%   | 34%   | 27%  | 5%               | 7%           | 12%          | 49%  | 27%          | 30%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| SOCIAL                    | 984   | 390    | 584    | 143       | 233   | 340   | 263  | 71               | 87           | 118          | 433  | 256          | 287  | 168 | 232  | 809      | 92        | 51    | 31  |
|                           | 36%   | 31%    | 42%    | 50%       | 40%   | 37%   | 29%  | 49%              | 42%          | 36%          | 35%  | 33%          | 39%  | 36% | 38%  | 36%      | 37%       | 38%   | 38% |
|                           |       |        | a      | def       | f     | f     |      | ij               | j            |              |      |              | k    |     | k    |          |           |       |     |
|                           |       | 40%    | 59%    | 15%       | 24%   | 35%   | 27%  | 7%               | 9%           | 12%          | 44%  | 26%          | 29%  | 17% | 24%  | 82%      | 9%        | 5%    | 3%  |

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



QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-----------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                                              | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |
| Effective Weighted Sample                                                                     | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |
| Total                                                                                         | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |
|                                                                                               |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)           | 1676  | 219             | 237        | 140        | 131       | 144       | 124         | 134           | 76         | 183        | 1447     | 228   | 1124           | 519         | 841               | 835         |
|                                                                                               | 61%   | 64%             | 61%        | 63%        | 63%       | 57%       | 64%         | 62%           | 62%        | 57%        | 61%      | 61%   | 66%            | 56%         | 62%               | 61%         |
|                                                                                               |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 67%            | 31%         | 50%               | 50%         |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                                 | 1319  | 184             | 206        | 108        | 92        | 118       | 92          | 96            | 53         | 144        | 1137     | 182   | 876            | 424         | 675               | 644         |
|                                                                                               | 48%   | 54%             | 53%        | 49%        | 44%       | 47%       | 48%         | 45%           | 44%        | 45%        | 48%      | 49%   | 52%            | 46%         | 50%               | 47%         |
|                                                                                               |       | dghi            | dghi       |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                                                                                               |       | 14%             | 16%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 66%            | 32%         | 51%               | 49%         |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp        | 1280  | 172             | 186        | 100        | 92        | 118       | 89          | 98            | 56         | 152        | 1114     | 166   | 840            | 418         | 620               | 660         |
|                                                                                               | 47%   | 50%             | 48%        | 45%        | 44%       | 47%       | 46%         | 45%           | 46%        | 48%        | 47%      | 45%   | 50%            | 45%         | 46%               | 48%         |
|                                                                                               |       | 13%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 87%      | 13%   | 66%            | 33%         | 48%               | 52%         |
| Send/ receive e-mails                                                                         | 980   | 128             | 124        | 68         | 79        | 96        | 64          | 80            | 48         | 124        | 856      | 124   | 597            | 361         | 434               | 546         |
|                                                                                               | 36%   | 37%             | 32%        | 31%        | 38%       | 38%       | 33%         | 37%           | 39%        | 39%        | 36%      | 33%   | 35%            | 39%         | 32%               | 40%         |
|                                                                                               |       | 13%             | 13%        | 7%         | 8%        | 10%       | 7%          | 8%            | 5%         | 13%        | 87%      | 13%   | 61%            | 37%         | 44%               | 56%         |
|                                                                                               |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             | n                 |             |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat) | 964   | 124             | 134        | 70         | 76        | 93        | 63          | 74            | 47         | 111        | 835      | 129   | 605            | 339         | 423               | 541         |
|                                                                                               | 35%   | 36%             | 34%        | 32%        | 37%       | 37%       | 33%         | 34%           | 39%        | 35%        | 35%      | 35%   | 36%            | 36%         | 31%               | 39%         |
|                                                                                               |       | 13%             | 14%        | 7%         | 8%        | 10%       | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 63%            | 35%         | 44%               | 56%         |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o                                           |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                           | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                  | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                      | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)                        | 949   | 142             | 127        | 82         | 73        | 82        | 63          | 74            | 41         | 100        | 831      | 117   | 632            | 305         | 434               | 514          |
|                                                                                                            | 35%   | 42%             | 33%        | 37%        | 35%       | 33%       | 32%         | 34%           | 34%        | 31%        | 35%      | 32%   | 37%            | 33%         | 32%               | 37%          |
|                                                                                                            |       | befhi           |            |            |           |           |             |               |            |            |          |       | m              |             | n                 |              |
|                                                                                                            |       | 15%             | 13%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 67%            | 32%         | 46%               | 54%          |
| Online food takeaway deliveries                                                                            | 916   | 139             | 113        | 67         | 74        | 93        | 65          | 72            | 41         | 100        | 838      | 78    | 667            | 227         | 371               | 545          |
|                                                                                                            | 34%   | 41%             | 29%        | 30%        | 35%       | 37%       | 34%         | 33%           | 33%        | 31%        | 36%      | 21%   | 39%            | 24%         | 27%               | 40%          |
|                                                                                                            |       | bcgi            |            |            |           | b         |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                            |       | 15%             | 12%        | 7%         | 8%        | 10%       | 7%          | 8%            | 4%         | 11%        | 92%      | 8%    | 73%            | 25%         | 41%               | 59%          |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 886   | 111             | 119        | 71         | 70        | 85        | 47          | 77            | 39         | 110        | 762      | 123   | 572            | 299         | 401               | 485          |
|                                                                                                            | 32%   | 33%             | 31%        | 32%        | 34%       | 34%       | 24%         | 36%           | 32%        | 34%        | 32%      | 33%   | 34%            | 32%         | 30%               | 35%          |
|                                                                                                            |       | f               |            | f          | f         | f         |             | f             | f          | f          |          |       |                |             | n                 |              |
|                                                                                                            |       | 13%             | 13%        | 8%         | 8%        | 10%       | 5%          | 9%            | 4%         | 12%        | 86%      | 14%   | 65%            | 34%         | 45%               | 55%          |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)                      | 797   | 120             | 118        | 65         | 65        | 68        | 49          | 61            | 32         | 84         | 708      | 88    | 504            | 276         | 331               | 466          |
|                                                                                                            | 29%   | 35%             | 30%        | 30%        | 31%       | 27%       | 25%         | 28%           | 26%        | 26%        | 30%      | 24%   | 30%            | 30%         | 24%               | 34%          |
|                                                                                                            |       | efhi            |            |            |           |           |             |               |            |            | k        |       |                |             | n                 |              |
|                                                                                                            |       | 15%             | 15%        | 8%         | 8%        | 9%        | 6%          | 8%            | 4%         | 11%        | 89%      | 11%   | 63%            | 35%         | 42%               | 58%          |
| Online food deliveries from supermarkets                                                                   | 787   | 118             | 124        | 61         | 63        | 75        | 65          | 58            | 33         | 70         | 664      | 123   | 519            | 246         | 397               | 390          |
|                                                                                                            | 29%   | 34%             | 32%        | 28%        | 30%       | 30%       | 33%         | 27%           | 27%        | 22%        | 28%      | 33%   | 31%            | 26%         | 29%               | 28%          |
|                                                                                                            |       | ghi             | i          |            | i         | i         | i           |               |            |            |          | j     | m              |             |                   |              |
|                                                                                                            |       | 15%             | 16%        | 8%         | 8%        | 10%       | 8%          | 7%            | 4%         | 9%         | 84%      | 16%   | 66%            | 31%         | 50%               | 50%          |
| Accessing news                                                                                             | 781   | 102             | 113        | 62         | 67        | 66        | 47          | 61            | 35         | 98         | 673      | 108   | 502            | 270         | 392               | 389          |
|                                                                                                            | 29%   | 30%             | 29%        | 28%        | 32%       | 26%       | 24%         | 28%           | 29%        | 31%        | 29%      | 29%   | 30%            | 29%         | 29%               | 28%          |
|                                                                                                            |       |                 |            |            | f         |           |             |               |            |            |          |       |                |             |                   |              |
|                                                                                                            |       | 13%             | 14%        | 8%         | 9%        | 8%        | 6%          | 8%            | 5%         | 12%        | 86%      | 14%   | 64%            | 35%         | 50%               | 50%          |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                           | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                  | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                      | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                       | 765   | 109             | 117        | 62         | 61        | 65        | 55          | 55            | 28         | 91         | 665      | 99    | 527            | 225         | 368               | 397          |
|                                                                                            | 28%   | 32%             | 30%        | 28%        | 29%       | 26%       | 28%         | 25%           | 23%        | 29%        | 28%      | 27%   | 31%            | 24%         | 27%               | 29%          |
|                                                                                            |       | h               | h          |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                            |       | 14%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 12%        | 87%      | 13%   | 69%            | 29%         | 48%               | 52%          |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 626   | 90              | 91         | 44         | 40        | 62        | 42          | 49            | 29         | 74         | 553      | 73    | 464            | 158         | 298               | 328          |
|                                                                                            | 23%   | 26%             | 23%        | 20%        | 19%       | 24%       | 22%         | 23%           | 24%        | 23%        | 23%      | 20%   | 27%            | 17%         | 22%               | 24%          |
|                                                                                            |       | d               |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                            |       | 14%             | 15%        | 7%         | 6%        | 10%       | 7%          | 8%            | 5%         | 12%        | 88%      | 12%   | 74%            | 25%         | 48%               | 52%          |
| To find information on health related issues                                               | 555   | 90              | 86         | 47         | 33        | 46        | 42          | 40            | 22         | 63         | 483      | 72    | 329            | 213         | 254               | 301          |
|                                                                                            | 20%   | 26%             | 22%        | 21%        | 16%       | 18%       | 22%         | 19%           | 18%        | 20%        | 20%      | 19%   | 19%            | 23%         | 19%               | 22%          |
|                                                                                            |       | degh            | d          |            |           |           |             |               |            |            |          |       | l              |             |                   | n            |
|                                                                                            |       | 16%             | 15%        | 8%         | 6%        | 8%        | 8%          | 7%            | 4%         | 11%        | 87%      | 13%   | 59%            | 38%         | 46%               | 54%          |
| Playing games online/ interactively                                                        | 479   | 48              | 61         | 34         | 45        | 46        | 36          | 38            | 24         | 57         | 435      | 44    | 307            | 160         | 196               | 283          |
|                                                                                            | 18%   | 14%             | 16%        | 15%        | 21%       | 18%       | 19%         | 18%           | 20%        | 18%        | 18%      | 12%   | 18%            | 17%         | 14%               | 21%          |
|                                                                                            |       |                 |            |            | a         |           |             |               |            |            | k        |       |                |             |                   | n            |
|                                                                                            |       | 10%             | 13%        | 7%         | 9%        | 10%       | 8%          | 8%            | 5%         | 12%        | 91%      | 9%    | 64%            | 33%         | 41%               | 59%          |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                              | 441   | 72              | 55         | 31         | 33        | 31        | 32          | 41            | 19         | 52         | 396      | 45    | 319            | 114         | 183               | 258          |
|                                                                                            | 16%   | 21%             | 14%        | 14%        | 16%       | 12%       | 16%         | 19%           | 15%        | 16%        | 17%      | 12%   | 19%            | 12%         | 13%               | 19%          |
|                                                                                            |       | bce             |            |            |           |           |             | e             |            |            | k        |       | m              |             |                   | n            |
|                                                                                            |       | 16%             | 12%        | 7%         | 7%        | 7%        | 7%          | 9%            | 4%         | 12%        | 90%      | 10%   | 72%            | 26%         | 41%               | 59%          |
| Trading/ auctions e.g. eBay, Facebook marketplace                                          | 439   | 44              | 67         | 46         | 37        | 48        | 36          | 39            | 20         | 36         | 373      | 66    | 300            | 130         | 203               | 236          |
|                                                                                            | 16%   | 13%             | 17%        | 21%        | 18%       | 19%       | 19%         | 18%           | 17%        | 11%        | 16%      | 18%   | 18%            | 14%         | 15%               | 17%          |
|                                                                                            |       |                 | i          | ai         | i         | ai        | ai          | i             |            |            |          |       | m              |             |                   |              |
|                                                                                            |       | 10%             | 15%        | 10%        | 8%        | 11%       | 8%          | 9%            | 5%         | 8%         | 85%      | 15%   | 68%            | 30%         | 46%               | 54%          |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                                       | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                                           | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 385   | 50              | 67         | 35         | 18        | 39        | 19          | 34            | 15         | 46         | 337      | 48    | 257            | 119         | 183               | 202          |
|                                                                                                                                 | 14%   | 15%             | 17%        | 16%        | 9%        | 15%       | 10%         | 16%           | 12%        | 14%        | 14%      | 13%   | 15%            | 13%         | 14%               | 15%          |
|                                                                                                                                 |       | d               | df         | df         |           | df        |             | df            |            | d          |          |       |                |             |                   |              |
|                                                                                                                                 |       | 13%             | 17%        | 9%         | 5%        | 10%       | 5%          | 9%            | 4%         | 12%        | 88%      | 12%   | 67%            | 31%         | 48%               | 52%          |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton                                                      | 320   | 51              | 46         | 19         | 23        | 26        | 27          | 22            | 13         | 40         | 275      | 45    | 242            | 73          | 175               | 145          |
|                                                                                                                                 | 12%   | 15%             | 12%        | 9%         | 11%       | 10%       | 14%         | 10%           | 11%        | 13%        | 12%      | 12%   | 14%            | 8%          | 13%               | 11%          |
|                                                                                                                                 |       | c               |            |            |           |           | c           |               |            |            |          |       | m              |             | o                 |              |
|                                                                                                                                 |       | 16%             | 14%        | 6%         | 7%        | 8%        | 8%          | 7%            | 4%         | 13%        | 86%      | 14%   | 76%            | 23%         | 55%               | 45%          |
| Remote healthcare services e.g. video consultation with GP                                                                      | 313   | 59              | 57         | 23         | 21        | 16        | 26          | 23            | 10         | 37         | 275      | 39    | 209            | 99          | 155               | 159          |
|                                                                                                                                 | 11%   | 17%             | 15%        | 10%        | 10%       | 6%        | 14%         | 11%           | 8%         | 11%        | 12%      | 10%   | 12%            | 11%         | 11%               | 12%          |
|                                                                                                                                 |       | cdeghi          | eh         |            |           |           | eh          |               |            | e          |          |       |                |             |                   |              |
|                                                                                                                                 |       | 19%             | 18%        | 7%         | 7%        | 5%        | 8%          | 7%            | 3%         | 12%        | 88%      | 12%   | 67%            | 32%         | 49%               | 51%          |
| Listening to live radio through a website or app                                                                                | 309   | 46              | 45         | 27         | 22        | 26        | 23          | 21            | 12         | 40         | 269      | 41    | 230            | 72          | 152               | 158          |
|                                                                                                                                 | 11%   | 13%             | 12%        | 12%        | 11%       | 10%       | 12%         | 10%           | 10%        | 12%        | 11%      | 11%   | 14%            | 8%          | 11%               | 11%          |
|                                                                                                                                 |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                                 |       | 15%             | 14%        | 9%         | 7%        | 8%        | 7%          | 7%            | 4%         | 13%        | 87%      | 13%   | 74%            | 23%         | 49%               | 51%          |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud                       | 298   | 46              | 40         | 25         | 21        | 32        | 22          | 25            | 11         | 34         | 267      | 31    | 204            | 87          | 120               | 178          |
|                                                                                                                                 | 11%   | 13%             | 10%        | 11%        | 10%       | 13%       | 11%         | 11%           | 9%         | 10%        | 11%      | 8%    | 12%            | 9%          | 9%                | 13%          |
|                                                                                                                                 |       |                 |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                                                                                 |       | 15%             | 13%        | 9%         | 7%        | 11%       | 7%          | 8%            | 4%         | 11%        | 90%      | 10%   | 68%            | 29%         | 40%               | 60%          |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                  | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                         | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                             | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                   |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Listening to catch-up or on-demand radio through a website or app | 256   | 36              | 37         | 27         | 23        | 21        | 16          | 18            | 11         | 31         | 226      | 30    | 178            | 74          | 119               | 138          |
|                                                                   | 9%    | 10%             | 10%        | 12%        | 11%       | 8%        | 8%          | 8%            | 9%         | 10%        | 10%      | 8%    | 11%            | 8%          | 9%                | 10%          |
|                                                                   |       | 14%             | 14%        | 11%        | 9%        | 8%        | 6%          | 7%            | 4%         | 12%        | 88%      | 12%   | 70%            | 29%         | 46%               | 54%          |
| Online dating sites/ apps                                         | 76    | 7               | 14         | 4          | 6         | 6         | 4           | 7             | 3          | 10         | 66       | 10    | 56             | 19          | 30                | 46           |
|                                                                   | 3%    | 2%              | 4%         | 2%         | 3%        | 2%        | 2%          | 3%            | 3%         | 3%         | 3%       | 3%    | 3%             | 2%          | 2%                | 3%           |
|                                                                   |       | 9%              | 19%        | 5%         | 8%        | 8%        | 5%          | 10%           | 4%         | 13%        | 87%      | 13%   | 74%            | 25%         | 40%               | 60%          |
| Other                                                             | 85    | 6               | 14         | 7          | 1         | 12        | 8           | 6             | 3          | 12         | 72       | 12    | 29             | 44          | 46                | 39           |
|                                                                   | 3%    | 2%              | 4%         | 3%         | 1%        | 5%        | 4%          | 3%            | 3%         | 4%         | 3%       | 3%    | 2%             | 5%          | 3%                | 3%           |
|                                                                   |       | 7%              | 17%        | 8%         | 1%        | 14%       | 9%          | 8%            | 4%         | 14%        | 85%      | 15%   | 34%            | 52%         | 54%               | 46%          |
| None of these                                                     | 118   | 11              | 18         | 10         | 11        | 10        | 10          | 6             | 3          | 17         | 93       | 24    | 71             | 42          | 64                | 54           |
|                                                                   | 4%    | 3%              | 5%         | 5%         | 5%        | 4%        | 5%          | 3%            | 3%         | 5%         | 4%       | 7%    | 4%             | 5%          | 5%                | 4%           |
|                                                                   |       | 10%             | 15%        | 9%         | 9%        | 8%        | 9%          | 5%            | 3%         | 14%        | 79%      | 21%   | 60%            | 36%         | 54%               | 46%          |
| Don't know                                                        | 26    | 5               | 2          | *          | 1         | 7         | 2           | 2             | *          | 1          | 24       | 3     | 16             | 6           | 8                 | 18           |
|                                                                   | 1%    | 1%              | 1%         | *%         | 1%        | 3%        | 1%          | 1%            | *%         | *%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                                   |       | 18%             | 9%         | 2%         | 5%        | 28%       | 6%          | 9%            | 2%         | 3%         | 90%      | 10%   | 63%            | 23%         | 32%               | 68%          |
| PURCHASING/ FINANCES                                              | 2032  | 272             | 280        | 164        | 164       | 178       | 145         | 167           | 87         | 225        | 1755     | 277   | 1346           | 643         | 1010              | 1021         |
|                                                                   | 75%   | 80%             | 72%        | 74%        | 79%       | 70%       | 75%         | 77%           | 72%        | 70%        | 75%      | 74%   | 79%            | 69%         | 75%               | 74%          |
|                                                                   |       | beh             |            |            | beh       |           |             | i             |            |            |          |       | m              |             |                   |              |
|                                                                   |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 66%            | 32%         | 50%               | 50%          |
| COMMUNICATION                                                     | 1942  | 266             | 282        | 154        | 140       | 173       | 131         | 147           | 86         | 224        | 1681     | 261   | 1266           | 635         | 972               | 970          |
|                                                                   | 71%   | 78%             | 73%        | 70%        | 67%       | 68%       | 68%         | 68%           | 71%        | 70%        | 71%      | 70%   | 75%            | 68%         | 72%               | 71%          |
|                                                                   |       | cdefgi          |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                   |       | 14%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 87%      | 13%   | 65%            | 33%         | 50%               | 50%          |
| INFORMATION/ HEALTHCARE                                           | 1450  | 213             | 209        | 115        | 110       | 121       | 99          | 111           | 59         | 168        | 1254     | 196   | 922            | 503         | 740               | 711          |
|                                                                   | 53%   | 62%             | 54%        | 52%        | 53%       | 48%       | 51%         | 52%           | 49%        | 53%        | 53%      | 53%   | 54%            | 54%         | 55%               | 52%          |
|                                                                   |       | bcdefghi        |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                                                   |       | 15%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 64%            | 35%         | 51%               | 49%          |

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QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                     | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| ENTERTAINMENT             | 1429  | 203             | 203        | 115        | 115       | 123       | 95          | 113           | 64         | 154        | 1251     | 178   | 927            | 472         | 662               | 768          |
|                           | 52%   | 60%             | 52%        | 52%        | 55%       | 49%       | 49%         | 52%           | 53%        | 48%        | 53%      | 48%   | 55%            | 51%         | 49%               | 56%          |
|                           |       | efi             |            |            |           |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                           |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 65%            | 33%         | 46%               | 54%          |
| SOCIAL                    | 984   | 127             | 140        | 71         | 78        | 95        | 63          | 76            | 48         | 112        | 850      | 134   | 622            | 341         | 433               | 550          |
|                           | 36%   | 37%             | 36%        | 32%        | 37%       | 38%       | 33%         | 35%           | 40%        | 35%        | 36%      | 36%   | 37%            | 37%         | 32%               | 40%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                           |       | 13%             | 14%        | 7%         | 8%        | 10%       | 6%          | 8%            | 5%         | 11%        | 86%      | 14%   | 63%            | 35%         | 44%               | 56%          |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                               | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-----------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                               |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                                       |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                                              | 4805  | 2292            | 1983            | 3752             | 3860 | 2105          | 4617              |
| Effective Weighted Sample                                                                     | 3295  | 1574            | 1368            | 2622             | 2677 | 1471          | 3193              |
| Total                                                                                         | 2727  | 1297            | 1118            | 2110             | 2174 | 1176          | 2595              |
|                                                                                               |       | 48%             | 41%             | 77%              | 80%  | 43%           | 95%               |
| Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)           | 1676  | 862             | 692             | 1416             | 1454 | 802           | 1648              |
|                                                                                               | 61%   | 66%             | 62%             | 67%              | 67%  | 68%           | 64%               |
|                                                                                               |       | bf              | bf              | bf               | bf   | bf            | bf                |
|                                                                                               |       | 51%             | 41%             | 85%              | 87%  | 48%           | 98%               |
| Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom                                 | 1319  | 650             | 568             | 1129             | 1158 | 692           | 1299              |
|                                                                                               | 48%   | 50%             | 51%             | 54%              | 53%  | 59%           | 50%               |
|                                                                                               |       |                 |                 | af               | f    | abcdf         |                   |
|                                                                                               |       | 49%             | 43%             | 86%              | 88%  | 52%           | 99%               |
| Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp        | 1280  | 650             | 553             | 1059             | 1116 | 647           | 1258              |
|                                                                                               | 47%   | 50%             | 49%             | 50%              | 51%  | 55%           | 48%               |
|                                                                                               |       |                 |                 |                  | f    | abcdf         |                   |
|                                                                                               |       | 51%             | 43%             | 83%              | 87%  | 51%           | 98%               |
| Send/ receive e-mails                                                                         | 980   | 505             | 417             | 785              | 817  | 474           | 956               |
|                                                                                               | 36%   | 39%             | 37%             | 37%              | 38%  | 40%           | 37%               |
|                                                                                               |       |                 |                 |                  |      | f             |                   |
|                                                                                               |       | 52%             | 43%             | 80%              | 83%  | 48%           | 97%               |
| Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat) | 964   | 502             | 375             | 789              | 861  | 508           | 948               |
|                                                                                               | 35%   | 39%             | 34%             | 37%              | 40%  | 43%           | 37%               |
|                                                                                               |       | b               | b               | b                | bf   | abcdf         |                   |
|                                                                                               |       | 52%             | 39%             | 82%              | 89%  | 53%           | 98%               |

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

**QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                            | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|------------------------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                                                    |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                                                           | 4805  | 2292            | 1983            | 3752             | 3860 | 2105          | 4617              |
| Effective Weighted Sample                                                                                  | 3295  | 1574            | 1368            | 2622             | 2677 | 1471          | 3193              |
| Total                                                                                                      | 2727  | 1297            | 1118            | 2110             | 2174 | 1176          | 2595              |
|                                                                                                            |       | 48%             | 41%             | 77%              | 80%  | 43%           | 95%               |
| Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)                        | 949   | 458             | 400             | 823              | 878  | 523           | 944               |
|                                                                                                            | 35%   | 35%             | 36%             | 39%              | 40%  | 44%           | 36%               |
|                                                                                                            |       | 48%             | 42%             | abf              | abf  | abcdf         | 100%              |
| Online food takeaway deliveries                                                                            | 916   | 470             | 323             | 747              | 855  | 503           | 904               |
|                                                                                                            | 34%   | 36%             | 29%             | 35%              | 39%  | 43%           | 35%               |
|                                                                                                            |       | b               | b               | b                | abcf | abcdf         | b                 |
|                                                                                                            |       | 51%             | 35%             | 82%              | 93%  | 55%           | 99%               |
| Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments | 886   | 480             | 378             | 735              | 774  | 437           | 870               |
|                                                                                                            | 32%   | 37%             | 34%             | 35%              | 36%  | 37%           | 34%               |
|                                                                                                            |       | f               |                 |                  |      | f             |                   |
|                                                                                                            |       | 54%             | 43%             | 83%              | 87%  | 49%           | 98%               |
| Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)                      | 797   | 391             | 319             | 655              | 704  | 505           | 786               |
|                                                                                                            | 29%   | 30%             | 29%             | 31%              | 32%  | 43%           | 30%               |
|                                                                                                            |       | 49%             | 40%             | 82%              | b    | abcdf         |                   |
|                                                                                                            |       |                 |                 |                  | 88%  | 63%           | 99%               |
| Online food deliveries from supermarkets                                                                   | 787   | 427             | 311             | 655              | 687  | 381           | 777               |
|                                                                                                            | 29%   | 33%             | 28%             | 31%              | 32%  | 32%           | 30%               |
|                                                                                                            |       | bf              |                 | b                | b    | b             |                   |
|                                                                                                            |       | 54%             | 40%             | 83%              | 87%  | 48%           | 99%               |
| Accessing news                                                                                             | 781   | 378             | 365             | 672              | 672  | 375           | 770               |
|                                                                                                            | 29%   | 29%             | 33%             | 32%              | 31%  | 32%           | 30%               |
|                                                                                                            |       |                 | af              |                  |      |               |                   |
|                                                                                                            |       | 48%             | 47%             | 86%              | 86%  | 48%           | 99%               |

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



QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                            | Total      | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|--------------------------------------------------------------------------------------------|------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                                                                                            |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                    |            |                      |                      |                       |             |                    |                        |
| Unweighted total                                                                           | 4805       | 2292                 | 1983                 | 3752                  | 3860        | 2105               | 4617                   |
| Effective Weighted Sample                                                                  | 3295       | 1574                 | 1368                 | 2622                  | 2677        | 1471               | 3193                   |
| Total                                                                                      | 2727       | 1297<br>48%          | 1118<br>41%          | 2110<br>77%           | 2174<br>80% | 1176<br>43%        | 2595<br>95%            |
| Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom                       | 765<br>28% | 389<br>30%           | 310<br>28%           | 645<br>31%            | 676<br>31%  | 427<br>36%         | 751<br>29%             |
|                                                                                            |            | 51%                  | 41%                  | 84%                   | b<br>88%    | abcdnf<br>56%      | 98%                    |
| Finding/ downloading information for work/ business/ school/ college/ university/ homework | 626<br>23% | 316<br>24%           | 261<br>23%           | 534<br>25%            | 575<br>26%  | 353<br>30%         | 621<br>24%             |
|                                                                                            |            | 50%                  | 42%                  | 85%                   | bf<br>92%   | abcdnf<br>56%      | 99%                    |
| To find information on health related issues                                               | 555<br>20% | 282<br>22%           | 245<br>22%           | 482<br>23%            | 480<br>22%  | 292<br>25%         | 550<br>21%             |
|                                                                                            |            | 51%                  | 44%                  | 87%                   | 87%         | adf<br>53%         | 99%                    |
| Playing games online/ interactively                                                        | 479<br>18% | 245<br>19%           | 171<br>15%           | 383<br>18%            | 431<br>20%  | 289<br>25%         | 472<br>18%             |
|                                                                                            |            | b<br>51%             | b<br>36%             | b<br>80%              | b<br>90%    | abcdnf<br>60%      | b<br>99%               |
| Streamed audio services e.g. Spotify or Deezer or Apple Music                              | 441<br>16% | 221<br>17%           | 178<br>16%           | 379<br>18%            | 418<br>19%  | 273<br>23%         | 437<br>17%             |
|                                                                                            |            | 50%                  | 40%                  | 86%                   | bf<br>95%   | abcdnf<br>62%      | 99%                    |
| Trading/ auctions e.g. eBay, Facebook marketplace                                          | 439<br>16% | 241<br>19%           | 192<br>17%           | 369<br>17%            | 394<br>18%  | 237<br>20%         | 434<br>17%             |
|                                                                                            |            | 55%                  | 44%                  | 84%                   | 90%         | bcd<br>54%         | 99%                    |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                 | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|---------------------------------------------------------------------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                                                                                                                 |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
|                                                                                                                                 |       | a            | b            | c             | d    | e         | f             |
| Significance Level: 95%                                                                                                         |       |              |              |               |      |           |               |
| Unweighted total                                                                                                                | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample                                                                                                       | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                                                                                                                           | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                                                                                                                 |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 385   | 192          | 187          | 329           | 337  | 203       | 379           |
|                                                                                                                                 | 14%   | 15%          | 17%          | 16%           | 16%  | 17%       | 15%           |
|                                                                                                                                 |       | 50%          | 49%          | 85%           | 88%  | 53%       | 99%           |
| Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton                                                      | 320   | 159          | 119          | 288           | 299  | 182       | 319           |
|                                                                                                                                 | 12%   | 12%          | 11%          | 14%           | 14%  | 15%       | 12%           |
|                                                                                                                                 |       | 50%          | 37%          | 90%           | 93%  | 57%       | 100%          |
| Remote healthcare services e.g. video consultation with GP                                                                      | 313   | 156          | 137          | 273           | 279  | 170       | 309           |
|                                                                                                                                 | 11%   | 12%          | 12%          | 13%           | 13%  | 14%       | 12%           |
|                                                                                                                                 |       | 50%          | 44%          | 87%           | 89%  | 54%       | 99%           |
| Listening to live radio through a website or app                                                                                | 309   | 151          | 131          | 274           | 280  | 169       | 307           |
|                                                                                                                                 | 11%   | 12%          | 12%          | 13%           | 13%  | 14%       | 12%           |
|                                                                                                                                 |       | 49%          | 42%          | 89%           | 90%  | 55%       | 99%           |
| Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud                       | 298   | 140          | 128          | 255           | 270  | 176       | 295           |
|                                                                                                                                 | 11%   | 11%          | 11%          | 12%           | 12%  | 15%       | 11%           |
|                                                                                                                                 |       | 47%          | 43%          | 86%           | 91%  | 59%       | 99%           |
| Columns Tested: a,b,c,d,e,f                                                                                                     |       |              |              |               |      |           |               |

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                   | Total       | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|-------------------------------------------------------------------|-------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                                                                   |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                           |             |                      |                      |                       |             |                    |                        |
| Unweighted total                                                  | 4805        | 2292                 | 1983                 | 3752                  | 3860        | 2105               | 4617                   |
| Effective Weighted Sample                                         | 3295        | 1574                 | 1368                 | 2622                  | 2677        | 1471               | 3193                   |
| Total                                                             | 2727        | 1297<br>48%          | 1118<br>41%          | 2110<br>77%           | 2174<br>80% | 1176<br>43%        | 2595<br>95%            |
| Listening to catch-up or on-demand radio through a website or app | 256<br>9%   | 124<br>10%           | 117<br>10%           | 238<br>11%            | 237<br>11%  | 141<br>12%<br>af   | 255<br>10%             |
|                                                                   |             | 48%                  | 46%                  | 93%                   | 92%         | 55%                | 99%                    |
| Online dating sites/ apps                                         | 76<br>3%    | 33<br>3%             | 30<br>3%             | 60<br>3%              | 69<br>3%    | 46<br>4%<br>a      | 75<br>3%               |
|                                                                   |             | 43%                  | 39%                  | 79%                   | 91%         | 61%                | 99%                    |
| Other                                                             | 85<br>3%    | 31<br>2%             | 38<br>3%             | 54<br>3%              | 49<br>2%    | 18<br>2%           | 71<br>3%               |
|                                                                   |             |                      | de                   | e                     |             |                    | e                      |
|                                                                   |             | 36%                  | 45%                  | 64%                   | 58%         | 21%                | 84%                    |
| None of these                                                     | 118<br>4%   | 51<br>4%             | 48<br>4%             | 79<br>4%              | 77<br>4%    | 34<br>3%           | 108<br>4%              |
|                                                                   |             |                      | e                    |                       |             |                    | e                      |
|                                                                   |             | 43%                  | 41%                  | 68%                   | 65%         | 29%                | 92%                    |
| Don't know                                                        | 26<br>1%    | 13<br>1%             | 7<br>1%              | 11<br>1%              | 18<br>1%    | 6<br>1%            | 24<br>1%               |
|                                                                   |             | 50%                  | 26%                  | 43%                   | 70%         | 23%                | 91%                    |
| PURCHASING/ FINANCES                                              | 2032<br>75% | 1026<br>79%          | 851<br>76%           | 1682<br>80%           | 1739<br>80% | 965<br>82%         | 1991<br>77%            |
|                                                                   |             | b                    |                      | bf                    | bf          | abf                |                        |
|                                                                   |             | 51%                  | 42%                  | 83%                   | 86%         | 48%                | 98%                    |
| COMMUNICATION                                                     | 1942<br>71% | 974<br>75%           | 823<br>74%           | 1608<br>76%           | 1654<br>76% | 938<br>80%         | 1904<br>73%            |
|                                                                   |             |                      | f                    | f                     |             | abcdf              |                        |
|                                                                   |             | 50%                  | 42%                  | 83%                   | 85%         | 48%                | 98%                    |
| INFORMATION/ HEALTHCARE                                           | 1450<br>53% | 720<br>56%           | 632<br>57%           | 1237<br>59%           | 1271<br>58% | 722<br>61%         | 1431<br>55%            |
|                                                                   |             |                      | af                   | f                     |             | abf                |                        |
|                                                                   |             | 50%                  | 44%                  | 85%                   | 88%         | 50%                | 99%                    |

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES     |                 |                  |            | YOUTUBE       |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD       | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d          | e             | f                 |
| Unweighted total          | 4805  | 2292            | 1983            | 3752             | 3860       | 2105          | 4617              |
| Effective Weighted Sample | 3295  | 1574            | 1368            | 2622             | 2677       | 1471          | 3193              |
| Total                     | 2727  | 1297            | 1118            | 2110             | 2174       | 1176          | 2595              |
|                           |       | 48%             | 41%             | 77%              | 80%        | 43%           | 95%               |
| ENTERTAINMENT             | 1429  | 689             | 603             | 1199             | 1268       | 772           | 1415              |
|                           | 52%   | 53%             | 54%             | 57%              | 58%        | 66%           | 55%               |
|                           |       | 48%             | 42%             | a<br>84%         | abf<br>89% | abcdf<br>54%  | 99%               |
| SOCIAL                    | 984   | 509             | 383             | 803              | 880        | 519           | 967               |
|                           | 36%   | 39%             | 34%             | 38%              | 40%        | 44%           | 37%               |
|                           |       | b<br>52%        | b<br>39%        | b<br>82%         | bf<br>89%  | abcdf<br>53%  | 98%               |

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

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

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                       | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                           | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                 |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| SEND/ RECEIVE EMAILS                                                            | 2497  | 1173   | 1292   | 261       | 539   | 864   | 809  | 128              | 182          | 294          | 1194 | 749          | 711  | 434 | 512  | 2068     | 232       | 128   | 70  |
|                                                                                 | 92%   | 92%    | 92%    | 91%       | 92%   | 95%   | 90%  | 88%              | 88%          | 89%          | 97%  | 97%          | 97%  | 94% | 84%  | 91%      | 93%       | 95%   | 86% |
|                                                                                 |       |        |        |           |       | cdf   |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        | r         | or    |     |
|                                                                                 |       | 47%    | 52%    | 10%       | 22%   | 35%   | 32%  | 5%               | 7%           | 12%          | 48%  | 30%          | 28%  | 17% | 20%  | 83%      | 9%        | 5%    | 3%  |
| INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)       | 2335  | 1069   | 1239   | 257       | 530   | 833   | 698  | 116              | 166          | 273          | 1154 | 702          | 679  | 407 | 465  | 1932     | 218       | 116   | 68  |
|                                                                                 | 86%   | 84%    | 88%    | 89%       | 91%   | 91%   | 77%  | 79%              | 80%          | 83%          | 94%  | 91%          | 92%  | 88% | 76%  | 85%      | 88%       | 86%   | 84% |
|                                                                                 |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | n            | mn   | n   |      |          |           |       |     |
|                                                                                 |       | 46%    | 53%    | 11%       | 23%   | 36%   | 30%  | 5%               | 7%           | 12%          | 49%  | 30%          | 29%  | 17% | 20%  | 83%      | 9%        | 5%    | 3%  |
| USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT) | 2074  | 903    | 1151   | 261       | 497   | 756   | 543  | 112              | 150          | 242          | 1017 | 598          | 613  | 369 | 427  | 1706     | 199       | 108   | 61  |
|                                                                                 | 76%   | 71%    | 82%    | 91%       | 85%   | 83%   | 60%  | 77%              | 72%          | 73%          | 83%  | 77%          | 83%  | 80% | 70%  | 75%      | 80%       | 80%   | 75% |
|                                                                                 |       |        | a      | def       | f     | f     |      |                  |              |              | ghi  | n            | kn   | n   |      |          |           |       |     |
|                                                                                 |       | 44%    | 56%    | 13%       | 24%   | 36%   | 26%  | 5%               | 7%           | 12%          | 49%  | 29%          | 30%  | 18% | 21%  | 82%      | 10%       | 5%    | 3%  |
| WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)    | 2047  | 976    | 1053   | 246       | 488   | 732   | 568  | 98               | 153          | 238          | 1028 | 612          | 616  | 356 | 395  | 1687     | 198       | 103   | 58  |
|                                                                                 | 75%   | 77%    | 75%    | 86%       | 84%   | 80%   | 63%  | 67%              | 74%          | 72%          | 84%  | 79%          | 84%  | 77% | 65%  | 75%      | 80%       | 76%   | 72% |
|                                                                                 |       |        |        | ef        | f     | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          | r         |       |     |
|                                                                                 |       | 48%    | 51%    | 12%       | 24%   | 36%   | 28%  | 5%               | 7%           | 12%          | 50%  | 30%          | 30%  | 17% | 19%  | 82%      | 10%       | 5%    | 3%  |
| ACCESSING NEWS                                                                  | 1997  | 963    | 1015   | 209       | 424   | 696   | 654  | 90               | 132          | 233          | 1039 | 654          | 607  | 325 | 349  | 1658     | 189       | 96    | 55  |
|                                                                                 | 73%   | 76%    | 72%    | 73%       | 73%   | 76%   | 73%  | 61%              | 63%          | 71%          | 85%  | 85%          | 82%  | 70% | 57%  | 73%      | 76%       | 71%   | 68% |
|                                                                                 |       | b      |        |           |       | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        | r         |       |     |
|                                                                                 |       | 48%    | 51%    | 10%       | 21%   | 35%   | 33%  | 4%               | 7%           | 12%          | 52%  | 33%          | 30%  | 16% | 17%  | 83%      | 9%        | 5%    | 3%  |
| MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)                                       | 1890  | 820    | 1053   | 218       | 431   | 662   | 566  | 83               | 124          | 204          | 987  | 623          | 573  | 301 | 342  | 1569     | 177       | 91    | 54  |
|                                                                                 | 69%   | 65%    | 75%    | 76%       | 74%   | 73%   | 63%  | 56%              | 60%          | 62%          | 80%  | 81%          | 78%  | 65% | 56%  | 69%      | 71%       | 67%   | 66% |
|                                                                                 |       | a      |        | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                 |       | 43%    | 56%    | 12%       | 23%   | 35%   | 30%  | 4%               | 7%           | 11%          | 52%  | 33%          | 30%  | 16% | 18%  | 83%      | 9%        | 5%    | 3%  |

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

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

Base : All respondents (excluding those completing a paper questionnaire)

|                                                          | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                  |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                         | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                    | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                          |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE              | 1798  | 878    | 899    | 239       | 449   | 633   | 464  | 92               | 121          | 205          | 924  | 555          | 566  | 289 | 334  | 1484     | 174       | 88    | 52  |
|                                                          | 66%   | 69%    | 64%    | 83%       | 77%   | 69%   | 51%  | 63%              | 58%          | 62%          | 75%  | 72%          | 77%  | 62% | 55%  | 66%      | 70%       | 65%   | 64% |
|                                                          |       | b      |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | kmn  | n   |      |          |           |       |     |
|                                                          |       | 49%    | 50%    | 13%       | 25%   | 35%   | 26%  | 5%               | 7%           | 11%          | 51%  | 31%          | 32%  | 16% | 19%  | 83%      | 10%       | 5%    | 3%  |
| AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)  | 1699  | 839    | 841    | 222       | 424   | 608   | 429  | 76               | 102          | 182          | 920  | 573          | 547  | 271 | 263  | 1411     | 162       | 80    | 45  |
|                                                          | 62%   | 66%    | 60%    | 77%       | 73%   | 67%   | 48%  | 52%              | 49%          | 55%          | 75%  | 74%          | 74%  | 58% | 43%  | 62%      | 65%       | 60%   | 55% |
|                                                          |       | b      |        | ef        | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        | r         |       |     |
|                                                          |       | 49%    | 50%    | 13%       | 25%   | 36%   | 25%  | 5%               | 6%           | 11%          | 54%  | 34%          | 32%  | 16% | 15%  | 83%      | 10%       | 5%    | 3%  |
| MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)     | 1584  | 711    | 854    | 173       | 384   | 566   | 447  | 68               | 100          | 178          | 834  | 533          | 481  | 254 | 271  | 1327     | 138       | 75    | 44  |
|                                                          | 58%   | 56%    | 61%    | 60%       | 66%   | 62%   | 50%  | 47%              | 48%          | 54%          | 68%  | 69%          | 65%  | 55% | 44%  | 59%      | 55%       | 55%   | 54% |
|                                                          |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                          |       | 45%    | 54%    | 11%       | 24%   | 36%   | 28%  | 4%               | 6%           | 11%          | 53%  | 34%          | 30%  | 16% | 17%  | 84%      | 9%        | 5%    | 3%  |
| TOTAL ONLINE TV/ VIDEO VIEWING                           | 2271  | 1086   | 1161   | 263       | 524   | 805   | 663  | 111              | 169          | 264          | 1122 | 676          | 674  | 394 | 448  | 1875     | 218       | 114   | 64  |
|                                                          | 83%   | 86%    | 83%    | 91%       | 90%   | 88%   | 74%  | 76%              | 81%          | 80%          | 91%  | 88%          | 91%  | 85% | 73%  | 83%      | 87%       | 84%   | 79% |
|                                                          |       | b      |        | f         | f     | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          | r         |       |     |
|                                                          |       | 48%    | 51%    | 12%       | 23%   | 35%   | 29%  | 5%               | 7%           | 12%          | 49%  | 30%          | 30%  | 17% | 20%  | 83%      | 10%       | 5%    | 3%  |
| TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME) | 2025  | 900    | 1104   | 227       | 460   | 707   | 615  | 89               | 139          | 227          | 1028 | 652          | 601  | 335 | 375  | 1683     | 186       | 98    | 58  |
|                                                          | 74%   | 71%    | 79%    | 79%       | 79%   | 78%   | 68%  | 61%              | 67%          | 69%          | 84%  | 84%          | 82%  | 72% | 61%  | 74%      | 75%       | 73%   | 71% |
|                                                          |       |        | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                          |       | 44%    | 55%    | 11%       | 23%   | 35%   | 30%  | 4%               | 7%           | 11%          | 51%  | 32%          | 30%  | 17% | 19%  | 83%      | 9%        | 5%    | 3%  |
| ANY OF THESE ACTIVITIES                                  | 2597  | 1212   | 1349   | 275       | 566   | 889   | 841  | 136              | 194          | 315          | 1211 | 760          | 727  | 450 | 554  | 2152     | 238       | 132   | 75  |
|                                                          | 95%   | 96%    | 96%    | 96%       | 97%   | 98%   | 93%  | 93%              | 94%          | 95%          | 99%  | 98%          | 99%  | 97% | 91%  | 95%      | 96%       | 98%   | 92% |
|                                                          |       |        |        | f         | f     | f     |      |                  |              |              | ghi  | n            | mn   | n   |      | r        | r         | or    |     |
|                                                          |       | 47%    | 52%    | 11%       | 22%   | 34%   | 32%  | 5%               | 7%           | 12%          | 47%  | 29%          | 28%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |

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

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

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                       | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                           | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| SEND/ RECEIVE EMAILS                                                            | 2497  | 328             | 346        | 206        | 197       | 223       | 176         | 198           | 111        | 282        | 2148     | 349   | 1632           | 808         | 1261              | 1236         |
|                                                                                 | 92%   | 96%             | 89%        | 93%        | 94%       | 88%       | 91%         | 92%           | 92%        | 88%        | 91%      | 94%   | 96%            | 87%         | 93%               | 90%          |
|                                                                                 |       | befghi          |            |            | bei       |           |             |               |            |            |          | j     | m              |             | o                 |              |
|                                                                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 65%            | 32%         | 51%               | 49%          |
| INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)       | 2335  | 314             | 334        | 188        | 177       | 209       | 160         | 184           | 103        | 262        | 2021     | 314   | 1574           | 709         | 1174              | 1161         |
|                                                                                 | 86%   | 92%             | 86%        | 85%        | 85%       | 83%       | 83%         | 86%           | 85%        | 82%        | 86%      | 84%   | 93%            | 76%         | 87%               | 85%          |
|                                                                                 |       | bcdefghi        |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                 |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 67%            | 30%         | 50%               | 50%          |
| USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT) | 2074  | 284             | 288        | 167        | 159       | 188       | 136         | 160           | 97         | 225        | 1803     | 271   | 1411           | 618         | 998               | 1076         |
|                                                                                 | 76%   | 83%             | 74%        | 76%        | 76%       | 75%       | 70%         | 74%           | 80%        | 70%        | 77%      | 73%   | 83%            | 66%         | 74%               | 78%          |
|                                                                                 |       | bcdefgi         |            |            |           |           |             |               | fi         |            |          |       | m              |             | n                 |              |
|                                                                                 |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 87%      | 13%   | 68%            | 30%         | 48%               | 52%          |
| WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)    | 2047  | 286             | 300        | 163        | 151       | 179       | 138         | 159           | 91         | 220        | 1783     | 263   | 1383           | 623         | 997               | 1049         |
|                                                                                 | 75%   | 84%             | 77%        | 74%        | 73%       | 71%       | 71%         | 74%           | 75%        | 69%        | 76%      | 71%   | 82%            | 67%         | 74%               | 76%          |
|                                                                                 |       | bcdefghi        | i          |            |           |           |             |               |            |            | k        |       | m              |             |                   |              |
|                                                                                 |       | 14%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 49%               | 51%          |
| ACCESSING NEWS                                                                  | 1997  | 275             | 289        | 169        | 159       | 168       | 139         | 146           | 87         | 226        | 1712     | 285   | 1345           | 615         | 1051              | 945          |
|                                                                                 | 73%   | 80%             | 74%        | 76%        | 76%       | 67%       | 72%         | 68%           | 72%        | 70%        | 73%      | 77%   | 79%            | 66%         | 78%               | 69%          |
|                                                                                 |       | efghi           | eg         | eg         | eg        |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                 |       | 14%             | 14%        | 8%         | 8%        | 8%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 67%            | 31%         | 53%               | 47%          |
| MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)                                       | 1890  | 274             | 283        | 155        | 140       | 165       | 129         | 135           | 77         | 212        | 1623     | 267   | 1284           | 572         | 973               | 917          |
|                                                                                 | 69%   | 80%             | 73%        | 70%        | 67%       | 65%       | 67%         | 63%           | 63%        | 66%        | 69%      | 72%   | 76%            | 61%         | 72%               | 67%          |
|                                                                                 |       | bcdefghi        | egh        |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                 |       | 14%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 68%            | 30%         | 51%               | 49%          |

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

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

Base : All respondents (excluding those completing a paper questionnaire)

|                                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                         | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                    | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                          |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE              | 1798  | 261             | 251        | 151        | 137       | 153       | 127         | 139           | 77         | 187        | 1560     | 238   | 1237           | 527         | 873               | 925          |
|                                                          | 66%   | 76%             | 65%        | 68%        | 66%       | 61%       | 66%         | 64%           | 63%        | 59%        | 66%      | 64%   | 73%            | 57%         | 64%               | 67%          |
|                                                          |       | bcdefghi        |            | i          |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                          |       | 15%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 10%        | 87%      | 13%   | 69%            | 29%         | 49%               | 51%          |
| AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)  | 1699  | 245             | 256        | 134        | 127       | 139       | 119         | 133           | 69         | 188        | 1475     | 224   | 1203           | 461         | 859               | 839          |
|                                                          | 62%   | 72%             | 66%        | 61%        | 61%       | 55%       | 62%         | 62%           | 57%        | 59%        | 63%      | 60%   | 71%            | 50%         | 63%               | 61%          |
|                                                          |       | cdefghi         | eh         |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                          |       | 14%             | 15%        | 8%         | 7%        | 8%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 71%            | 27%         | 51%               | 49%          |
| MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)     | 1584  | 253             | 236        | 128        | 119       | 138       | 109         | 112           | 57         | 174        | 1368     | 216   | 1095           | 457         | 789               | 795          |
|                                                          | 58%   | 74%             | 61%        | 58%        | 57%       | 55%       | 56%         | 52%           | 47%        | 55%        | 58%      | 58%   | 65%            | 49%         | 58%               | 58%          |
|                                                          |       | bcdefghi        | gh         | h          | h         |           | h           |               |            |            |          |       | m              |             |                   |              |
|                                                          |       | 16%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 69%            | 29%         | 50%               | 50%          |
| TOTAL ONLINE TV/ VIDEO VIEWING                           | 2271  | 314             | 324        | 182        | 173       | 198       | 154         | 178           | 100        | 252        | 1974     | 298   | 1520           | 702         | 1117              | 1154         |
|                                                          | 83%   | 92%             | 84%        | 82%        | 83%       | 79%       | 80%         | 83%           | 82%        | 79%        | 84%      | 80%   | 90%            | 75%         | 83%               | 84%          |
|                                                          |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             |                   |              |
|                                                          |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 67%            | 31%         | 49%               | 51%          |
| TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME) | 2025  | 291             | 301        | 164        | 152       | 178       | 140         | 150           | 81         | 227        | 1742     | 284   | 1366           | 618         | 1033              | 993          |
|                                                          | 74%   | 85%             | 78%        | 74%        | 73%       | 70%       | 72%         | 70%           | 67%        | 71%        | 74%      | 76%   | 81%            | 66%         | 76%               | 72%          |
|                                                          |       | bcdefghi        | egh        |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                          |       | 14%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 67%            | 31%         | 51%               | 49%          |
| ANY OF THESE ACTIVITIES                                  | 2597  | 337             | 366        | 211        | 203       | 234       | 181         | 208           | 115        | 297        | 2235     | 362   | 1669           | 859         | 1301              | 1296         |
|                                                          | 95%   | 99%             | 94%        | 95%        | 98%       | 93%       | 94%         | 96%           | 94%        | 93%        | 95%      | 97%   | 98%            | 92%         | 96%               | 94%          |
|                                                          |       | bcefh           |            |            | befi      |           |             | e             |            |            |          | j     | m              |             | o                 |              |
|                                                          |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 33%         | 50%               | 50%          |

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



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

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                    | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                    |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                            |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                                   | 4805  | 2292            | 1983            | 3752             | 3860 | 2105          | 4617              |
| Effective Weighted Sample                                                          | 3295  | 1574            | 1368            | 2622             | 2677 | 1471          | 3193              |
| Total                                                                              | 2727  | 1297            | 1118            | 2110             | 2174 | 1176          | 2595              |
|                                                                                    |       | 48%             | 41%             | 77%              | 80%  | 43%           | 95%               |
| SEND/ RECEIVE EMAILS                                                               | 2497  | 1226            | 1038            | 2013             | 2071 | 1141          | 2428              |
|                                                                                    | 92%   | 95%             | 93%             | 95%              | 95%  | 97%           | 94%               |
|                                                                                    |       |                 |                 | bf               | bf   | abcdf         |                   |
|                                                                                    |       | 49%             | 42%             | 81%              | 83%  | 46%           | 97%               |
| INSTANT MESSAGING (E.G. WHATSAPP,<br>FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)       | 2335  | 1165            | 963             | 1905             | 1988 | 1097          | 2282              |
|                                                                                    | 86%   | 90%             | 86%             | 90%              | 91%  | 93%           | 88%               |
|                                                                                    |       | b               |                 | bf               | bf   | abcdf         |                   |
|                                                                                    |       | 50%             | 41%             | 82%              | 85%  | 47%           | 98%               |
| USING SOCIAL NETWORKING (E.G. FACEBOOK,<br>TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT) | 2074  | 1042            | 842             | 1698             | 1806 | 1008          | 2032              |
|                                                                                    | 76%   | 80%             | 75%             | 80%              | 83%  | 86%           | 78%               |
|                                                                                    |       | b               |                 | bf               | abcf | abcdf         | b                 |
|                                                                                    |       | 50%             | 41%             | 82%              | 87%  | 49%           | 98%               |
| WATCHING SHORT VIDEO CLIPS (E.G. ON<br>YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)    | 2047  | 1006            | 851             | 1685             | 1768 | 1058          | 2015              |
|                                                                                    | 75%   | 78%             | 76%             | 80%              | 81%  | 90%           | 78%               |
|                                                                                    |       |                 |                 | bf               | abf  | abcdf         |                   |
|                                                                                    |       | 49%             | 42%             | 82%              | 86%  | 52%           | 98%               |
| ACCESSING NEWS                                                                     | 1997  | 994             | 868             | 1699             | 1706 | 965           | 1962              |
|                                                                                    | 73%   | 77%             | 78%             | 81%              | 78%  | 82%           | 76%               |
|                                                                                    |       |                 |                 | abf              | f    | abdf          |                   |
|                                                                                    |       | 50%             | 43%             | 85%              | 85%  | 48%           | 98%               |
| MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)                                          | 1890  | 940             | 785             | 1579             | 1634 | 938           | 1853              |
|                                                                                    | 69%   | 72%             | 70%             | 75%              | 75%  | 80%           | 71%               |
|                                                                                    |       |                 |                 | bf               | bf   | abcdf         |                   |
|                                                                                    |       | 50%             | 42%             | 84%              | 86%  | 50%           | 98%               |

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

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

Base : All respondents (excluding those completing a paper questionnaire)

|                                                             | Total       | TV SERVICES          |                      |                       |                    | YOUTUBE              |                        |
|-------------------------------------------------------------|-------------|----------------------|----------------------|-----------------------|--------------------|----------------------|------------------------|
|                                                             |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d          | SERV-<br>ICES<br>e   | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                     |             |                      |                      |                       |                    |                      |                        |
| Unweighted total                                            | 4805        | 2292                 | 1983                 | 3752                  | 3860               | 2105                 | 4617                   |
| Effective Weighted Sample                                   | 3295        | 1574                 | 1368                 | 2622                  | 2677               | 1471                 | 3193                   |
| Total                                                       | 2727        | 1297<br>48%          | 1118<br>41%          | 2110<br>77%           | 2174<br>80%        | 1176<br>43%          | 2595<br>95%            |
| WATCHING TV PROGRAMMES/ FILM CONTENT<br>ONLINE              | 1798<br>66% | 863<br>67%           | 765<br>68%           | 1536<br>73%<br>abf    | 1602<br>74%<br>abf | 933<br>79%<br>abcdf  | 1779<br>69%<br>99%     |
| AUDIO STREAMING (E.G. RADIO, PODCASTS,<br>SPOTIFY, DEEZER)  | 1699<br>62% | 827<br>64%           | 706<br>63%           | 1447<br>69%<br>abf    | 1497<br>69%<br>abf | 872<br>74%<br>abcdf  | 1672<br>64%<br>98%     |
| MAKING VOICE CALLS USING A VOIP SERVICE<br>(E.G. SKYPE)     | 1584<br>58% | 796<br>61%           | 648<br>58%           | 1319<br>62%<br>bf     | 1379<br>63%<br>bf  | 800<br>68%<br>abcdf  | 1552<br>60%<br>98%     |
| TOTAL ONLINE TV/ VIDEO VIEWING                              | 2271<br>83% | 1111<br>86%          | 951<br>85%           | 1872<br>89%<br>abf    | 1943<br>89%<br>abf | 1113<br>95%<br>abcdf | 2234<br>86%<br>98%     |
| TOTAL MAKING VOICE OR VIDEO CALLS (E.G.<br>SKYPE, FACETIME) | 2025<br>74% | 1008<br>78%          | 840<br>75%           | 1680<br>80%<br>bf     | 1732<br>80%<br>bf  | 983<br>84%<br>abcdf  | 1980<br>76%<br>98%     |
| ANY OF THESE ACTIVITIES                                     | 2597<br>95% | 1271<br>98%<br>b     | 1075<br>96%          | 2070<br>98%<br>bf     | 2134<br>98%<br>bf  | 1164<br>99%<br>abcdf | 2519<br>97%<br>97%     |

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

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

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

|                                                                                                                                                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                                                                                                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                                                           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                                                                                                                  | 4328  | 2069   | 2207   | 454       | 833   | 1499  | 1507 | 247              | 307          | 562          | 2042 | 1243         | 1511 | 514 | 914 | 2798     | 474       | 523   | 533 |
| Effective Weighted Sample                                                                                                                                                         | 3013  | 1430   | 1547   | 309       | 613   | 1046  | 1019 | 176              | 212          | 389          | 1445 | 900          | 1111 | 371 | 647 | 2344     | 279       | 362   | 446 |
| Total                                                                                                                                                                             | 2424  | 1142   | 1251   | 233       | 514   | 823   | 830  | 123              | 174          | 297          | 1180 | 725          | 690  | 416 | 505 | 2000     | 230       | 124   | 69  |
|                                                                                                                                                                                   |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 49%  | 30%          | 28%  | 17% | 21% | 83%      | 10%       | 5%    | 3%  |
| Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30Mbps                                          | 690   | 320    | 362    | 60        | 143   | 200   | 278  | 51               | 52           | 99           | 282  | 181          | 202  | 113 | 171 | 569      | 68        | 35    | 19  |
|                                                                                                                                                                                   | 28%   | 28%    | 29%    | 26%       | 28%   | 24%   | 33%  | 41%              | 30%          | 33%          | 24%  | 25%          | 29%  | 27% | 34% | 28%      | 29%       | 28%   | 28% |
|                                                                                                                                                                                   |       |        |        |           |       |       | cde  | hj               |              | j            |      |              | k    | klm |     |          |           |       |     |
|                                                                                                                                                                                   |       | 46%    | 52%    | 9%        | 21%   | 29%   | 40%  | 7%               | 8%           | 14%          | 41%  | 26%          | 29%  | 16% | 25% | 82%      | 10%       | 5%    | 3%  |
| Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30Mbps or higher and less than 300Mbps | 1445  | 719    | 710    | 124       | 314   | 526   | 472  | 58               | 103          | 166          | 778  | 461          | 401  | 258 | 278 | 1193     | 134       | 77    | 41  |
|                                                                                                                                                                                   | 60%   | 63%    | 57%    | 53%       | 61%   | 64%   | 57%  | 47%              | 59%          | 56%          | 66%  | 64%          | 58%  | 62% | 55% | 60%      | 58%       | 62%   | 60% |
|                                                                                                                                                                                   |       | b      |        |           | c     | cf    |      |                  | g            | g            | ghi  | ln           |      | n   |     |          |           |       |     |
|                                                                                                                                                                                   |       | 50%    | 49%    | 9%        | 22%   | 36%   | 33%  | 4%               | 7%           | 11%          | 54%  | 32%          | 28%  | 18% | 19% | 83%      | 9%        | 5%    | 3%  |
| Ultrafast broadband – the download speed is 300Mbps or higher                                                                                                                     | 127   | 63     | 64     | 16        | 29    | 57    | 24   | 9                | 4            | 19           | 70   | 44           | 38   | 22  | 22  | 103      | 12        | 8     | 4   |
|                                                                                                                                                                                   | 5%    | 5%     | 5%     | 7%        | 6%    | 7%    | 3%   | 7%               | 2%           | 6%           | 6%   | 6%           | 6%   | 5%  | 4%  | 5%       | 5%        | 6%    | 5%  |
|                                                                                                                                                                                   |       |        |        | f         | f     | f     |      | h                |              | h            | h    |              |      |     |     |          |           |       |     |
|                                                                                                                                                                                   |       | 49%    | 50%    | 13%       | 23%   | 45%   | 19%  | 7%               | 3%           | 15%          | 55%  | 35%          | 30%  | 17% | 17% | 81%      | 10%       | 6%    | 3%  |
| Don't know                                                                                                                                                                        | 161   | 41     | 115    | 34        | 28    | 40    | 56   | 6                | 15           | 14           | 51   | 39           | 50   | 23  | 34  | 134      | 16        | 5     | 5   |
|                                                                                                                                                                                   | 7%    | 4%     | 9%     | 15%       | 5%    | 5%    | 7%   | 5%               | 9%           | 5%           | 4%   | 5%           | 7%   | 6%  | 7%  | 7%       | 7%        | 4%    | 7%  |
|                                                                                                                                                                                   |       |        | a      | def       |       |       |      |                  | ij           |              |      |              |      |     |     |          |           |       |     |
|                                                                                                                                                                                   |       | 25%    | 72%    | 21%       | 17%   | 25%   | 35%  | 4%               | 10%          | 9%           | 32%  | 24%          | 31%  | 14% | 21% | 83%      | 10%       | 3%    | 3%  |

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

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

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

|                                                                                                                                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                                                                                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                                                                                                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                                                                                                                                  | 4328  | 322             | 389        | 289        | 313       | 281       | 317         | 315           | 289        | 283        | 3322     | 1006  | 2612           | 1620        | 2230              | 2098        |
| Effective Weighted Sample                                                                                                                                                         | 3013  | 284             | 353        | 262        | 283       | 247       | 288         | 284           | 250        | 255        | 2560     | 456   | 1850           | 1118        | 1505              | 1511        |
| Total                                                                                                                                                                             | 2424  | 307             | 348        | 198        | 192       | 213       | 175         | 182           | 111        | 276        | 2083     | 340   | 1570           | 795         | 1245              | 1178        |
|                                                                                                                                                                                   |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%         |
| Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30Mbps                                          | 690   | 77              | 109        | 69         | 59        | 57        | 43          | 50            | 34         | 69         | 567      | 123   | 400            | 276         | 369               | 321         |
|                                                                                                                                                                                   | 28%   | 25%             | 31%        | 35%        | 31%       | 27%       | 25%         | 28%           | 30%        | 25%        | 27%      | 36%   | 25%            | 35%         | 30%               | 27%         |
|                                                                                                                                                                                   |       |                 |            | aefi       |           |           |             |               |            |            |          | j     |                | l           |                   |             |
|                                                                                                                                                                                   |       | 11%             | 16%        | 10%        | 9%        | 8%        | 6%          | 7%            | 5%         | 10%        | 82%      | 18%   | 58%            | 40%         | 53%               | 47%         |
| Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30Mbps or higher and less than 300Mbps | 1445  | 190             | 195        | 113        | 119       | 127       | 111         | 104           | 60         | 174        | 1259     | 186   | 988            | 422         | 754               | 691         |
|                                                                                                                                                                                   | 60%   | 62%             | 56%        | 57%        | 62%       | 60%       | 64%         | 57%           | 54%        | 63%        | 60%      | 55%   | 63%            | 53%         | 61%               | 59%         |
|                                                                                                                                                                                   |       |                 |            |            |           |           | h           |               |            |            | k        |       | m              |             |                   |             |
|                                                                                                                                                                                   |       | 13%             | 14%        | 8%         | 8%        | 9%        | 8%          | 7%            | 4%         | 12%        | 87%      | 13%   | 68%            | 29%         | 52%               | 48%         |
| Ultrafast broadband – the download speed is 300Mbps or higher                                                                                                                     | 127   | 20              | 21         | 5          | 5         | 14        | 9           | 15            | 7          | 7          | 118      | 9     | 103            | 23          | 54                | 73          |
|                                                                                                                                                                                   | 5%    | 7%              | 6%         | 3%         | 2%        | 7%        | 5%          | 8%            | 6%         | 2%         | 6%       | 3%    | 7%             | 3%          | 4%                | 6%          |
|                                                                                                                                                                                   |       | cdi             | cdi        |            |           | cdi       |             | cdi           | cdi        |            | k        |       | m              |             | n                 |             |
|                                                                                                                                                                                   |       | 16%             | 16%        | 4%         | 4%        | 11%       | 7%          | 12%           | 6%         | 5%         | 93%      | 7%    | 81%            | 18%         | 43%               | 57%         |
| Don't know                                                                                                                                                                        | 161   | 20              | 22         | 10         | 9         | 14        | 12          | 12            | 10         | 26         | 139      | 22    | 80             | 74          | 68                | 93          |
|                                                                                                                                                                                   | 7%    | 6%              | 6%         | 5%         | 5%        | 7%        | 7%          | 7%            | 9%         | 9%         | 7%       | 6%    | 5%             | 9%          | 5%                | 8%          |
|                                                                                                                                                                                   |       |                 |            |            |           |           |             |               | d          |            |          |       |                | l           | n                 |             |
|                                                                                                                                                                                   |       | 12%             | 14%        | 6%         | 6%        | 9%        | 7%          | 7%            | 6%         | 16%        | 87%      | 13%   | 50%            | 46%         | 42%               | 58%         |

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

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

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

|                                                                                                                                                                                   | Total       | TV SERVICES          |                      |                       |             |                               |                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                                                                                                                                                                                   |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                                                           |             |                      |                      |                       |             |                               |                        |
| Unweighted total                                                                                                                                                                  | 4328        | 2145                 | 1833                 | 3521                  | 3592        | 1967                          | 4239                   |
| Effective Weighted Sample                                                                                                                                                         | 3013        | 1481                 | 1274                 | 2473                  | 2503        | 1379                          | 2954                   |
| Total                                                                                                                                                                             | 2424        | 1205<br>50%          | 1033<br>43%          | 1976<br>82%           | 2022<br>83% | 1102<br>45%                   | 2373<br>98%            |
| Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30Mbps                                          | 690<br>28%  | 264<br>22%           | 333<br>32%           | 523<br>26%            | 535<br>26%  | 277<br>25%                    | 668<br>28%             |
|                                                                                                                                                                                   |             |                      | acdef                | a                     | a           | a                             | ae                     |
|                                                                                                                                                                                   |             | 38%                  | 48%                  | 76%                   | 77%         | 40%                           | 97%                    |
| Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30Mbps or higher and less than 300Mbps | 1445<br>60% | 781<br>65%           | 600<br>58%           | 1222<br>62%           | 1246<br>62% | 694<br>63%                    | 1425<br>60%            |
|                                                                                                                                                                                   |             | bdf                  |                      | b                     | b           | b                             |                        |
|                                                                                                                                                                                   |             | 54%                  | 41%                  | 85%                   | 86%         | 48%                           | 99%                    |
| Ultrafast broadband – the download speed is 300Mbps or higher                                                                                                                     | 127<br>5%   | 81<br>7%             | 37<br>4%             | 108<br>5%             | 115<br>6%   | 68<br>6%                      | 127<br>5%              |
|                                                                                                                                                                                   |             | b                    |                      | b                     | b           | b                             | b                      |
|                                                                                                                                                                                   |             | 64%                  | 29%                  | 85%                   | 90%         | 54%                           | 100%                   |
| Don't know                                                                                                                                                                        | 161<br>7%   | 78<br>7%             | 63<br>6%             | 123<br>6%             | 126<br>6%   | 62<br>6%                      | 153<br>6%              |
|                                                                                                                                                                                   |             | 49%                  | 39%                  | 76%                   | 79%         | 39%                           | 95%                    |

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

QE35. A wireless router allows you to have a wireless broadband connection throughout the house (also known as Wi-Fi), without needing cables running from your PC, laptop or other device to your telephone socket Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi? (SINGLE CODE)

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 4328  | 2069   | 2207   | 454       | 833   | 1499  | 1507 | 247              | 307          | 562          | 2042 | 1243         | 1511 | 514 | 914 | 2798     | 474       | 523   | 533 |
| Effective Weighted Sample | 3013  | 1430   | 1547   | 309       | 613   | 1046  | 1019 | 176              | 212          | 389          | 1445 | 900          | 1111 | 371 | 647 | 2344     | 279       | 362   | 446 |
| Total                     | 2424  | 1142   | 1251   | 233       | 514   | 823   | 830  | 123              | 174          | 297          | 1180 | 725          | 690  | 416 | 505 | 2000     | 230       | 124   | 69  |
|                           |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 49%  | 30%          | 28%  | 17% | 21% | 83%      | 10%       | 5%    | 3%  |
| Yes                       | 2245  | 1075   | 1147   | 215       | 477   | 766   | 768  | 111              | 161          | 272          | 1122 | 687          | 652  | 383 | 450 | 1849     | 217       | 116   | 64  |
|                           | 93%   | 94%    | 92%    | 92%       | 93%   | 93%   | 93%  | 90%              | 93%          | 91%          | 95%  | 95%          | 94%  | 92% | 89% | 92%      | 94%       | 93%   | 92% |
|                           |       | b      |        |           |       |       |      |                  |              |              | gi   | n            | n    |     |     |          |           |       |     |
|                           |       | 48%    | 51%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 50%  | 31%          | 29%  | 17% | 20% | 82%      | 10%       | 5%    | 3%  |
| No                        | 121   | 53     | 66     | 10        | 28    | 41    | 41   | 9                | 9            | 20           | 44   | 28           | 26   | 26  | 39  | 101      | 10        | 6     | 4   |
|                           | 5%    | 5%     | 5%     | 4%        | 5%    | 5%    | 5%   | 8%               | 5%           | 7%           | 4%   | 4%           | 4%   | 6%  | 8%  | 5%       | 4%        | 5%    | 6%  |
|                           |       |        |        |           |       |       |      | j                |              | j            |      |              |      |     | kl  |          |           |       |     |
|                           |       |        |        |           |       |       |      | 8%               | 8%           | 17%          | 37%  | 23%          | 22%  | 21% | 32% | 84%      | 8%        | 5%    | 3%  |
| Don't know                | 58    | 14     | 38     | 9         | 9     | 16    | 21   | 3                | 4            | 5            | 13   | 10           | 12   | 7   | 16  | 49       | 4         | 3     | 2   |
|                           | 2%    | 1%     | 3%     | 4%        | 2%    | 2%    | 2%   | 2%               | 2%           | 2%           | 1%   | 1%           | 2%   | 2%  | 3%  | 2%       | 2%        | 2%    | 2%  |
|                           |       | a      |        |           |       |       |      |                  |              |              |      |              |      |     | k   |          |           |       |     |
|                           |       | 24%    | 66%    | 15%       | 16%   | 28%   | 36%  | 5%               | 6%           | 9%           | 23%  | 18%          | 22%  | 11% | 28% | 85%      | 7%        | 5%    | 3%  |

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

QE35. A wireless router allows you to have a wireless broadband connection throughout the house (also known as Wi-Fi), without needing cables running from your PC, laptop or other device to your telephone socket Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi? (SINGLE CODE)

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 4328  | 322             | 389        | 289        | 313       | 281       | 317         | 315           | 289        | 283        | 3322     | 1006  | 2612           | 1620        | 2230              | 2098        |
| Effective Weighted Sample | 3013  | 284             | 353        | 262        | 283       | 247       | 288         | 284           | 250        | 255        | 2560     | 456   | 1850           | 1118        | 1505              | 1511        |
| Total                     | 2424  | 307             | 348        | 198        | 192       | 213       | 175         | 182           | 111        | 276        | 2083     | 340   | 1570           | 795         | 1245              | 1178        |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%         |
| Yes                       | 2245  | 293             | 316        | 183        | 175       | 192       | 163         | 170           | 101        | 256        | 1931     | 314   | 1472           | 729         | 1150              | 1095        |
|                           | 93%   | 95%             | 91%        | 93%        | 91%       | 90%       | 93%         | 94%           | 91%        | 93%        | 93%      | 92%   | 94%            | 92%         | 92%               | 93%         |
|                           |       | be              |            |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 66%            | 32%         | 51%               | 49%         |
| No                        | 121   | 8               | 20         | 10         | 12        | 14        | 10          | 9             | 6          | 13         | 102      | 19    | 73             | 40          | 67                | 53          |
|                           | 5%    | 3%              | 6%         | 5%         | 6%        | 7%        | 6%          | 5%            | 5%         | 5%         | 5%       | 6%    | 5%             | 5%          | 5%                | 5%          |
|                           |       |                 |            |            | a         | a         |             |               |            |            |          |       |                |             |                   |             |
|                           |       | 6%              | 16%        | 8%         | 10%       | 12%       | 8%          | 7%            | 5%         | 11%        | 84%      | 16%   | 61%            | 33%         | 56%               | 44%         |
| Don't know                | 58    | 7               | 12         | 5          | 5         | 6         | 2           | 3             | 3          | 6          | 50       | 7     | 25             | 26          | 28                | 30          |
|                           | 2%    | 2%              | 4%         | 2%         | 3%        | 3%        | 1%          | 2%            | 3%         | 2%         | 2%       | 2%    | 2%             | 3%          | 2%                | 3%          |
|                           |       |                 | f          |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                           |       | 12%             | 21%        | 8%         | 9%        | 11%       | 3%          | 5%            | 6%         | 11%        | 87%      | 13%   | 43%            | 45%         | 48%               | 52%         |

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

**QE35. A wireless router allows you to have a wireless broadband connection throughout the house (also known as Wi-Fi), without needing cables running from your PC, laptop or other device to your telephone socket Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi? (SINGLE CODE)**

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total          | 4328  | 2145            | 1833            | 3521             | 3592 | 1967          | 4239              |
| Effective Weighted Sample | 3013  | 1481            | 1274            | 2473             | 2503 | 1379          | 2954              |
| Total                     | 2424  | 1205            | 1033            | 1976             | 2022 | 1102          | 2373              |
|                           |       | 50%             | 43%             | 82%              | 83%  | 45%           | 98%               |
| Yes                       | 2245  | 1111            | 959             | 1840             | 1878 | 1033          | 2202              |
|                           | 93%   | 92%             | 93%             | 93%              | 93%  | 94%           | 93%               |
|                           |       | 49%             | 43%             | 82%              | 84%  | 46%           | 98%               |
| No                        | 121   | 62              | 56              | 97               | 101  | 52            | 118               |
|                           | 5%    | 5%              | 5%              | 5%               | 5%   | 5%            | 5%                |
|                           |       | 52%             | 46%             | 80%              | 84%  | 43%           | 97%               |
| Don't know                | 58    | 32              | 18              | 39               | 43   | 17            | 53                |
|                           | 2%    | 3%              | 2%              | 2%               | 2%   | 2%            | 2%                |
|                           |       | e               |                 |                  |      |               |                   |
|                           |       | 56%             | 31%             | 68%              | 75%  | 29%           | 92%               |

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



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**QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)**

Base : Those without internet access at home

|                            | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                            |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | o        | ~p        | ~q    | ~r |
| Significance Level: 95%    |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| Unweighted total           | 166   | 79     | 83     | 13        | 17    | 41    | 81  | 40               | 28           | 19           | 14   | 17           | 21 | 19 | 90 | 108      | 15        | 23    | 20 |
| Effective Weighted Sample  | 112   | 52     | 57     | 8         | 12    | 26    | 56  | 23               | 20           | 14           | 9    | 12           | 16 | 10 | 63 | 88       | 10        | 14    | 18 |
| Total                      | 146   | 68     | 76     | 10        | 13    | 31    | 77  | 31               | 29           | 18           | 10   | 16           | 15 | 17 | 73 | 126      | 7         | 8     | 5  |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 86%      | **        | **    | ** |
| Certain to                 | 6     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 5        | **        | **    | ** |
|                            | 4%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 4%       | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 85%      | **        | **    | ** |
| Very likely                | 7     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 5        | **        | **    | ** |
|                            | 5%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 4%       | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 76%      | **        | **    | ** |
| Likely                     | 12    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 11       | **        | **    | ** |
|                            | 8%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 8%       | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 89%      | **        | **    | ** |
| Unlikely                   | 30    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 28       | **        | **    | ** |
|                            | 21%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 23%      | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 95%      | **        | **    | ** |
| Very unlikely              | 33    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 28       | **        | **    | ** |
|                            | 22%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 22%      | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 87%      | **        | **    | ** |
| Certain not to             | 39    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 32       | **        | **    | ** |
|                            | 26%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 26%      | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 84%      | **        | **    | ** |
| TOTAL LIKELY               | 25    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 21       | **        | **    | ** |
|                            | 17%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 17%      | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 84%      | **        | **    | ** |
| TOTAL UNLIKELY             | 101   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 89       | **        | **    | ** |
|                            | 69%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 71%      | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 88%      | **        | **    | ** |
| Don't know                 | 15    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 12       | **        | **    | ** |
|                            | 10%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 10%      | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 84%      | **        | **    | ** |
| NOT ANSWERED [POSTAL ONLY] | 4     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 3        | **        | **    | ** |
|                            | 3%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 2%       | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | 69%      | **        | **    | ** |

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

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**QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)**

Base : Those without internet access at home

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | ~l             | m           | ~n                | o           |
| Unweighted total          | 166   | 7               | 19         | 7          | 7         | 19        | 6           | 16            | 8          | 19         | 131      | 35    | 42             | 112         | 60                | 106         |
| Effective Weighted Sample | 112   | 6               | 16         | 6          | 6         | 16        | 6           | 13            | 6          | 18         | 99       | 13    | 25             | 78          | 37                | 76          |
| Total                     | 146   | 8               | 28         | 7          | 5         | 22        | 6           | 17            | 4          | 28         | 132      | 14    | 34             | 98          | 54                | 92          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | **             | 67%         | **                | 63%         |
| Certain to                | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6        | **    | **             | 3           | **                | 5           |
|                           | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | **    | **             | 3%          | **                | 6%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | **             | 52%         | **                | 80%         |
| Very likely               | 7     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7        | **    | **             | 3           | **                | 6           |
|                           | 5%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | **    | **             | 3%          | **                | 6%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | **             | 44%         | **                | 80%         |
| Likely                    | 12    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 12       | **    | **             | 6           | **                | 8           |
|                           | 8%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9%       | **    | **             | 7%          | **                | 8%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | **             | 55%         | **                | 63%         |
| Unlikely                  | 30    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 27       | **    | **             | 19          | **                | 23          |
|                           | 21%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 21%      | **    | **             | 19%         | **                | 25%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | **             | 62%         | **                | 75%         |
| Very unlikely             | 33    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 29       | **    | **             | 23          | **                | 18          |
|                           | 22%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 22%      | **    | **             | 24%         | **                | 20%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 88%      | **    | **             | 72%         | **                | 56%         |
| Certain not to            | 39    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 32       | **    | **             | 30          | **                | 19          |
|                           | 26%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 25%      | **    | **             | 31%         | **                | 20%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 84%      | **    | **             | 79%         | **                | 49%         |
| TOTAL LIKELY              | 25    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 25       | **    | **             | 13          | **                | 18          |
|                           | 17%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19%      | **    | **             | 13%         | **                | 20%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | **    | **             | 51%         | **                | 72%         |
| TOTAL UNLIKELY            | 101   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 88       | **    | **             | 72          | **                | 60          |
|                           | 69%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 67%      | **    | **             | 74%         | **                | 65%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | **             | 71%         | **                | 59%         |
| Don't know                | 15    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14       | **    | **             | 10          | **                | 10          |
|                           | 10%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11%      | **    | **             | 10%         | **                | 11%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | **             | 68%         | **                | 67%         |

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

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**QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)**

Base : Those without internet access at home

|                            |       | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |     |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|-----|-------------|
|                            | Total | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW | MEDIUM/HIGH |
| Significance Level: 95%    |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j     | ~k             | ~l      | m                 | ~n  | o           |
| Unweighted total           | 166   | 7               | 19         | 7          | 7         | 19        | 6           | 16            | 8          | 19         | 131   | 35             | 42      | 112               | 60  | 106         |
| Effective Weighted Sample  | 112   | 6               | 16         | 6          | 6         | 16        | 6           | 13            | 6          | 18         | 99    | 13             | 25      | 78                | 37  | 76          |
| Total                      | 146   | 8               | 28         | 7          | 5         | 22        | 6           | 17            | 4          | 28         | 132   | 14             | 34      | 98                | 54  | 92          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%   | **             | **      | 67%               | **  | 63%         |
| NOT ANSWERED [POSTAL ONLY] | 4     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4     | **             | **      | 3                 | **  | 4           |
|                            | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3%    | **             | **      | 3%                | **  | 4%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%  | **             | **      | 69%               | **  | 82%         |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)**

Base : Those without internet access at home

|                           | Total | TV SERVICES  |              |               |      |                  |              |
|---------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%   |       | ~a           | ~b           | ~c            | ~d   | ~e               | f            |
| Unweighted total          | 166   | 35           | 73           | 32            | 27   | 12               | 112          |
| Effective Weighted Sample | 112   | 23           | 51           | 23            | 18   | 8                | 76           |
| Total                     | 146   | 30           | 68           | 28            | 22   | 10               | 101          |
|                           |       | **           | **           | **            | **   | **               | 70%          |
| Certain to                | 6     | **           | **           | **            | **   | **               | 6            |
| 4%                        | 4%    | **           | **           | **            | **   | **               | 6%           |
|                           |       | **           | **           | **            | **   | **               | 100%         |
| Very likely               | 7     | **           | **           | **            | **   | **               | 5            |
| 5%                        | 5%    | **           | **           | **            | **   | **               | 5%           |
|                           |       | **           | **           | **            | **   | **               | 70%          |
| Likely                    | 12    | **           | **           | **            | **   | **               | 9            |
| 8%                        | 8%    | **           | **           | **            | **   | **               | 9%           |
|                           |       | **           | **           | **            | **   | **               | 74%          |
| Unlikely                  | 30    | **           | **           | **            | **   | **               | 20           |
| 21%                       | 21%   | **           | **           | **            | **   | **               | 19%          |
|                           |       | **           | **           | **            | **   | **               | 66%          |
| Very unlikely             | 33    | **           | **           | **            | **   | **               | 23           |
| 22%                       | 22%   | **           | **           | **            | **   | **               | 22%          |
|                           |       | **           | **           | **            | **   | **               | 69%          |
| Certain not to            | 39    | **           | **           | **            | **   | **               | 25           |
| 26%                       | 26%   | **           | **           | **            | **   | **               | 25%          |
|                           |       | **           | **           | **            | **   | **               | 65%          |
| TOTAL LIKELY              | 25    | **           | **           | **            | **   | **               | 20           |
| 17%                       | 17%   | **           | **           | **            | **   | **               | 20%          |
|                           |       | **           | **           | **            | **   | **               | 80%          |
| TOTAL UNLIKELY            | 101   | **           | **           | **            | **   | **               | 67           |
| 69%                       | 69%   | **           | **           | **            | **   | **               | 66%          |
|                           |       | **           | **           | **            | **   | **               | 66%          |
| Don't know                | 15    | **           | **           | **            | **   | **               | 10           |
| 10%                       | 10%   | **           | **           | **            | **   | **               | 10%          |
|                           |       | **           | **           | **            | **   | **               | 71%          |

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

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**QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)**

Base : Those without internet access at home

|                            | Total | TV SERVICES     |                 |                  |      |    | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|----------------------------|-------|-----------------|-----------------|------------------|------|----|--------------------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD |    |                          |                   |
| Significance Level: 95%    |       | ~a              | ~b              | ~c               | ~d   | ~e |                          | f                 |
| Unweighted total           | 166   | 35              | 73              | 32               | 27   | 12 |                          | 112               |
| Effective Weighted Sample  | 112   | 23              | 51              | 23               | 18   | 8  |                          | 76                |
| Total                      | 146   | 30              | 68              | 28               | 22   | 10 |                          | 101               |
|                            |       | **              | **              | **               | **   | ** |                          | 70%               |
| NOT ANSWERED [POSTAL ONLY] | 4     | **              | **              | **               | **   | ** |                          | 3                 |
|                            | 3%    | **              | **              | **               | **   | ** |                          | 3%                |
|                            |       | **              | **              | **               | **   | ** |                          | 75%               |

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

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**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

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

|                                                                      | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|----------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                      |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                      |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Significance Level: 95%                                              |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| Unweighted total                                                     | 108   | 54     | 53     | 7         | 12    | 16    | 62  | 27               | 21           | 7            | 10   | 13           | 13 | 13 | 54 | 71       | 10        | 18    | 9  |
| Effective Weighted Sample                                            | 74    | 34     | 39     | 5         | 9     | 9     | 43  | 16               | 14           | 5            | 7    | 9            | 10 | 7  | 39 | 60       | 6         | 11    | 8  |
| Total                                                                | 101   | 44     | 55     | 7         | 11    | 9     | 61  | 23               | 22           | 6            | 8    | 12           | 10 | 11 | 48 | 89       | 4         | 6     | 2  |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| No need to go online/ not interested                                 | 47    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 46%                                                                  |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Broadband set up costs are too high                                  | 27    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 27%                                                                  |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Someone else can go online for me if necessary                       | 24    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 23%                                                                  |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Monthly cost of a fixed broadband service is too high                | 22    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 22%                                                                  |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Using the internet is too complicated                                | 21    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 20%                                                                  |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Concerned about security/ fraud/ privacy                             | 20    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 20%                                                                  |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Getting online/ getting connected to the internet is too complicated | 18    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 18%                                                                  |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

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

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**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

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

|                                                                              | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                              |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Significance Level: 95%                                                      |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| Unweighted total                                                             | 108   | 54     | 53     | 7         | 12    | 16    | 62  | 27               | 21           | 7            | 10   | 13           | 13 | 13 | 54 | 71       | 10        | 18    | 9  |
| Effective Weighted Sample                                                    | 74    | 34     | 39     | 5         | 9     | 9     | 43  | 16               | 14           | 5            | 7    | 9            | 10 | 7  | 39 | 60       | 6         | 11    | 8  |
| Total                                                                        | 101   | 44     | 55     | 7         | 11    | 9     | 61  | 23               | 22           | 6            | 8    | 12           | 10 | 11 | 48 | 89       | 4         | 6     | 2  |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cost of a desktop, tablet or laptop computer to use the internet is too high | 15    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 15%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Monthly cost of a mobile phone service is too high                           | 13    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 13%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cost of a mobile phone handset to use the internet is too high               | 13    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 12%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Poor eyesight                                                                | 9     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 9%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Concerned about harmful/ offensive content                                   | 9     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 9%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Happy to use the internet at work/ elsewhere                                 | 6     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 6%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Don't have broadband where I live                                            | 3     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 3%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Broadband is too slow where I live                                           | 1     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 1%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

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**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

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

|                            | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                            |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Significance Level: 95%    |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| Unweighted total           | 108   | 54     | 53     | 7         | 12    | 16    | 62  | 27               | 21           | 7            | 10   | 13           | 13 | 13 | 54 | 71       | 10        | 18    | 9  |
| Effective Weighted Sample  | 74    | 34     | 39     | 5         | 9     | 9     | 43  | 16               | 14           | 5            | 7    | 9            | 10 | 7  | 39 | 60       | 6         | 11    | 8  |
| Total                      | 101   | 44     | 55     | 7         | 11    | 9     | 61  | 23               | 22           | 6            | 8    | 12           | 10 | 11 | 48 | 89       | 4         | 6     | 2  |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Don't know                 | 9     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            | 9%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| NOT ANSWERED [POSTAL ONLY] | *     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            | *%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| ANY INVOLUNTARY REASONS    | 57    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            | 56%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| ANY VOLUNTARY REASONS      | 65    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            | 64%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| ONLY VOLUNTARY REASONS     | 35    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            | 35%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

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**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

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

|                                                                      | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                      |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                              |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j       | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                     | 108   | 4               | 12         | 5          | 3         | 11        | 6           | 13            | 5          | 12         | 79       | 29    | 26             | 74          | 43                | 65           |
| Effective Weighted Sample                                            | 74    | 3               | 11         | 5          | 3         | 10        | 6           | 12            | 4          | 11         | 63       | 11    | 15             | 53          | 27                | 47           |
| Total                                                                | 101   | 4               | 21         | 5          | 2         | 13        | 6           | 16            | 3          | 19         | 88       | 13    | 20             | 72          | 41                | 60           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| No need to go online/ not interested                                 | 47    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| 46%                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Broadband set up costs are too high                                  | 27    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| 27%                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Someone else can go online for me if necessary                       | 24    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| 23%                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Monthly cost of a fixed broadband service is too high                | 22    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| 22%                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Using the internet is too complicated                                | 21    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| 20%                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Concerned about security/ fraud/ privacy                             | 20    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| 20%                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Getting online/ getting connected to the internet is too complicated | 18    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| 18%                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |

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

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|                                                                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                      |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j       | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                             | 108   | 4               | 12         | 5          | 3         | 11        | 6           | 13            | 5          | 12         | 79       | 29    | 26             | 74          | 43                | 65           |
| Effective Weighted Sample                                                    | 74    | 3               | 11         | 5          | 3         | 10        | 6           | 12            | 4          | 11         | 63       | 11    | 15             | 53          | 27                | 47           |
| Total                                                                        | 101   | 4               | 21         | 5          | 2         | 13        | 6           | 16            | 3          | 19         | 88       | 13    | 20             | 72          | 41                | 60           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Cost of a desktop, tablet or laptop computer to use the internet is too high | 15    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              | 15%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Monthly cost of a mobile phone service is too high                           | 13    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              | 13%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Cost of a mobile phone handset to use the internet is too high               | 13    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              | 12%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Poor eyesight                                                                | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Concerned about harmful/ offensive content                                   | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Happy to use the internet at work/ elsewhere                                 | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              | 6%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Don't have broadband where I live                                            | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |

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

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**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

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

|                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%            |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j       | ~k    | ~l             | ~m          | ~n                | ~o          |
| Unweighted total                   | 108   | 4               | 12         | 5          | 3         | 11        | 6           | 13            | 5          | 12         | 79       | 29    | 26             | 74          | 43                | 65          |
| Effective Weighted Sample          | 74    | 3               | 11         | 5          | 3         | 10        | 6           | 12            | 4          | 11         | 63       | 11    | 15             | 53          | 27                | 47          |
| Total                              | 101   | 4               | 21         | 5          | 2         | 13        | 6           | 16            | 3          | 19         | 88       | 13    | 20             | 72          | 41                | 60          |
|                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
| Broadband is too slow where I live | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
| Don't know                         | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
| NOT ANSWERED [POSTAL ONLY]         | *     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    | *%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
| ANY INVOLUNTARY REASONS            | 57    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    | 56%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
| ANY VOLUNTARY REASONS              | 65    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    | 64%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
| ONLY VOLUNTARY REASONS             | 35    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    | 35%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |
|                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **          |

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

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**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

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

|                                                                      | Total | TV SERVICES  |              |               |      |                   |               |
|----------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                                                                      |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                                              |       | ~a           | ~b           | ~c            | ~d   | ~e                | ~f            |
| Unweighted total                                                     | 108   | 18           | 49           | 16            | 12   | 2                 | 70            |
| Effective Weighted Sample                                            | 74    | 12           | 35           | 12            | 9    | 2                 | 49            |
| Total                                                                | 101   | 17           | 47           | 16            | 12   | 2                 | 67            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| No need to go online/ not interested                                 | 47    | **           | **           | **            | **   | **                | **            |
| 46%                                                                  |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Broadband set up costs are too high                                  | 27    | **           | **           | **            | **   | **                | **            |
| 27%                                                                  |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Someone else can go online for me if necessary                       | 24    | **           | **           | **            | **   | **                | **            |
| 23%                                                                  |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Monthly cost of a fixed broadband service is too high                | 22    | **           | **           | **            | **   | **                | **            |
| 22%                                                                  |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Using the internet is too complicated                                | 21    | **           | **           | **            | **   | **                | **            |
| 20%                                                                  |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Concerned about security/ fraud/ privacy                             | 20    | **           | **           | **            | **   | **                | **            |
| 20%                                                                  |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Getting online/ getting connected to the internet is too complicated | 18    | **           | **           | **            | **   | **                | **            |
| 18%                                                                  |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |

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

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**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

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

|                                                                              | Total | TV SERVICES  |              |               |      |                  |              |
|------------------------------------------------------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                                                                              |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%                                                      |       | ~a           | ~b           | ~c            | ~d   | ~e               | ~f           |
| Unweighted total                                                             | 108   | 18           | 49           | 16            | 12   | 2                | 70           |
| Effective Weighted Sample                                                    | 74    | 12           | 35           | 12            | 9    | 2                | 49           |
| Total                                                                        | 101   | 17           | 47           | 16            | 12   | 2                | 67           |
|                                                                              |       | **           | **           | **            | **   | **               | **           |
| Cost of a desktop, tablet or laptop computer to use the internet is too high | 15    | **           | **           | **            | **   | **               | **           |
|                                                                              | 15%   | **           | **           | **            | **   | **               | **           |
|                                                                              |       | **           | **           | **            | **   | **               | **           |
| Monthly cost of a mobile phone service is too high                           | 13    | **           | **           | **            | **   | **               | **           |
|                                                                              | 13%   | **           | **           | **            | **   | **               | **           |
|                                                                              |       | **           | **           | **            | **   | **               | **           |
| Cost of a mobile phone handset to use the internet is too high               | 13    | **           | **           | **            | **   | **               | **           |
|                                                                              | 12%   | **           | **           | **            | **   | **               | **           |
|                                                                              |       | **           | **           | **            | **   | **               | **           |
| Poor eyesight                                                                | 9     | **           | **           | **            | **   | **               | **           |
|                                                                              | 9%    | **           | **           | **            | **   | **               | **           |
|                                                                              |       | **           | **           | **            | **   | **               | **           |
| Concerned about harmful/ offensive content                                   | 9     | **           | **           | **            | **   | **               | **           |
|                                                                              | 9%    | **           | **           | **            | **   | **               | **           |
|                                                                              |       | **           | **           | **            | **   | **               | **           |
| Happy to use the internet at work/ elsewhere                                 | 6     | **           | **           | **            | **   | **               | **           |
|                                                                              | 6%    | **           | **           | **            | **   | **               | **           |
|                                                                              |       | **           | **           | **            | **   | **               | **           |
| Don't have broadband where I live                                            | 3     | **           | **           | **            | **   | **               | **           |
|                                                                              | 3%    | **           | **           | **            | **   | **               | **           |
|                                                                              |       | **           | **           | **            | **   | **               | **           |

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

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**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

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

|                                    | Total | TV SERVICES  |              |               |      |                  |              |
|------------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                                    |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%            |       | ~a           | ~b           | ~c            | ~d   | ~e               | ~f           |
| Unweighted total                   | 108   | 18           | 49           | 16            | 12   | 2                | 70           |
| Effective Weighted Sample          | 74    | 12           | 35           | 12            | 9    | 2                | 49           |
| Total                              | 101   | 17           | 47           | 16            | 12   | 2                | 67           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| Broadband is too slow where I live | 1     | **           | **           | **            | **   | **               | **           |
|                                    | 1%    | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| Don't know                         | 9     | **           | **           | **            | **   | **               | **           |
|                                    | 9%    | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| NOT ANSWERED [POSTAL ONLY]         | *     | **           | **           | **            | **   | **               | **           |
|                                    | *%    | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| ANY INVOLUNTARY REASONS            | 57    | **           | **           | **            | **   | **               | **           |
|                                    | 56%   | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| ANY VOLUNTARY REASONS              | 65    | **           | **           | **            | **   | **               | **           |
|                                    | 64%   | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| ONLY VOLUNTARY REASONS             | 35    | **           | **           | **            | **   | **               | **           |
|                                    | 35%   | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |

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

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

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

|                                                                      | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|----------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                      |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                      |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Significance Level: 95%                                              |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| Unweighted total                                                     | 108   | 54     | 53     | 7         | 12    | 16    | 62  | 27               | 21           | 7            | 10   | 13           | 13 | 13 | 54 | 71       | 10        | 18    | 9  |
| Effective Weighted Sample                                            | 74    | 34     | 39     | 5         | 9     | 9     | 43  | 16               | 14           | 5            | 7    | 9            | 10 | 7  | 39 | 60       | 6         | 11    | 8  |
| Total                                                                | 101   | 44     | 55     | 7         | 11    | 9     | 61  | 23               | 22           | 6            | 8    | 12           | 10 | 11 | 48 | 89       | 4         | 6     | 2  |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| No need to go online/ not interested                                 | 42    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 41%                                                                  |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Using the internet is too complicated                                | 10    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 9%                                                                   |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Someone else can go online for me if necessary                       | 9     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 9%                                                                   |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Broadband set up costs are too high                                  | 9     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 9%                                                                   |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Monthly cost of a fixed broadband service is too high                | 5     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 4%                                                                   |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Concerned about security/ fraud/ privacy                             | 3     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 3%                                                                   |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Getting online/ getting connected to the internet is too complicated | 3     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 3%                                                                   |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                      |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

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

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

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

|                                                                              | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                              |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Significance Level: 95%                                                      |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| Unweighted total                                                             | 108   | 54     | 53     | 7         | 12    | 16    | 62  | 27               | 21           | 7            | 10   | 13           | 13 | 13 | 54 | 71       | 10        | 18    | 9  |
| Effective Weighted Sample                                                    | 74    | 34     | 39     | 5         | 9     | 9     | 43  | 16               | 14           | 5            | 7    | 9            | 10 | 7  | 39 | 60       | 6         | 11    | 8  |
| Total                                                                        | 101   | 44     | 55     | 7         | 11    | 9     | 61  | 23               | 22           | 6            | 8    | 12           | 10 | 11 | 48 | 89       | 4         | 6     | 2  |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Poor eyesight                                                                | 3     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 3%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Happy to use the internet at work/ elsewhere                                 | 3     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 3%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cost of a desktop, tablet or laptop computer to use the internet is too high | 2     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 2%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Don't have broadband where I live                                            | 1     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 1%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cost of a mobile phone handset to use the internet is too high               | 1     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 1%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Concerned about harmful/ offensive content                                   | 1     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 1%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Monthly cost of a mobile phone service is too high                           | 1     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | 1%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Broadband is too slow where I live                                           | *     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              | *%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                              |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

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



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

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

|                            |           | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|----------------------------|-----------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                            |           | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%    | Total     | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Unweighted total           | 108       | 54     | 53     | 7         | 12    | 16    | 62  | 27               | 21           | 7            | 10   | 13           | 13 | 13 | 54 | 71       | 10        | 18    | 9  |
| Effective Weighted Sample  | 74        | 34     | 39     | 5         | 9     | 9     | 43  | 16               | 14           | 5            | 7    | 9            | 10 | 7  | 39 | 60       | 6         | 11    | 8  |
| Total                      | 101       | 44     | 55     | 7         | 11    | 9     | 61  | 23               | 22           | 6            | 8    | 12           | 10 | 11 | 48 | 89       | 4         | 6     | 2  |
| Don't know                 | 9<br>9%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |           | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |           | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| NOT ANSWERED [POSTAL ONLY] | 7<br>7%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |           | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |           | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| ANY INVOLUNTARY REASONS    | 38<br>38% | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |           | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |           | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| ANY VOLUNTARY REASONS      | 54<br>53% | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |           | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                            |           | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

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

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

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

|                                                                      | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                      |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                                                                      |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j       | ~k    | ~l             | ~m          | ~n                | ~o           |
| Significance Level: 95%                                              |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total                                                     | 108   | 4               | 12         | 5          | 3         | 11        | 6           | 13            | 5          | 12         | 79       | 29    | 26             | 74          | 43                | 65           |
| Effective Weighted Sample                                            | 74    | 3               | 11         | 5          | 3         | 10        | 6           | 12            | 4          | 11         | 63       | 11    | 15             | 53          | 27                | 47           |
| Total                                                                | 101   | 4               | 21         | 5          | 2         | 13        | 6           | 16            | 3          | 19         | 88       | 13    | 20             | 72          | 41                | 60           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| No need to go online/ not interested                                 | 42    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      | 41%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Using the internet is too complicated                                | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Someone else can go online for me if necessary                       | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Broadband set up costs are too high                                  | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Monthly cost of a fixed broadband service is too high                | 5     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Concerned about security/ fraud/ privacy                             | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Getting online/ getting connected to the internet is too complicated | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                      |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |

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

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

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

|                                                                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |     |              |
|------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|-----|--------------|
|                                                                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW | MEDIUM/ HIGH |
| Significance Level: 95%                                                      |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j    | ~k             | ~l      | ~m                | ~n  | ~o           |
| Unweighted total                                                             | 108   | 4               | 12         | 5          | 3         | 11        | 6           | 13            | 5          | 12         | 79    | 29             | 26      | 74                | 43  | 65           |
| Effective Weighted Sample                                                    | 74    | 3               | 11         | 5          | 3         | 10        | 6           | 12            | 4          | 11         | 63    | 11             | 15      | 53                | 27  | 47           |
| Total                                                                        | 101   | 4               | 21         | 5          | 2         | 13        | 6           | 16            | 3          | 19         | 88    | 13             | 20      | 72                | 41  | 60           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
| Poor eyesight                                                                | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
| Happy to use the internet at work/ elsewhere                                 | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
| Cost of a desktop, tablet or laptop computer to use the internet is too high | 2     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              | 2%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
| Don't have broadband where I live                                            | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
| Cost of a mobile phone handset to use the internet is too high               | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
| Concerned about harmful/ offensive content                                   | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
| Monthly cost of a mobile phone service is too high                           | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |
|                                                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  | **           |

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**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

|                                    |     | ENGLAND REGIONS |        |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |     |              |
|------------------------------------|-----|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|-----|--------------|
|                                    |     | Total           | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW | MEDIUM/ HIGH |
| Significance Level: 95%            |     |                 | ~a     | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j    | ~k             | ~l      | ~m                | ~n  | ~o           |
| Unweighted total                   | 108 | 4               | 12     | 5          | 3          | 11        | 6         | 13          | 5             | 12         | 79         | 29    | 26             | 74      | 43                | 65  |              |
| Effective Weighted Sample          | 74  | 3               | 11     | 5          | 3          | 10        | 6         | 12          | 4             | 11         | 63         | 11    | 15             | 53      | 27                | 47  |              |
| Total                              | 101 | 4               | 21     | 5          | 2          | 13        | 6         | 16          | 3             | 19         | 88         | 13    | 20             | 72      | 41                | 60  |              |
|                                    |     | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
| Broadband is too slow where I live | *   | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    | *%  | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    |     | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
| Don't know                         | 9   | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    | 9%  | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    |     | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
| NOT ANSWERED [POSTAL ONLY]         | 7   | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    | 7%  | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    |     | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
| ANY INVOLUNTARY REASONS            | 38  | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    | 38% | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    |     | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
| ANY VOLUNTARY REASONS              | 54  | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    | 53% | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |
|                                    |     | **              | **     | **         | **         | **        | **        | **          | **            | **         | **         | **    | **             | **      | **                | **  |              |

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

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

|                                                                      | Total | TV SERVICES  |              |               |      |                   |               |
|----------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                                                                      |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                                              |       | ~a           | ~b           | ~c            | ~d   | ~e                | ~f            |
| Unweighted total                                                     | 108   | 18           | 49           | 16            | 12   | 2                 | 70            |
| Effective Weighted Sample                                            | 74    | 12           | 35           | 12            | 9    | 2                 | 49            |
| Total                                                                | 101   | 17           | 47           | 16            | 12   | 2                 | 67            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| No need to go online/ not interested                                 | 42    | **           | **           | **            | **   | **                | **            |
| 41%                                                                  |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Using the internet is too complicated                                | 10    | **           | **           | **            | **   | **                | **            |
| 9%                                                                   |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Someone else can go online for me if necessary                       | 9     | **           | **           | **            | **   | **                | **            |
| 9%                                                                   |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Broadband set up costs are too high                                  | 9     | **           | **           | **            | **   | **                | **            |
| 9%                                                                   |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Monthly cost of a fixed broadband service is too high                | 5     | **           | **           | **            | **   | **                | **            |
| 4%                                                                   |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Concerned about security/ fraud/ privacy                             | 3     | **           | **           | **            | **   | **                | **            |
| 3%                                                                   |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |
| Getting online/ getting connected to the internet is too complicated | 3     | **           | **           | **            | **   | **                | **            |
| 3%                                                                   |       | **           | **           | **            | **   | **                | **            |
|                                                                      |       | **           | **           | **            | **   | **                | **            |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

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

|                                                                              | Total | TV SERVICES     |                 |                  |      |                          |                   |
|------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                              |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                      |       | ~a              | ~b              | ~c               | ~d   | ~e                       | ~f                |
| Unweighted total                                                             | 108   | 18              | 49              | 16               | 12   | 2                        | 70                |
| Effective Weighted Sample                                                    | 74    | 12              | 35              | 12               | 9    | 2                        | 49                |
| Total                                                                        | 101   | 17              | 47              | 16               | 12   | 2                        | 67                |
| Poor eyesight                                                                | 3     | **              | **              | **               | **   | **                       | **                |
| 3%                                                                           |       | **              | **              | **               | **   | **                       | **                |
|                                                                              |       | **              | **              | **               | **   | **                       | **                |
| Happy to use the internet at work/ elsewhere                                 | 3     | **              | **              | **               | **   | **                       | **                |
| 3%                                                                           |       | **              | **              | **               | **   | **                       | **                |
|                                                                              |       | **              | **              | **               | **   | **                       | **                |
| Cost of a desktop, tablet or laptop computer to use the internet is too high | 2     | **              | **              | **               | **   | **                       | **                |
| 2%                                                                           |       | **              | **              | **               | **   | **                       | **                |
|                                                                              |       | **              | **              | **               | **   | **                       | **                |
| Don't have broadband where I live                                            | 1     | **              | **              | **               | **   | **                       | **                |
| 1%                                                                           |       | **              | **              | **               | **   | **                       | **                |
|                                                                              |       | **              | **              | **               | **   | **                       | **                |
| Cost of a mobile phone handset to use the internet is too high               | 1     | **              | **              | **               | **   | **                       | **                |
| 1%                                                                           |       | **              | **              | **               | **   | **                       | **                |
|                                                                              |       | **              | **              | **               | **   | **                       | **                |
| Concerned about harmful/ offensive content                                   | 1     | **              | **              | **               | **   | **                       | **                |
| 1%                                                                           |       | **              | **              | **               | **   | **                       | **                |
|                                                                              |       | **              | **              | **               | **   | **                       | **                |
| Monthly cost of a mobile phone service is too high                           | 1     | **              | **              | **               | **   | **                       | **                |
| 1%                                                                           |       | **              | **              | **               | **   | **                       | **                |
|                                                                              |       | **              | **              | **               | **   | **                       | **                |

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

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

|                                    | Total | TV SERVICES  |              |               |      |                  |              |
|------------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                                    |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%            |       | ~a           | ~b           | ~c            | ~d   | ~e               | ~f           |
| Unweighted total                   | 108   | 18           | 49           | 16            | 12   | 2                | 70           |
| Effective Weighted Sample          | 74    | 12           | 35           | 12            | 9    | 2                | 49           |
| Total                              | 101   | 17           | 47           | 16            | 12   | 2                | 67           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| Broadband is too slow where I live | *     | **           | **           | **            | **   | **               | **           |
|                                    | *%    | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| Don't know                         | 9     | **           | **           | **            | **   | **               | **           |
|                                    | 9%    | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| NOT ANSWERED [POSTAL ONLY]         | 7     | **           | **           | **            | **   | **               | **           |
|                                    | 7%    | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| ANY INVOLUNTARY REASONS            | 38    | **           | **           | **            | **   | **               | **           |
|                                    | 38%   | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |
| ANY VOLUNTARY REASONS              | 54    | **           | **           | **            | **   | **               | **           |
|                                    | 53%   | **           | **           | **            | **   | **               | **           |
|                                    |       | **           | **           | **            | **   | **               | **           |

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

QE30. Have you or anyone in your household ever used one of these services to make voice or video calls using the internet at home?

Base : All respondents (excluding those completing a paper questionnaire)

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                     | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                           |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Yes                       | 2437  | 1121   | 1286   | 264       | 535   | 838   | 780  | 120              | 175          | 289          | 1178 | 734          | 697  | 416 | 502  | 2023     | 228       | 117   | 70  |
|                           | 89%   | 88%    | 92%    | 92%       | 92%   | 92%   | 87%  | 82%              | 84%          | 88%          | 96%  | 95%          | 95%  | 90% | 82%  | 89%      | 91%       | 86%   | 86% |
|                           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | kl           | mn   | op  | qr   | r        | s         | t     | u   |
|                           |       | 46%    | 53%    | 11%       | 22%   | 34%   | 32%  | 5%               | 7%           | 12%          | 48%  | 30%          | 29%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| No, never used            | 194   | 104    | 87     | 13        | 30    | 50    | 97   | 24               | 30           | 34           | 38   | 29           | 31   | 39  | 78   | 155      | 17        | 15    | 7   |
|                           | 7%    | 8%     | 6%     | 4%        | 5%    | 5%    | 11%  | 17%              | 15%          | 10%          | 3%   | 4%           | 4%   | 8%  | 13%  | 7%       | 7%        | 11%   | 9%  |
|                           |       | b      | c      | d         | e     | f     | g    | h                | i            | j            | k    | l            | m    | n   | o    | p        | q         | r     | s   |
|                           |       | 54%    | 45%    | 7%        | 15%   | 26%   | 50%  | 13%              | 16%          | 17%          | 20%  | 15%          | 16%  | 20% | 40%  | 80%      | 9%        | 8%    | 4%  |
| Don't know                | 96    | 44     | 28     | 11        | 18    | 24    | 24   | 2                | 3            | 7            | 12   | 9            | 9    | 9   | 31   | 84       | 5         | 3     | 4   |
|                           | 4%    | 3%     | 2%     | 4%        | 3%    | 3%    | 3%   | 1%               | 1%           | 2%           | 1%   | 1%           | 1%   | 2%  | 5%   | 4%       | 2%        | 3%    | 5%  |
|                           |       | b      | c      | d         | e     | f     | g    | h                | i            | j            | k    | l            | m    | n   | o    | p        | q         | r     | s   |
|                           |       | 46%    | 29%    | 11%       | 19%   | 25%   | 25%  | 2%               | 3%           | 7%           | 13%  | 9%           | 10%  | 9%  | 33%  | 87%      | 5%        | 4%    | 4%  |

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



QE30. Have you or anyone in your household ever used one of these services to make voice or video calls using the internet at home?

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                     | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Yes                       | 2437  | 331             | 344        | 196        | 195       | 217       | 165         | 191           | 102        | 283        | 2104     | 334   | 1594           | 787         | 1227              | 1210         |
|                           | 89%   | 97%             | 89%        | 88%        | 94%       | 86%       | 85%         | 89%           | 84%        | 88%        | 89%      | 90%   | 94%            | 84%         | 91%               | 88%          |
|                           |       | bcefg           |            |            | bcefg     |           |             |               |            |            |          |       | m              |             | o                 |              |
|                           |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 32%         | 50%               | 50%          |
| No, never used            | 194   | 8               | 26         | 16         | 12        | 21        | 20          | 19            | 14         | 19         | 162      | 32    | 77             | 103         | 90                | 104          |
|                           | 7%    | 2%              | 7%         | 7%         | 6%        | 8%        | 10%         | 9%            | 12%        | 6%         | 7%       | 9%    | 5%             | 11%         | 7%                | 8%           |
|                           |       |                 | a          | a          | a         | a         | adi         | a             | abdi       | a          |          |       |                | l           |                   |              |
|                           |       | 4%              | 13%        | 8%         | 6%        | 11%       | 10%         | 10%           | 7%         | 10%        | 84%      | 16%   | 40%            | 53%         | 47%               | 53%          |
| Don't know                | 96    | 3               | 18         | 9          | 2         | 15        | 8           | 5             | 5          | 18         | 89       | 7     | 24             | 42          | 37                | 59           |
|                           | 4%    | 1%              | 5%         | 4%         | 1%        | 6%        | 4%          | 2%            | 4%         | 6%         | 4%       | 2%    | 1%             | 5%          | 3%                | 4%           |
|                           |       |                 | ad         | ad         |           | adg       | ad          |               | ad         | adg        | k        |       |                | l           |                   | n            |
|                           |       | 3%              | 19%        | 10%        | 2%        | 15%       | 8%          | 5%            | 6%         | 19%        | 93%      | 7%    | 25%            | 44%         | 38%               | 62%          |

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

QE30. Have you or anyone in your household ever used one of these services to make voice or video calls using the internet at home?

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                    |                        |
| Unweighted total          | 4805  | 2292                 | 1983                 | 3752                  | 3860      | 2105               | 4617                   |
| Effective Weighted Sample | 3295  | 1574                 | 1368                 | 2622                  | 2677      | 1471               | 3193                   |
| Total                     | 2727  | 1297                 | 1118                 | 2110                  | 2174      | 1176               | 2595                   |
|                           |       | 48%                  | 41%                  | 77%                   | 80%       | 43%                | 95%                    |
| Yes                       | 2437  | 1204                 | 1003                 | 1970                  | 2037      | 1115               | 2370                   |
|                           | 89%   | 93%                  | 90%                  | 93%                   | 94%       | 95%                | 91%                    |
|                           |       | b                    |                      | bf                    | bf        | abf                |                        |
|                           |       | 49%                  | 41%                  | 81%                   | 84%       | 46%                | 97%                    |
| No, never used            | 194   | 72                   | 90                   | 105                   | 102       | 48                 | 174                    |
|                           | 7%    | 6%                   | 8%                   | 5%                    | 5%        | 4%                 | 7%                     |
|                           |       |                      | acde                 |                       |           |                    | cde                    |
|                           |       |                      | 37%                  | 47%                   | 54%       | 25%                | 89%                    |
| Don't know                | 96    | 20                   | 25                   | 34                    | 35        | 12                 | 52                     |
|                           | 4%    | 2%                   | 2%                   | 2%                    | 2%        | 1%                 | 2%                     |
|                           |       |                      | e                    |                       |           |                    | e                      |
|                           |       | 21%                  | 26%                  | 36%                   | 37%       | 13%                | 54%                    |

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

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

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 4314  | 2008   | 2252   | 502       | 871   | 1518  | 1392 | 246              | 299          | 539          | 2040 | 1255         | 1518 | 512 | 886 | 2799     | 470       | 505   | 540 |
| Effective Weighted Sample | 2985  | 1380   | 1568   | 343       | 640   | 1047  | 933  | 168              | 205          | 371          | 1442 | 898          | 1117 | 365 | 629 | 2336     | 275       | 349   | 458 |
| Total                     | 2437  | 1121   | 1286   | 264       | 535   | 838   | 780  | 120              | 175          | 289          | 1178 | 734          | 697  | 416 | 502 | 2023     | 228       | 117   | 70  |
|                           |       | 46%    | 53%    | 11%       | 22%   | 34%   | 32%  | 5%               | 7%           | 12%          | 48%  | 30%          | 29%  | 17% | 21% | 83%      | 9%        | 5%    | 3%  |
| <b>PROMPTED RESPONSES</b> |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |     |          |           |       |     |
| WhatsApp                  | 1763  | 785    | 961    | 154       | 419   | 638   | 539  | 82               | 119          | 190          | 918  | 563          | 511  | 288 | 351 | 1479     | 147       | 85    | 52  |
|                           | 72%   | 70%    | 75%    | 58%       | 78%   | 76%   | 69%  | 69%              | 68%          | 66%          | 78%  | 77%          | 73%  | 69% | 70% | 73%      | 65%       | 73%   | 74% |
|                           |       | a      | a      | c         | cf    | cf    | c    |                  |              |              | ghi  | mn           |      |     |     | p        | p         | p     |     |
|                           |       | 45%    | 55%    | 9%        | 24%   | 36%   | 31%  | 5%               | 7%           | 11%          | 52%  | 32%          | 29%  | 16% | 20% | 84%      | 8%        | 5%    | 3%  |
| Zoom                      | 1376  | 634    | 726    | 134       | 298   | 481   | 455  | 50               | 77           | 136          | 788  | 531          | 437  | 177 | 199 | 1152     | 132       | 56    | 37  |
|                           | 56%   | 57%    | 56%    | 51%       | 56%   | 57%   | 58%  | 42%              | 44%          | 47%          | 67%  | 72%          | 63%  | 43% | 40% | 57%      | 58%       | 48%   | 53% |
|                           |       |        |        |           |       | c     | c    |                  |              |              | ghi  | lmn          | mn   |     |     | q        | q         |       |     |
|                           |       | 46%    | 53%    | 10%       | 22%   | 35%   | 33%  | 4%               | 6%           | 10%          | 57%  | 39%          | 32%  | 13% | 14% | 84%      | 10%       | 4%    | 3%  |
| FaceTime                  | 1051  | 452    | 589    | 154       | 239   | 358   | 295  | 54               | 71           | 106          | 559  | 364          | 294  | 176 | 193 | 880      | 96        | 47    | 28  |
|                           | 43%   | 40%    | 46%    | 58%       | 45%   | 43%   | 38%  | 45%              | 41%          | 37%          | 47%  | 50%          | 42%  | 42% | 38% | 44%      | 42%       | 40%   | 40% |
|                           |       |        | a      | def       | f     | f     |      |                  |              |              | i    | lmn          |      |     |     |          |           |       |     |
|                           |       | 43%    | 56%    | 15%       | 23%   | 34%   | 28%  | 5%               | 7%           | 10%          | 53%  | 35%          | 28%  | 17% | 18% | 84%      | 9%        | 4%    | 3%  |
| Facebook Messenger        | 978   | 402    | 560    | 141       | 266   | 341   | 225  | 75               | 86           | 125          | 434  | 222          | 280  | 194 | 247 | 772      | 114       | 61    | 31  |
|                           | 40%   | 36%    | 44%    | 54%       | 50%   | 41%   | 29%  | 62%              | 49%          | 43%          | 37%  | 30%          | 40%  | 47% | 49% | 38%      | 50%       | 52%   | 45% |
|                           |       |        | a      | ef        | ef    | f     |      | hij              | j            | j            |      |              | k    | kl  | kl  |          | o         | or    | o   |
|                           |       | 41%    | 57%    | 14%       | 27%   | 35%   | 23%  | 8%               | 9%           | 13%          | 44%  | 23%          | 29%  | 20% | 25% | 79%      | 12%       | 6%    | 3%  |
| Microsoft Teams           | 726   | 344    | 375    | 92        | 177   | 315   | 138  | 23               | 22           | 61           | 471  | 299          | 281  | 80  | 55  | 618      | 69        | 26    | 13  |
|                           | 30%   | 31%    | 29%    | 35%       | 33%   | 38%   | 18%  | 19%              | 13%          | 21%          | 40%  | 41%          | 40%  | 19% | 11% | 31%      | 30%       | 22%   | 19% |
|                           |       |        |        | f         | f     | f     |      |                  |              | h            | ghi  | mn           | mn   | n   |     | qr       | qr        |       |     |
|                           |       | 47%    | 52%    | 13%       | 24%   | 43%   | 19%  | 3%               | 3%           | 8%           | 65%  | 41%          | 39%  | 11% | 8%  | 85%      | 9%        | 4%    | 2%  |
| Skype                     | 504   | 269    | 226    | 43        | 102   | 173   | 183  | 21               | 27           | 59           | 279  | 199          | 152  | 51  | 80  | 424      | 45        | 23    | 12  |
|                           | 21%   | 24%    | 18%    | 16%       | 19%   | 21%   | 23%  | 17%              | 16%          | 21%          | 24%  | 27%          | 22%  | 12% | 16% | 21%      | 20%       | 20%   | 17% |
|                           |       | b      |        |           |       | cd    |      |                  |              |              | h    | lmn          | mn   |     |     |          |           |       |     |
|                           |       | 53%    | 45%    | 8%        | 20%   | 34%   | 36%  | 4%               | 5%           | 12%          | 55%  | 39%          | 30%  | 10% | 16% | 84%      | 9%        | 5%    | 2%  |
| Snapchat                  | 231   | 93     | 135    | 77        | 61    | 78    | 15   | 24               | 20           | 32           | 91   | 51           | 66   | 46  | 64  | 183      | 27        | 12    | 9   |
|                           | 9%    | 8%     | 10%    | 29%       | 11%   | 9%    | 2%   | 20%              | 11%          | 11%          | 8%   | 7%           | 9%   | 11% | 13% | 9%       | 12%       | 10%   | 13% |
|                           |       |        | a      | def       | f     | f     |      | hij              |              | j            |      |              | k    | k   | kl  |          |           |       | o   |
|                           |       | 40%    | 58%    | 33%       | 26%   | 34%   | 7%   | 10%              | 9%           | 14%          | 39%  | 22%          | 29%  | 20% | 28% | 79%      | 12%       | 5%    | 4%  |
| Instagram                 | 199   | 85     | 110    | 45        | 54    | 63    | 35   | 18               | 18           | 27           | 85   | 55           | 56   | 37  | 49  | 172      | 14        | 7     | 6   |
|                           | 8%    | 8%     | 9%     | 17%       | 10%   | 7%    | 5%   | 15%              | 10%          | 9%           | 7%   | 7%           | 8%   | 9%  | 10% | 9%       | 6%        | 6%    | 8%  |
|                           |       |        |        | def       | f     | f     |      | ij               |              |              |      |              |      |     |     |          |           |       |     |
|                           |       | 43%    | 55%    | 23%       | 27%   | 31%   | 18%  | 9%               | 9%           | 13%          | 43%  | 27%          | 28%  | 18% | 24% | 86%      | 7%        | 3%    | 3%  |

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

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

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                                                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|-------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                            | 4314  | 2008   | 2252   | 502       | 871   | 1518  | 1392 | 246              | 299          | 539          | 2040 | 1255         | 1518 | 512 | 886 | 2799     | 470       | 505   | 540 |
| Effective Weighted Sample                                   | 2985  | 1380   | 1568   | 343       | 640   | 1047  | 933  | 168              | 205          | 371          | 1442 | 898          | 1117 | 365 | 629 | 2336     | 275       | 349   | 458 |
| Total                                                       | 2437  | 1121   | 1286   | 264       | 535   | 838   | 780  | 120              | 175          | 289          | 1178 | 734          | 697  | 416 | 502 | 2023     | 228       | 117   | 70  |
|                                                             |       | 46%    | 53%    | 11%       | 22%   | 34%   | 32%  | 5%               | 7%           | 12%          | 48%  | 30%          | 29%  | 17% | 21% | 83%      | 9%        | 5%    | 3%  |
| Google Hangouts/ Google Meet/ Google Duo                    | 155   | 83     | 68     | 19        | 52    | 66    | 16   | 8                | 8            | 20           | 94   | 64           | 57   | 13  | 16  | 142      | 7         | 4     | 3   |
|                                                             | 6%    | 7%     | 5%     | 7%        | 10%   | 8%    | 2%   | 6%               | 5%           | 7%           | 8%   | 9%           | 8%   | 3%  | 3%  | 7%       | 3%        | 3%    | 4%  |
|                                                             |       | b      |        | f         | f     | f     |      |                  |              |              |      | mn           | mn   |     |     | pqr      |           |       |     |
|                                                             |       | 53%    | 44%    | 13%       | 33%   | 43%   | 11%  | 5%               | 5%           | 13%          | 61%  | 42%          | 37%  | 9%  | 10% | 91%      | 4%        | 3%    | 2%  |
| Houseparty                                                  | 118   | 46     | 69     | 23        | 29    | 44    | 20   | 7                | 3            | 13           | 63   | 43           | 35   | 21  | 15  | 107      | 4         | 4     | 2   |
|                                                             | 5%    | 4%     | 5%     | 9%        | 5%    | 5%    | 3%   | 5%               | 2%           | 4%           | 5%   | 6%           | 5%   | 5%  | 3%  | 5%       | 2%        | 4%    | 3%  |
|                                                             |       |        |        | ef        | f     | f     |      |                  |              |              | h    | n            | n    |     |     | pr       |           |       |     |
|                                                             |       | 39%    | 58%    | 20%       | 25%   | 37%   | 17%  | 6%               | 3%           | 11%          | 53%  | 36%          | 30%  | 18% | 13% | 91%      | 4%        | 4%    | 2%  |
| SPONTANEOUS RESPONSES                                       |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |     |          |           |       |     |
| Discord                                                     | 12    | 9      | 3      | 5         | 4     | 2     | 1    | 1                | *            | 2            | 4    | 2            | 5    | 3   | 2   | 9        | 2         | 1     | *   |
|                                                             | 1%    | 1%     | *%     | 2%        | 1%    | *%    | *%   | 1%               | *%           | 1%           | *%   | *%           | 1%   | 1%  | *%  | *%       | 1%        | 1%    | *%  |
|                                                             |       | b      |        | ef        | f     |       |      |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                             |       | 75%    | 23%    | 39%       | 36%   | 18%   | 7%   | 6%               | 2%           | 19%          | 32%  | 14%          | 39%  | 28% | 19% | 77%      | 15%       | 6%    | 2%  |
| Cisco Webex                                                 | 8     | 4      | 4      | 1         | *     | 4     | 3    | -                | -            | -            | 8    | 3            | 4    | -   | *   | 8        | -         | -     | *   |
|                                                             | *%    | *%     | *%     | *%        | *%    | *%    | *%   | -%               | -%           | -%           | 1%   | *%           | 1%   | -%  | *%  | *%       | -%        | -%    | *%  |
|                                                             |       | 50%    | 50%    | 7%        | 4%    | 51%   | 38%  | -%               | -%           | -%           | 95%  | 42%          | 54%  | -%  | 4%  | 98%      | -%        | -%    | 2%  |
| Viber                                                       | 6     | 3      | 4      | -         | 3     | 3     | 1    | *                | -            | 1            | 5    | 1            | 1    | 4   | *   | 4        | 2         | *     | *   |
|                                                             | *%    | *%     | *%     | -%        | 1%    | *%    | *%   | *%               | -%           | *%           | *%   | *%           | *%   | 1%  | *%  | *%       | 1%        | *%    | *%  |
|                                                             |       |        |        |           |       |       |      |                  |              |              |      |              |      | kln |     |          |           |       |     |
|                                                             |       | 41%    | 59%    | -%        | 49%   | 42%   | 9%   | 4%               | -%           | 14%          | 81%  | 12%          | 16%  | 66% | 6%  | 66%      | 25%       | 6%    | 3%  |
| Other                                                       | 5     | 2      | 3      | -         | 1     | 1     | 3    | 1                | *            | 2            | 1    | 2            | 2    | -   | 1   | 3        | 1         | 1     | -   |
|                                                             | *%    | *%     | *%     | -%        | *%    | *%    | *%   | 1%               | *%           | 1%           | *%   | *%           | *%   | -%  | *%  | *%       | 1%        | 1%    | -%  |
|                                                             |       |        |        |           |       |       |      |                  |              | j            |      |              |      |     |     |          |           | o     |     |
|                                                             |       | 42%    | 58%    | -%        | 28%   | 18%   | 54%  | 13%              | 2%           | 39%          | 21%  | 48%          | 37%  | -%  | 13% | 57%      | 25%       | 19%   | -%  |
| Don't know                                                  | 20    | 11     | 9      | 2         | 2     | 9     | 7    | *                | 1            | 1            | 2    | 2            | 5    | 5   | 6   | 19       | *         | *     | 1   |
|                                                             | 1%    | 1%     | 1%     | 1%        | *%    | 1%    | 1%   | *%               | 1%           | *%           | *%   | *%           | 1%   | 1%  | 1%  | 1%       | *%        | *%    | 1%  |
|                                                             |       |        |        |           |       |       |      |                  |              |              |      |              |      | k   | k   |          |           |       |     |
|                                                             |       | 56%    | 44%    | 9%        | 10%   | 44%   | 33%  | *%               | 7%           | 3%           | 11%  | 11%          | 26%  | 26% | 32% | 93%      | 1%        | 1%    | 4%  |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |     |          |           |       |     |

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

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4314  | 342             | 383        | 286        | 317       | 287       | 298         | 326           | 273        | 287        | 3314     | 1000  | 2640           | 1580        | 2198              | 2116         |
| Effective Weighted Sample | 2985  | 303             | 345        | 261        | 284       | 252       | 271         | 288           | 240        | 257        | 2539     | 451   | 1853           | 1085        | 1467              | 1519         |
| Total                     | 2437  | 331             | 344        | 196        | 195       | 217       | 165         | 191           | 102        | 283        | 2104     | 334   | 1594           | 787         | 1227              | 1210         |
|                           |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 32%         | 50%               | 50%          |
| <b>PROMPTED RESPONSES</b> |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| WhatsApp                  | 1763  | 278             | 251        | 146        | 130       | 160       | 119         | 132           | 62         | 202        | 1524     | 239   | 1212           | 522         | 888               | 875          |
|                           | 72%   | 84%             | 73%        | 75%        | 67%       | 74%       | 72%         | 69%           | 61%        | 71%        | 72%      | 72%   | 76%            | 66%         | 72%               | 72%          |
|                           |       | bcdefghi        | h          | dh         |           | h         | h           | h             |            | h          |          |       | m              |             |                   |              |
|                           |       | 16%             | 14%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 69%            | 30%         | 50%               | 50%          |
| Zoom                      | 1376  | 236             | 220        | 123        | 95        | 97        | 86          | 96            | 43         | 155        | 1190     | 186   | 955            | 403         | 765               | 611          |
|                           | 56%   | 71%             | 64%        | 63%        | 49%       | 45%       | 52%         | 50%           | 42%        | 55%        | 57%      | 56%   | 60%            | 51%         | 62%               | 51%          |
|                           |       | bcdefghi        | defghi     | defgh      |           |           | h           |               |            | eh         |          |       | m              |             | o                 |              |
|                           |       | 17%             | 16%        | 9%         | 7%        | 7%        | 6%          | 7%            | 3%         | 11%        | 86%      | 14%   | 69%            | 29%         | 56%               | 44%          |
| FaceTime                  | 1051  | 154             | 170        | 81         | 76        | 84        | 60          | 90            | 44         | 122        | 909      | 142   | 707            | 329         | 551               | 500          |
|                           | 43%   | 46%             | 50%        | 41%        | 39%       | 39%       | 36%         | 47%           | 43%        | 43%        | 43%      | 43%   | 44%            | 42%         | 45%               | 41%          |
|                           |       | f               | cdef       |            |           |           |             | df            |            |            |          |       |                |             | o                 |              |
|                           |       | 15%             | 16%        | 8%         | 7%        | 8%        | 6%          | 9%            | 4%         | 12%        | 86%      | 14%   | 67%            | 31%         | 52%               | 48%          |
| Facebook Messenger        | 978   | 102             | 119        | 82         | 82        | 89        | 56          | 95            | 49         | 99         | 844      | 134   | 646            | 310         | 406               | 572          |
|                           | 40%   | 31%             | 35%        | 42%        | 42%       | 41%       | 34%         | 50%           | 48%        | 35%        | 40%      | 40%   | 41%            | 39%         | 33%               | 47%          |
|                           |       |                 | a          | a          | a         | a         |             | abefi         | abfi       |            |          |       |                |             | n                 |              |
|                           |       | 10%             | 12%        | 8%         | 8%        | 9%        | 6%          | 10%           | 5%         | 10%        | 86%      | 14%   | 66%            | 32%         | 42%               | 58%          |
| Microsoft Teams           | 726   | 121             | 104        | 61         | 58        | 64        | 51          | 56            | 23         | 80         | 645      | 81    | 587            | 131         | 384               | 342          |
|                           | 30%   | 37%             | 30%        | 31%        | 30%       | 29%       | 31%         | 29%           | 23%        | 28%        | 31%      | 24%   | 37%            | 17%         | 31%               | 28%          |
|                           |       | hi              | h          | h          |           |           | h           |               |            |            | k        |       | m              |             |                   |              |
|                           |       | 17%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 3%         | 11%        | 89%      | 11%   | 81%            | 18%         | 53%               | 47%          |
| Skype                     | 504   | 65              | 77         | 60         | 40        | 35        | 38          | 40            | 12         | 56         | 418      | 86    | 327            | 165         | 296               | 208          |
|                           | 21%   | 20%             | 23%        | 31%        | 21%       | 16%       | 23%         | 21%           | 12%        | 20%        | 20%      | 26%   | 21%            | 21%         | 24%               | 17%          |
|                           |       | h               | h          | abdeghi    | h         |           | eh          | h             |            | h          |          | j     |                |             | o                 |              |
|                           |       | 13%             | 15%        | 12%        | 8%        | 7%        | 8%          | 8%            | 2%         | 11%        | 83%      | 17%   | 65%            | 33%         | 59%               | 41%          |
| Snapchat                  | 231   | 24              | 30         | 14         | 20        | 23        | 9           | 24            | 9          | 30         | 208      | 23    | 146            | 80          | 88                | 143          |
|                           | 9%    | 7%              | 9%         | 7%         | 10%       | 11%       | 5%          | 13%           | 9%         | 11%        | 10%      | 7%    | 9%             | 10%         | 7%                | 12%          |
|                           |       |                 |            |            | f         | f         |             | acf           |            | f          | k        |       |                |             |                   | n            |
|                           |       | 10%             | 13%        | 6%         | 9%        | 10%       | 4%          | 10%           | 4%         | 13%        | 90%      | 10%   | 63%            | 35%         | 38%               | 62%          |

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

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

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                         | 4314  | 342             | 383        | 286        | 317       | 287       | 298         | 326           | 273        | 287        | 3314     | 1000  | 2640           | 1580        | 2198              | 2116         |
| Effective Weighted Sample                | 2985  | 303             | 345        | 261        | 284       | 252       | 271         | 288           | 240        | 257        | 2539     | 451   | 1853           | 1085        | 1467              | 1519         |
| Total                                    | 2437  | 331             | 344        | 196        | 195       | 217       | 165         | 191           | 102        | 283        | 2104     | 334   | 1594           | 787         | 1227              | 1210         |
|                                          |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 32%         | 50%               | 50%          |
| Instagram                                | 199   | 30              | 34         | 18         | 14        | 17        | 9           | 17            | 8          | 26         | 171      | 29    | 125            | 71          | 82                | 117          |
|                                          | 8%    | 9%              | 10%        | 9%         | 7%        | 8%        | 5%          | 9%            | 8%         | 9%         | 8%       | 9%    | 8%             | 9%          | 7%                | 10%          |
|                                          |       |                 | f          |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                                          |       | 15%             | 17%        | 9%         | 7%        | 9%        | 4%          | 8%            | 4%         | 13%        | 86%      | 14%   | 63%            | 35%         | 41%               | 59%          |
| Google Hangouts/ Google Meet/ Google Duo | 155   | 33              | 20         | 9          | 11        | 15        | 17          | 17            | 2          | 15         | 135      | 20    | 128            | 24          | 72                | 83           |
|                                          | 6%    | 10%             | 6%         | 5%         | 6%        | 7%        | 11%         | 9%            | 2%         | 5%         | 6%       | 6%    | 8%             | 3%          | 6%                | 7%           |
|                                          |       | cdhi            | h          |            |           | h         | bcdhi       | h             |            |            |          |       | m              |             |                   |              |
|                                          |       | 21%             | 13%        | 6%         | 7%        | 10%       | 11%         | 11%           | 2%         | 10%        | 87%      | 13%   | 83%            | 16%         | 46%               | 54%          |
| Houseparty                               | 118   | 29              | 21         | 9          | 9         | 6         | 8           | 14            | 2          | 9          | 109      | 9     | 81             | 33          | 60                | 58           |
|                                          | 5%    | 9%              | 6%         | 4%         | 5%        | 3%        | 5%          | 7%            | 2%         | 3%         | 5%       | 3%    | 5%             | 4%          | 5%                | 5%           |
|                                          |       | cdehi           | h          |            |           |           |             | ehi           |            |            | k        |       |                |             |                   |              |
|                                          |       | 25%             | 18%        | 7%         | 8%        | 5%        | 7%          | 12%           | 2%         | 8%         | 92%      | 8%    | 68%            | 28%         | 51%               | 49%          |
| SPONTANEOUS RESPONSES                    |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Discord                                  | 12    | -               | 3          | *          | 2         | 2         | -           | *             | 1          | 1          | 12       | *     | 6              | 6           | 6                 | 7            |
|                                          | 1%    | -%              | 1%         | *%         | 1%        | 1%        | -%          | *%            | 1%         | *%         | 1%       | *%    | *%             | 1%          | *%                | 1%           |
|                                          |       | -%              | 27%        | 3%         | 14%       | 14%       | -%          | 4%            | 7%         | 9%         | 99%      | 1%    | 49%            | 48%         | 46%               | 54%          |
| Cisco Webex                              | 8     | 2               | 2          | 1          | -         | -         | 1           | -             | 1          | 1          | 7        | 1     | 8              | *           | 2                 | 6            |
|                                          | *%    | 1%              | 1%         | *%         | -%        | -%        | *%          | -%            | 1%         | *%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                          |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                          |       | 30%             | 27%        | 7%         | -%        | -%        | 8%          | -%            | 9%         | 17%        | 91%      | 9%    | 96%            | 4%          | 30%               | 70%          |
| Viber                                    | 6     | 2               | -          | -          | -         | -         | 1           | 1             | 1          | -          | 6        | *     | 4              | 2           | 1                 | 5            |
|                                          | *%    | 1%              | -%         | -%         | -%        | -%        | 1%          | *%            | 1%         | -%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                          |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                                          |       | 29%             | -%         | -%         | -%        | -%        | 17%         | 8%            | 12%        | -%         | 94%      | 6%    | 66%            | 34%         | 15%               | 85%          |
| Other                                    | 5     | -               | 1          | 1          | -         | 1         | -           | -             | *          | -          | 4        | *     | 3              | 1           | 3                 | 2            |
|                                          | *%    | -%              | *%         | *%         | -%        | *%        | -%          | -%            | *%         | -%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                          |       | -%              | 20%        | 13%        | -%        | 15%       | -%          | -%            | 9%         | -%         | 96%      | 4%    | 75%            | 25%         | 56%               | 44%          |
| Don't know                               | 20    | 5               | 3          | 1          | 2         | 1         | 2           | -             | 1          | 2          | 18       | 2     | 7              | 12          | 9                 | 11           |
|                                          | 1%    | 2%              | 1%         | 1%         | 1%        | *%        | 1%          | -%            | 1%         | 1%         | 1%       | *%    | *%             | 2%          | 1%                | 1%           |
|                                          |       | g               |            |            |           |           | g           |               | g          |            |          |       | l              |             |                   |              |
|                                          |       | 27%             | 13%        | 7%         | 12%       | 4%        | 11%         | -%            | 7%         | 11%        | 92%      | 8%    | 34%            | 61%         | 43%               | 57%          |

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

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

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                             | Total | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|-----------------------------|-------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                             |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%     |       |                      |                      |                       |             |                    |                        |
| Unweighted total            | 4314  | 2114                 | 1778                 | 3483                  | 3609        | 1986               | 4207                   |
| Effective Weighted Sample   | 2985  | 1453                 | 1229                 | 2436                  | 2495        | 1388               | 2912                   |
| Total                       | 2437  | 1204<br>49%          | 1003<br>41%          | 1970<br>81%           | 2037<br>84% | 1115<br>46%        | 2370<br>97%            |
| <b>PROMPTED RESPONSES</b>   |       |                      |                      |                       |             |                    |                        |
| WhatsApp                    | 1763  | 877                  | 733                  | 1454                  | 1511        | 859                | 1724                   |
|                             | 72%   | 73%                  | 73%                  | 74%                   | 74%         | 77%                | 73%                    |
|                             |       |                      |                      |                       |             | abcdf              |                        |
| Zoom                        |       | 50%                  | 42%                  | 82%                   | 86%         | 49%                | 98%                    |
|                             | 1376  | 684                  | 604                  | 1196                  | 1207        | 688                | 1354                   |
|                             | 56%   | 57%                  | 60%                  | 61%                   | 59%         | 62%                | 57%                    |
| FaceTime                    |       | 50%                  | 44%                  | 87%                   | 88%         | 50%                | 98%                    |
|                             | 1051  | 585                  | 408                  | 905                   | 935         | 504                | 1032                   |
|                             | 43%   | 49%                  | 41%                  | 46%                   | 46%         | 45%                | 44%                    |
| Facebook Messenger          |       | bf                   |                      | b                     | b           | b                  |                        |
|                             |       | 56%                  | 39%                  | 86%                   | 89%         | 48%                | 98%                    |
|                             | 978   | 470                  | 381                  | 776                   | 857         | 503                | 951                    |
| Microsoft Teams             | 40%   | 39%                  | 38%                  | 39%                   | 42%         | 45%                | 40%                    |
|                             |       | 48%                  | 39%                  | 79%                   | 88%         | 51%                | 97%                    |
|                             | 726   | 355                  | 298                  | 640                   | 658         | 390                | 718                    |
| Skype                       | 30%   | 29%                  | 30%                  | 33%                   | 32%         | 35%                | 30%                    |
|                             |       | 49%                  | 41%                  | 88%                   | 91%         | 54%                | 99%                    |
|                             | 504   | 234                  | 221                  | 425                   | 429         | 257                | 496                    |
| Snapchat                    | 21%   | 19%                  | 22%                  | 22%                   | 21%         | 23%                | 21%                    |
|                             |       | 47%                  | 44%                  | 84%                   | 85%         | 51%                | 98%                    |
|                             | 231   | 127                  | 79                   | 190                   | 211         | 144                | 228                    |
| Instagram                   | 9%    | 11%                  | 8%                   | 10%                   | 10%         | 13%                | 10%                    |
|                             |       | b                    |                      |                       | b           | bcdf               |                        |
|                             |       | 55%                  | 34%                  | 82%                   | 91%         | 62%                | 99%                    |
| Columns Tested: a,b,c,d,e,f | 199   | 105                  | 66                   | 160                   | 181         | 104                | 193                    |
|                             | 8%    | 9%                   | 7%                   | 8%                    | 9%          | 9%                 | 8%                     |
|                             |       | b                    |                      |                       | b           | b                  |                        |
|                             |       | 52%                  | 33%                  | 80%                   | 91%         | 52%                | 97%                    |

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

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                                          | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                          |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                  |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                         | 4314  | 2114            | 1778            | 3483             | 3609 | 1986          | 4207              |
| Effective Weighted Sample                | 2985  | 1453            | 1229            | 2436             | 2495 | 1388          | 2912              |
| Total                                    | 2437  | 1204            | 1003            | 1970             | 2037 | 1115          | 2370              |
|                                          |       | 49%             | 41%             | 81%              | 84%  | 46%           | 97%               |
| Google Hangouts/ Google Meet/ Google Duo | 155   | 57              | 67              | 129              | 142  | 96            | 150               |
|                                          | 6%    | 5%              | 7%              | 7%               | 7%   | 9%            | 6%                |
|                                          |       |                 | a               | a                | a    | acf           | a                 |
|                                          |       | 37%             | 43%             | 83%              | 92%  | 62%           | 97%               |
| Houseparty                               | 118   | 72              | 39              | 104              | 104  | 63            | 117               |
|                                          | 5%    | 6%              | 4%              | 5%               | 5%   | 6%            | 5%                |
|                                          |       | b               |                 |                  |      | b             |                   |
|                                          |       | 62%             | 33%             | 89%              | 88%  | 54%           | 99%               |
| <b>SPONTANEOUS RESPONSES</b>             |       |                 |                 |                  |      |               |                   |
| Discord                                  | 12    | 4               | 1               | 9                | 11   | 9             | 12                |
|                                          | 1%    | *%              | *%              | *%               | 1%   | 1%            | 1%                |
|                                          |       |                 |                 |                  | b    | b             | b                 |
|                                          |       | 37%             | 7%              | 71%              | 88%  | 70%           | 98%               |
| Cisco Webex                              | 8     | 6               | 3               | 8                | 7    | 4             | 8                 |
|                                          | *%    | *%              | *%              | *%               | *%   | *%            | *%                |
|                                          |       | 68%             | 39%             | 100%             | 86%  | 53%           | 100%              |
| Viber                                    | 6     | -               | 1               | 4                | 6    | 4             | 6                 |
|                                          | *%    | -%              | *%              | *%               | *%   | *%            | *%                |
|                                          |       |                 |                 |                  | a    | a             |                   |
|                                          |       | -%              | 22%             | 62%              | 91%  | 62%           | 98%               |
| Other                                    | 5     | 1               | *               | 2                | 4    | 1             | 4                 |
|                                          | *%    | *%              | *%              | *%               | *%   | *%            | *%                |
|                                          |       | 32%             | 10%             | 38%              | 76%  | 27%           | 85%               |
| Don't know                               | 20    | 8               | 3               | 11               | 13   | 6             | 19                |
|                                          | 1%    | 1%              | *%              | 1%               | 1%   | *%            | 1%                |
|                                          |       | 42%             | 17%             | 57%              | 65%  | 28%           | 93%               |

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



## QE50. How often do you or does anyone in your household use these services to make or receive voice or video calls? (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 4314  | 2008   | 2252   | 502       | 871   | 1518  | 1392 | 246              | 299          | 539          | 2040 | 1255         | 1518 | 512 | 886 | 2799     | 470       | 505   | 540 |
| Effective Weighted Sample | 2985  | 1380   | 1568   | 343       | 640   | 1047  | 933  | 168              | 205          | 371          | 1442 | 898          | 1117 | 365 | 629 | 2336     | 275       | 349   | 458 |
| Total                     | 2437  | 1121   | 1286   | 264       | 535   | 838   | 780  | 120              | 175          | 289          | 1178 | 734          | 697  | 416 | 502 | 2023     | 228       | 117   | 70  |
|                           |       | 46%    | 53%    | 11%       | 22%   | 34%   | 32%  | 5%               | 7%           | 12%          | 48%  | 30%          | 29%  | 17% | 21% | 83%      | 9%        | 5%    | 3%  |
| Every day                 | 923   | 430    | 483    | 118       | 236   | 371   | 192  | 43               | 60           | 80           | 502  | 339          | 280  | 119 | 155 | 774      | 82        | 40    | 27  |
|                           | 38%   | 38%    | 38%    | 45%       | 44%   | 44%   | 25%  | 36%              | 34%          | 28%          | 43%  | 46%          | 40%  | 29% | 31% | 38%      | 36%       | 34%   | 39% |
|                           |       |        |        | f         | f     | f     |      |                  |              |              | hi   | lmn          | mn   |     |     |          |           |       |     |
|                           |       | 47%    | 52%    | 13%       | 26%   | 40%   | 21%  | 5%               | 7%           | 9%           | 54%  | 37%          | 30%  | 13% | 17% | 84%      | 9%        | 4%    | 3%  |
| At least once a week      | 989   | 444    | 530    | 105       | 201   | 320   | 353  | 44               | 66           | 125          | 498  | 290          | 288  | 173 | 211 | 820      | 92        | 50    | 27  |
|                           | 41%   | 40%    | 41%    | 40%       | 37%   | 38%   | 45%  | 37%              | 38%          | 43%          | 42%  | 39%          | 41%  | 41% | 42% | 41%      | 40%       | 43%   | 39% |
|                           |       |        |        |           |       | de    |      |                  |              |              |      |              |      |     |     |          |           |       |     |
|                           |       | 45%    | 54%    | 11%       | 20%   | 32%   | 36%  | 4%               | 7%           | 13%          | 50%  | 29%          | 29%  | 17% | 21% | 83%      | 9%        | 5%    | 3%  |
| At least once a month     | 298   | 134    | 161    | 16        | 70    | 85    | 125  | 20               | 32           | 46           | 105  | 61           | 78   | 75  | 70  | 235      | 37        | 17    | 10  |
|                           | 12%   | 12%    | 13%    | 6%        | 13%   | 10%   | 16%  | 17%              | 18%          | 16%          | 9%   | 8%           | 11%  | 18% | 14% | 12%      | 16%       | 14%   | 14% |
|                           |       |        |        | c         | c     | c     | ce   | j                | j            | j            |      |              | k    | kl  | k   |          | o         |       |     |
|                           |       | 45%    | 54%    | 5%        | 23%   | 29%   | 42%  | 7%               | 11%          | 15%          | 35%  | 21%          | 26%  | 25% | 23% | 79%      | 12%       | 6%    | 3%  |
| A few times a year        | 169   | 79     | 89     | 10        | 23    | 42    | 92   | 10               | 13           | 30           | 63   | 38           | 37   | 38  | 48  | 142      | 15        | 8     | 5   |
|                           | 7%    | 7%     | 7%     | 4%        | 4%    | 5%    | 12%  | 9%               | 8%           | 11%          | 5%   | 5%           | 5%   | 9%  | 10% | 7%       | 6%        | 7%    | 6%  |
|                           |       |        |        |           |       | cde   |      |                  |              | j            |      |              |      | kl  | kl  |          |           |       |     |
|                           |       | 47%    | 53%    | 6%        | 14%   | 25%   | 55%  | 6%               | 8%           | 18%          | 37%  | 22%          | 22%  | 22% | 29% | 84%      | 9%        | 5%    | 3%  |
| Less than once a year     | 22    | 13     | 8      | 3         | 2     | 7     | 10   | 2                | 2            | 5            | 7    | 2            | 5    | 3   | 9   | 19       | 2         | 1     | *   |
|                           | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 2%               | 1%           | 2%           | 1%   | 1%           | 1%   | 1%  | 2%  | 1%       | 1%        | 1%    | 1%  |
|                           |       |        |        |           |       | d     |      |                  |              | j            |      |              |      |     | k   |          |           |       |     |
|                           |       | 60%    | 37%    | 14%       | 7%    | 33%   | 46%  | 9%               | 11%          | 21%          | 32%  | 10%          | 23%  | 14% | 39% | 87%      | 9%        | 4%    | 1%  |
| Don't know                | 36    | 20     | 14     | 11        | 5     | 12    | 8    | 1                | 1            | 3            | 4    | 4            | 9    | 8   | 10  | 34       | *         | 1     | 1   |
|                           | 1%    | 2%     | 1%     | 4%        | 1%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 2%  | 2%  | 2%       | 1%        | 1%    | 1%  |
|                           |       |        |        | def       |       |       |      |                  |              |              |      |              |      | k   | k   | p        |           |       |     |
|                           |       | 56%    | 40%    | 31%       | 13%   | 34%   | 21%  | 2%               | 3%           | 8%           | 10%  | 11%          | 26%  | 21% | 28% | 92%      | 1%        | 4%    | 3%  |

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

## QE50. How often do you or does anyone in your household use these services to make or receive voice or video calls? (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 4314  | 342             | 383        | 286        | 317       | 287       | 298         | 326           | 273        | 287        | 3314     | 1000  | 2640           | 1580        | 2198              | 2116        |
| Effective Weighted Sample | 2985  | 303             | 345        | 261        | 284       | 252       | 271         | 288           | 240        | 257        | 2539     | 451   | 1853           | 1085        | 1467              | 1519        |
| Total                     | 2437  | 331             | 344        | 196        | 195       | 217       | 165         | 191           | 102        | 283        | 2104     | 334   | 1594           | 787         | 1227              | 1210        |
|                           |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 32%         | 50%               | 50%         |
| Every day                 | 923   | 165             | 111        | 78         | 66        | 84        | 74          | 69            | 33         | 94         | 808      | 114   | 655            | 250         | 450               | 473         |
|                           | 38%   | 50%             | 32%        | 40%        | 34%       | 39%       | 45%         | 36%           | 32%        | 33%        | 38%      | 34%   | 41%            | 32%         | 37%               | 39%         |
|                           |       | bcdeg           | hi         | b          |           |           | bdghi       |               |            |            |          |       | m              |             |                   |             |
|                           |       | 18%             | 12%        | 8%         | 7%        | 9%        | 8%          | 7%            | 4%         | 10%        | 88%      | 12%   | 71%            | 27%         | 49%               | 51%         |
| At least once a week      | 989   | 109             | 163        | 78         | 84        | 92        | 62          | 79            | 42         | 111        | 844      | 145   | 640            | 331         | 502               | 487         |
|                           | 41%   | 33%             | 48%        | 40%        | 43%       | 42%       | 37%         | 41%           | 41%        | 39%        | 40%      | 43%   | 40%            | 42%         | 41%               | 40%         |
|                           |       |                 | afi        |            | a         | a         |             | a             | a          |            |          |       |                |             |                   |             |
|                           |       | 11%             | 16%        | 8%         | 8%        | 9%        | 6%          | 8%            | 4%         | 11%        | 85%      | 15%   | 65%            | 33%         | 51%               | 49%         |
| At least once a month     | 298   | 31              | 46         | 23         | 25        | 24        | 13          | 24            | 15         | 35         | 256      | 42    | 187            | 104         | 159               | 139         |
|                           | 12%   | 9%              | 13%        | 12%        | 13%       | 11%       | 8%          | 13%           | 14%        | 12%        | 12%      | 13%   | 12%            | 13%         | 13%               | 11%         |
|                           |       |                 | f          |            |           |           |             |               | f          |            |          |       |                |             |                   |             |
|                           |       | 10%             | 15%        | 8%         | 8%        | 8%        | 4%          | 8%            | 5%         | 12%        | 86%      | 14%   | 63%            | 35%         | 53%               | 47%         |
| A few times a year        | 169   | 16              | 17         | 15         | 12        | 12        | 10          | 15            | 8          | 36         | 145      | 23    | 89             | 73          | 93                | 75          |
|                           | 7%    | 5%              | 5%         | 8%         | 6%        | 5%        | 6%          | 8%            | 8%         | 13%        | 7%       | 7%    | 6%             | 9%          | 8%                | 6%          |
|                           |       |                 |            |            |           |           |             |               | abcde      | fg         |          |       |                | l           |                   |             |
|                           |       | 9%              | 10%        | 9%         | 7%        | 7%        | 6%          | 9%            | 5%         | 22%        | 86%      | 14%   | 53%            | 43%         | 55%               | 45%         |
| Less than once a year     | 22    | 1               | 4          | 1          | 4         | 1         | 2           | 2             | 1          | 3          | 17       | 5     | 10             | 10          | 9                 | 13          |
|                           | 1%    | *%              | 1%         | 1%         | 2%        | *%        | 1%          | 1%            | 1%         | 1%         | 1%       | 2%    | 1%             | 1%          | 1%                | 1%          |
|                           |       | 5%              | 19%        | 5%         | 18%       | 5%        | 8%          | 11%           | 4%         | 12%        | 77%      | 23%   | 45%            | 48%         | 40%               | 60%         |
| Don't know                | 36    | 9               | 2          | 1          | 4         | 5         | 5           | 2             | 3          | 3          | 32       | 4     | 14             | 20          | 14                | 22          |
|                           | 1%    | 3%              | 1%         | *%         | 2%        | 2%        | 3%          | 1%            | 3%         | 1%         | 2%       | 1%    | 1%             | 3%          | 1%                | 2%          |
|                           |       | bc              |            |            |           |           | bc          |               |            |            |          |       |                | l           |                   |             |
|                           |       | 25%             | 7%         | 3%         | 12%       | 13%       | 14%         | 4%            | 7%         | 8%         | 89%      | 11%   | 39%            | 55%         | 38%               | 62%         |

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

## QE50. How often do you or does anyone in your household use these services to make or receive voice or video calls? (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total          | 4314  | 2114            | 1778            | 3483             | 3609 | 1986                     | 4207              |
| Effective Weighted Sample | 2985  | 1453            | 1229            | 2436             | 2495 | 1388                     | 2912              |
| Total                     | 2437  | 1204            | 1003            | 1970             | 2037 | 1115                     | 2370              |
|                           |       | 49%             | 41%             | 81%              | 84%  | 46%                      | 97%               |
| Every day                 | 923   | 441             | 364             | 747              | 818  | 485                      | 902               |
|                           | 38%   | 37%             | 36%             | 38%              | 40%  | 43%                      | 38%               |
|                           |       |                 |                 |                  | ab   | abcd                     |                   |
|                           |       | 48%             | 39%             | 81%              | 89%  | 53%                      | 98%               |
| At least once a week      | 989   | 505             | 413             | 803              | 823  | 444                      | 961               |
|                           | 41%   | 42%             | 41%             | 41%              | 40%  | 40%                      | 41%               |
|                           |       | 51%             | 42%             | 81%              | 83%  | 45%                      | 97%               |
| At least once a month     | 298   | 149             | 129             | 236              | 240  | 107                      | 291               |
|                           | 12%   | 12%             | 13%             | 12%              | 12%  | 10%                      | 12%               |
|                           |       | e               | e               | e                | e    |                          | e                 |
|                           |       | 50%             | 43%             | 79%              | 80%  | 36%                      | 98%               |
| A few times a year        | 169   | 87              | 81              | 144              | 121  | 61                       | 164               |
|                           | 7%    | 7%              | 8%              | 7%               | 6%   | 5%                       | 7%                |
|                           |       |                 | de              | de               |      |                          |                   |
|                           |       | 52%             | 48%             | 85%              | 72%  | 36%                      | 97%               |
| Less than once a year     | 22    | 7               | 9               | 15               | 10   | 7                        | 21                |
|                           | 1%    | 1%              | 1%              | 1%               | 1%   | 1%                       | 1%                |
|                           |       | 33%             | 42%             | 68%              | 46%  | 33%                      | 96%               |
| Don't know                | 36    | 16              | 7               | 24               | 26   | 12                       | 31                |
|                           | 1%    | 1%              | 1%              | 1%               | 1%   | 1%                       | 1%                |
|                           |       | 43%             | 18%             | 67%              | 72%  | 33%                      | 85%               |

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

QE50A. How does your household's use of voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you... (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total            | 4314  | 2008   | 2252   | 502       | 871   | 1518  | 1392 | 246              | 299          | 539          | 2040 | 1255         | 1518 | 512 | 886 | 2799     | 470       | 505   | 540 |
| Effective Weighted Sample   | 2985  | 1380   | 1568   | 343       | 640   | 1047  | 933  | 168              | 205          | 371          | 1442 | 898          | 1117 | 365 | 629 | 2336     | 275       | 349   | 458 |
| Total                       | 2437  | 1121   | 1286   | 264       | 535   | 838   | 780  | 120              | 175          | 289          | 1178 | 734          | 697  | 416 | 502 | 2023     | 228       | 117   | 70  |
|                             |       | 46%    | 53%    | 11%       | 22%   | 34%   | 32%  | 5%               | 7%           | 12%          | 48%  | 30%          | 29%  | 17% | 21% | 83%      | 9%        | 5%    | 3%  |
| Now use these a lot more    | 1417  | 623    | 778    | 170       | 323   | 531   | 387  | 64               | 86           | 150          | 764  | 498          | 446  | 199 | 238 | 1185     | 130       | 64    | 38  |
|                             | 58%   | 56%    | 60%    | 64%       | 60%   | 63%   | 50%  | 54%              | 49%          | 52%          | 65%  | 68%          | 64%  | 48% | 47% | 59%      | 57%       | 55%   | 55% |
|                             |       | a      | f      | f         | f     | f     | f    | ghi              | mn           | mn           | ghi  | mn           | mn   | mn  | mn  |          |           |       |     |
|                             |       | 44%    | 55%    | 12%       | 23%   | 37%   | 27%  | 5%               | 6%           | 11%          | 54%  | 35%          | 31%  | 14% | 17% | 84%      | 9%        | 5%    | 3%  |
| Now use these a little more | 663   | 313    | 344    | 63        | 143   | 193   | 258  | 27               | 56           | 79           | 305  | 183          | 181  | 127 | 145 | 542      | 69        | 31    | 20  |
|                             | 27%   | 28%    | 27%    | 24%       | 27%   | 23%   | 33%  | 23%              | 32%          | 27%          | 26%  | 25%          | 26%  | 30% | 29% | 27%      | 30%       | 27%   | 29% |
|                             |       |        | cde    |           |       |       | cde  |                  | g            |              |      |              |      | k   |     |          |           |       |     |
|                             |       | 47%    | 52%    | 9%        | 22%   | 29%   | 39%  | 4%               | 8%           | 12%          | 46%  | 28%          | 27%  | 19% | 22% | 82%      | 10%       | 5%    | 3%  |
| Use these about the same    | 285   | 153    | 126    | 23        | 55    | 87    | 116  | 24               | 24           | 50           | 100  | 47           | 58   | 75  | 91  | 235      | 21        | 18    | 10  |
|                             | 12%   | 14%    | 10%    | 9%        | 10%   | 10%   | 15%  | 20%              | 14%          | 17%          | 8%   | 6%           | 8%   | 18% | 18% | 12%      | 9%        | 15%   | 15% |
|                             |       | b      | cde    |           |       |       | cde  | j                | j            | j            |      |              |      | kl  | kl  |          |           | p     | p   |
|                             |       | 54%    | 44%    | 8%        | 19%   | 31%   | 41%  | 9%               | 9%           | 18%          | 35%  | 17%          | 20%  | 26% | 32% | 83%      | 8%        | 6%    | 4%  |
| Now use these a little less | 10    | 4      | 5      | 1         | 2     | 4     | 1    | 1                | 1            | 2            | 2    | 2            | 2    | 1   | 3   | 8        | 1         | *     | *   |
|                             | *%    | *%     | *%     | 1%        | *%    | 1%    | *%   | 1%               | 1%           | 1%           | *%   | *%           | *%   | *%  | 1%  | *%       | *%        | *%    | 1%  |
|                             |       | 47%    | 53%    | 14%       | 23%   | 45%   | 12%  | 9%               | 12%          | 23%          | 21%  | 25%          | 20%  | 6%  | 33% | 88%      | 5%        | 3%    | 4%  |
| Now use these a lot less    | 12    | 4      | 8      | 1         | 3     | 3     | 6    | 1                | 2            | 1            | 3    | 1            | 2    | 3   | 5   | 9        | 2         | 1     | -   |
|                             | *%    | *%     | 1%     | *%        | *%    | *%    | 1%   | 1%               | 1%           | *%           | *%   | *%           | *%   | 1%  | 1%  | *%       | 1%        | 1%    | -%  |
|                             |       |        |        |           |       |       |      |                  |              |              |      |              |      | k   |     |          |           |       |     |
|                             |       | 31%    | 69%    | 7%        | 21%   | 22%   | 50%  | 8%               | 15%          | 11%          | 25%  | 8%           | 19%  | 27% | 40% | 78%      | 13%       | 9%    | -%  |
| TOTAL NOW USE MORE          | 2080  | 936    | 1122   | 233       | 466   | 724   | 646  | 92               | 142          | 230          | 1069 | 680          | 627  | 326 | 383 | 1727     | 199       | 95    | 58  |
|                             | 85%   | 84%    | 87%    | 88%       | 87%   | 86%   | 83%  | 76%              | 81%          | 80%          | 91%  | 93%          | 90%  | 78% | 76% | 85%      | 88%       | 82%   | 83% |
|                             |       | a      | f      | f         | f     | f     | f    | ghi              | lmn          | mn           | ghi  | lmn          | mn   | mn  | mn  |          | q         |       |     |
|                             |       | 45%    | 54%    | 11%       | 22%   | 35%   | 31%  | 4%               | 7%           | 11%          | 51%  | 33%          | 30%  | 16% | 18% | 83%      | 10%       | 5%    | 3%  |
| TOTAL NOW USE LESS          | 21    | 8      | 13     | 2         | 5     | 7     | 7    | 2                | 3            | 3            | 5    | 3            | 4    | 4   | 8   | 18       | 2         | 1     | *   |
|                             | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 2%               | 2%           | 1%           | *%   | *%           | 1%   | 1%  | 2%  | 1%       | 1%        | 1%    | 1%  |
|                             |       |        |        |           |       |       |      | j                | j            | j            |      |              |      | kl  | kl  |          |           |       |     |
|                             |       | 38%    | 62%    | 10%       | 22%   | 32%   | 33%  | 9%               | 14%          | 16%          | 23%  | 15%          | 19%  | 17% | 37% | 82%      | 10%       | 6%    | 2%  |
| Don't know                  | 51    | 24     | 25     | 6         | 9     | 20    | 12   | 2                | 5            | 5            | 4    | 3            | 8    | 12  | 21  | 43       | 5         | 3     | 1   |
|                             | 2%    | 2%     | 2%     | 2%        | 2%    | 2%    | 1%   | 2%               | 3%           | 2%           | *%   | *%           | 1%   | 3%  | 4%  | 2%       | 2%        | 2%    | 2%  |
|                             |       |        |        |           |       |       |      | j                | j            | j            |      |              |      | kl  | kl  |          |           |       |     |
|                             |       | 47%    | 49%    | 12%       | 19%   | 40%   | 23%  | 4%               | 10%          | 10%          | 9%   | 6%           | 16%  | 23% | 40% | 84%      | 9%        | 5%    | 2%  |

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

**QE50A. How does your household's use of voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you... (SINGLE CODE)**

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total            | 4314  | 342             | 383        | 286        | 317       | 287       | 298         | 326           | 273        | 287        | 3314     | 1000  | 2640           | 1580        | 2198              | 2116         |
| Effective Weighted Sample   | 2985  | 303             | 345        | 261        | 284       | 252       | 271         | 288           | 240        | 257        | 2539     | 451   | 1853           | 1085        | 1467              | 1519         |
| Total                       | 2437  | 331             | 344        | 196        | 195       | 217       | 165         | 191           | 102        | 283        | 2104     | 334   | 1594           | 787         | 1227              | 1210         |
|                             |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 32%         | 50%               | 50%          |
| Now use these a lot more    | 1417  | 209             | 195        | 117        | 111       | 139       | 103         | 104           | 52         | 154        | 1227     | 190   | 978            | 415         | 725               | 692          |
|                             | 58%   | 63%             | 57%        | 60%        | 57%       | 64%       | 63%         | 54%           | 51%        | 55%        | 58%      | 57%   | 61%            | 53%         | 59%               | 57%          |
|                             |       | ghi             |            | h          |           | ghi       | gh          |               |            |            |          |       | m              |             |                   |              |
|                             |       | 15%             | 14%        | 8%         | 8%        | 10%       | 7%          | 7%            | 4%         | 11%        | 87%      | 13%   | 69%            | 29%         | 51%               | 49%          |
| Now use these a little more | 663   | 83              | 107        | 54         | 49        | 43        | 36          | 55            | 28         | 86         | 569      | 94    | 413            | 234         | 351               | 312          |
|                             | 27%   | 25%             | 31%        | 28%        | 25%       | 20%       | 22%         | 29%           | 28%        | 30%        | 27%      | 28%   | 26%            | 30%         | 29%               | 26%          |
|                             |       |                 | ef         | e          |           |           | e           | e             | e          | ef         |          |       |                | l           |                   |              |
|                             |       |                 | 13%        | 16%        | 8%        | 7%        | 7%          | 5%            | 8%         | 4%         | 13%      | 86%   | 14%            | 62%         | 35%               | 47%          |
| Use these about the same    | 285   | 30              | 34         | 23         | 29        | 24        | 19          | 26            | 16         | 35         | 244      | 41    | 171            | 103         | 129               | 156          |
|                             | 12%   | 9%              | 10%        | 12%        | 15%       | 11%       | 11%         | 14%           | 16%        | 12%        | 12%      | 12%   | 11%            | 13%         | 11%               | 13%          |
|                             |       |                 |            |            | a         |           |             |               | ab         |            |          |       |                |             | n                 |              |
|                             |       |                 | 11%        | 12%        | 8%        | 10%       | 8%          | 7%            | 9%         | 6%         | 12%      | 86%   | 14%            | 60%         | 36%               | 55%          |
| Now use these a little less | 10    | 1               | 2          | *          | -         | 2         | 1           | 2             | 1          | -          | 8        | 1     | 4              | 5           | 2                 | 8            |
|                             | *%    | *%              | 1%         | *%         | -%        | 1%        | 1%          | 1%            | 1%         | -%         | *%       | *%    | *%             | 1%          | *%                | 1%           |
|                             |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                             |       |                 | 11%        | 18%        | 3%        | -%        | 18%         | 9%            | 19%        | 10%        | -%       | 87%   | 13%            | 46%         | 54%               | 81%          |
| Now use these a lot less    | 12    | -               | 2          | -          | 1         | 1         | 1           | 2             | 1          | 1          | 11       | 1     | 5              | 6           | 6                 | 6            |
|                             | *%    | -%              | 1%         | -%         | 1%        | 1%        | 1%          | 1%            | 1%         | *%         | 1%       | *%    | *%             | 1%          | *%                | 1%           |
|                             |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                             |       |                 | -%         | 16%        | -%        | 11%       | 11%         | 9%            | 14%        | 7%         | 10%      | 92%   | 8%             | 39%         | 54%               | 52%          |
| TOTAL NOW USE MORE          | 2080  | 292             | 302        | 171        | 161       | 183       | 139         | 159           | 80         | 240        | 1796     | 284   | 1391           | 649         | 1076              | 1004         |
|                             | 85%   | 88%             | 88%        | 87%        | 82%       | 84%       | 85%         | 83%           | 78%        | 85%        | 85%      | 85%   | 87%            | 82%         | 88%               | 83%          |
|                             |       | dh              | dh         | h          |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                             |       | 14%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 67%            | 31%         | 52%               | 48%          |
| TOTAL NOW USE LESS          | 21    | 1               | 4          | *          | 1         | 3         | 2           | 3             | 2          | 1          | 19       | 2     | 9              | 12          | 8                 | 14           |
|                             | 1%    | *%              | 1%         | *%         | 1%        | 1%        | 1%          | 2%            | 2%         | *%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                             |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                             |       |                 | 5%         | 17%        | 1%        | 6%        | 14%         | 9%            | 16%        | 8%         | 6%       | 89%   | 11%            | 42%         | 54%               | 65%          |

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

QE50A. How does your household's use of voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you... (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4314  | 342             | 383        | 286        | 317       | 287       | 298         | 326           | 273        | 287        | 3314     | 1000  | 2640           | 1580        | 2198              | 2116         |
| Effective Weighted Sample | 2985  | 303             | 345        | 261        | 284       | 252       | 271         | 288           | 240        | 257        | 2539     | 451   | 1853           | 1085        | 1467              | 1519         |
| Total                     | 2437  | 331             | 344        | 196        | 195       | 217       | 165         | 191           | 102        | 283        | 2104     | 334   | 1594           | 787         | 1227              | 1210         |
|                           |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 32%         | 50%               | 50%          |
| Don't know                | 51    | 8               | 4          | 2          | 4         | 7         | 5           | 3             | 4          | 6          | 45       | 6     | 23             | 23          | 14                | 37           |
|                           | 2%    | 2%              | 1%         | 1%         | 2%        | 3%        | 3%          | 2%            | 4%         | 2%         | 2%       | 2%    | 1%             | 3%          | 1%                | 3%           |
|                           |       |                 |            |            |           |           |             |               | bc         |            |          |       |                | l           |                   | n            |
|                           |       | 15%             | 8%         | 3%         | 8%        | 13%       | 10%         | 6%            | 8%         | 12%        | 88%      | 12%   | 45%            | 46%         | 28%               | 72%          |

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

**QE50A. How does your household's use of voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you... (SINGLE CODE)**

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                             | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|-----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                             |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%     |       |                      |                      |                       |           |                    |                        |
| Unweighted total            | 4314  | 2114                 | 1778                 | 3483                  | 3609      | 1986               | 4207                   |
| Effective Weighted Sample   | 2985  | 1453                 | 1229                 | 2436                  | 2495      | 1388               | 2912                   |
| Total                       | 2437  | 1204                 | 1003                 | 1970                  | 2037      | 1115               | 2370                   |
|                             |       | 49%                  | 41%                  | 81%                   | 84%       | 46%                | 97%                    |
| Now use these a lot more    | 1417  | 713                  | 573                  | 1191                  | 1249      | 701                | 1389                   |
|                             | 58%   | 59%                  | 57%                  | 60%                   | 61%       | 63%                | 59%                    |
|                             |       |                      |                      |                       | bf        | abf                |                        |
|                             |       | 50%                  | 40%                  | 84%                   | 88%       | 49%                | 98%                    |
| Now use these a little more | 663   | 321                  | 289                  | 522                   | 537       | 283                | 648                    |
|                             | 27%   | 27%                  | 29%                  | 27%                   | 26%       | 25%                | 27%                    |
|                             |       |                      | e                    |                       |           |                    |                        |
|                             |       | 48%                  | 44%                  | 79%                   | 81%       | 43%                | 98%                    |
| Use these about the same    | 285   | 146                  | 114                  | 214                   | 205       | 113                | 269                    |
|                             | 12%   | 12%                  | 11%                  | 11%                   | 10%       | 10%                | 11%                    |
|                             |       | d                    |                      |                       |           |                    |                        |
|                             |       | 51%                  | 40%                  | 75%                   | 72%       | 40%                | 95%                    |
| Now use these a little less | 10    | 2                    | 4                    | 5                     | 6         | 2                  | 9                      |
|                             | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                             |       | 22%                  | 38%                  | 51%                   | 60%       | 24%                | 90%                    |
| Now use these a lot less    | 12    | 4                    | 6                    | 7                     | 6         | 2                  | 11                     |
|                             | *%    | *%                   | 1%                   | *%                    | *%        | *%                 | *%                     |
|                             |       | 35%                  | 52%                  | 58%                   | 50%       | 19%                | 95%                    |
| TOTAL NOW USE MORE          | 2080  | 1034                 | 862                  | 1713                  | 1786      | 984                | 2036                   |
|                             | 85%   | 86%                  | 86%                  | 87%                   | 88%       | 88%                | 86%                    |
|                             |       |                      |                      |                       |           | f                  |                        |
|                             |       | 50%                  | 41%                  | 82%                   | 86%       | 47%                | 98%                    |
| TOTAL NOW USE LESS          | 21    | 6                    | 10                   | 12                    | 12        | 5                  | 20                     |
|                             | 1%    | 1%                   | 1%                   | 1%                    | 1%        | *%                 | 1%                     |
|                             |       | 30%                  | 46%                  | 55%                   | 55%       | 21%                | 93%                    |
| Don't know                  | 51    | 18                   | 17                   | 31                    | 34        | 15                 | 44                     |
|                             | 2%    | 1%                   | 2%                   | 2%                    | 2%        | 1%                 | 2%                     |
|                             |       | 34%                  | 33%                  | 61%                   | 67%       | 29%                | 87%                    |

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

## QE50B. Which – if any – of these are the voice or video calls used for? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                                                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|-----------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                      | 4314  | 2008   | 2252   | 502       | 871   | 1518  | 1392 | 246              | 299          | 539          | 2040 | 1255         | 1518 | 512 | 886 | 2799     | 470       | 505   | 540 |
| Effective Weighted Sample                                             | 2985  | 1380   | 1568   | 343       | 640   | 1047  | 933  | 168              | 205          | 371          | 1442 | 898          | 1117 | 365 | 629 | 2336     | 275       | 349   | 458 |
| Total                                                                 | 2437  | 1121   | 1286   | 264       | 535   | 838   | 780  | 120              | 175          | 289          | 1178 | 734          | 697  | 416 | 502 | 2023     | 228       | 117   | 70  |
|                                                                       |       | 46%    | 53%    | 11%       | 22%   | 34%   | 32%  | 5%               | 7%           | 12%          | 48%  | 30%          | 29%  | 17% | 21% | 83%      | 9%        | 5%    | 3%  |
| Catching up with friends/ family                                      | 2118  | 948    | 1147   | 216       | 445   | 730   | 711  | 100              | 150          | 238          | 1055 | 647          | 602  | 351 | 444 | 1758     | 198       | 101   | 61  |
|                                                                       | 87%   | 85%    | 89%    | 82%       | 83%   | 87%   | 91%  | 83%              | 86%          | 82%          | 90%  | 88%          | 86%  | 84% | 88% | 87%      | 87%       | 87%   | 87% |
|                                                                       |       | a      |        |           |       | cd    | cde  |                  |              |              | gi   |              |      |     |     |          |           |       |     |
|                                                                       |       | 45%    | 54%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 11%          | 50%  | 31%          | 28%  | 17% | 21% | 83%      | 9%        | 5%    | 3%  |
| Working from home                                                     | 1082  | 523    | 543    | 112       | 297   | 448   | 216  | 27               | 34           | 89           | 707  | 469          | 421  | 105 | 70  | 921      | 92        | 44    | 25  |
|                                                                       | 44%   | 47%    | 42%    | 42%       | 55%   | 54%   | 28%  | 22%              | 19%          | 31%          | 60%  | 64%          | 60%  | 25% | 14% | 46%      | 40%       | 38%   | 36% |
|                                                                       |       | b      |        | f         | cf    | cf    |      |                  |              | gh           | ghi  | mn           | mn   | n   |     | qr       |           |       |     |
|                                                                       |       | 48%    | 50%    | 10%       | 27%   | 41%   | 20%  | 2%               | 3%           | 8%           | 65%  | 43%          | 39%  | 10% | 6%  | 85%      | 9%        | 4%    | 2%  |
| Distance learning due to Covid-19 (e.g. video lessons with a teacher) | 587   | 236    | 345    | 125       | 105   | 290   | 64   | 33               | 42           | 57           | 302  | 195          | 196  | 88  | 92  | 492      | 48        | 32    | 16  |
|                                                                       | 24%   | 21%    | 27%    | 47%       | 20%   | 35%   | 8%   | 27%              | 24%          | 20%          | 26%  | 27%          | 28%  | 21% | 18% | 24%      | 21%       | 27%   | 23% |
|                                                                       |       | a      |        | def       | f     | df    |      |                  |              |              | i    | mn           | mn   |     |     |          |           |       |     |
|                                                                       |       | 40%    | 59%    | 21%       | 18%   | 49%   | 11%  | 6%               | 7%           | 10%          | 51%  | 33%          | 33%  | 15% | 16% | 84%      | 8%        | 5%    | 3%  |
| Ordinary school work/ homework                                        | 407   | 181    | 221    | 72        | 77    | 216   | 37   | 31               | 29           | 35           | 192  | 124          | 125  | 70  | 77  | 345      | 28        | 21    | 14  |
|                                                                       | 17%   | 16%    | 17%    | 27%       | 14%   | 26%   | 5%   | 26%              | 17%          | 12%          | 16%  | 17%          | 18%  | 17% | 15% | 17%      | 12%       | 18%   | 19% |
|                                                                       |       |        |        | df        | f     | df    |      | hij              |              |              | i    |              |      |     |     | p        |           |       | p   |
|                                                                       |       | 44%    | 54%    | 18%       | 19%   | 53%   | 9%   | 8%               | 7%           | 9%           | 47%  | 30%          | 31%  | 17% | 19% | 85%      | 7%        | 5%    | 3%  |
| None of these                                                         | 63    | 35     | 26     | 4         | 16    | 16    | 27   | 4                | 8            | 12           | 15   | 7            | 11   | 23  | 19  | 49       | 8         | 4     | 2   |
|                                                                       | 3%    | 3%     | 2%     | 1%        | 3%    | 2%    | 4%   | 3%               | 4%           | 4%           | 1%   | 1%           | 2%   | 6%  | 4%  | 2%       | 4%        | 4%    | 2%  |
|                                                                       |       |        |        |           |       | e     |      | j                | j            | j            |      |              |      | kl  | kl  |          |           |       |     |
|                                                                       |       | 55%    | 42%    | 6%        | 26%   | 25%   | 43%  | 6%               | 12%          | 18%          | 24%  | 11%          | 17%  | 37% | 31% | 77%      | 13%       | 7%    | 3%  |

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



## QE50B. Which – if any – of these are the voice or video calls used for? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                                                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                      | 4314  | 342             | 383        | 286        | 317       | 287       | 298         | 326           | 273        | 287        | 3314     | 1000  | 2640           | 1580        | 2198              | 2116         |
| Effective Weighted Sample                                             | 2985  | 303             | 345        | 261        | 284       | 252       | 271         | 288           | 240        | 257        | 2539     | 451   | 1853           | 1085        | 1467              | 1519         |
| Total                                                                 | 2437  | 331             | 344        | 196        | 195       | 217       | 165         | 191           | 102        | 283        | 2104     | 334   | 1594           | 787         | 1227              | 1210         |
|                                                                       |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 32%         | 50%               | 50%          |
| Catching up with friends/ family                                      | 2118  | 293             | 305        | 175        | 167       | 176       | 147         | 164           | 86         | 246        | 1821     | 298   | 1382           | 695         | 1089              | 1029         |
|                                                                       | 87%   | 89%             | 89%        | 89%        | 85%       | 81%       | 89%         | 86%           | 84%        | 87%        | 87%      | 89%   | 87%            | 88%         | 89%               | 85%          |
|                                                                       |       | e               | e          | e          |           |           | e           |               |            |            |          |       |                |             | o                 |              |
|                                                                       |       | 14%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%          |
| Working from home                                                     | 1082  | 209             | 149        | 86         | 72        | 84        | 80          | 84            | 38         | 118        | 944      | 137   | 916            | 154         | 578               | 503          |
|                                                                       | 44%   | 63%             | 44%        | 44%        | 37%       | 39%       | 49%         | 44%           | 38%        | 42%        | 45%      | 41%   | 58%            | 20%         | 47%               | 42%          |
|                                                                       |       | bcdefghi        |            |            |           |           | deh         |               |            |            |          |       | m              |             | o                 |              |
|                                                                       |       | 19%             | 14%        | 8%         | 7%        | 8%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 85%            | 14%         | 53%               | 47%          |
| Distance learning due to Covid-19 (e.g. video lessons with a teacher) | 587   | 87              | 89         | 47         | 32        | 59        | 44          | 45            | 24         | 66         | 517      | 71    | 397            | 180         | 294               | 294          |
|                                                                       | 24%   | 26%             | 26%        | 24%        | 17%       | 27%       | 27%         | 23%           | 23%        | 23%        | 25%      | 21%   | 25%            | 23%         | 24%               | 24%          |
|                                                                       |       | d               | d          | d          |           | d         | d           | d             |            | d          |          |       |                |             |                   |              |
|                                                                       |       | 15%             | 15%        | 8%         | 5%        | 10%       | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 68%            | 31%         | 50%               | 50%          |
| Ordinary school work/ homework                                        | 407   | 59              | 62         | 28         | 29        | 53        | 32          | 26            | 18         | 38         | 362      | 45    | 274            | 123         | 192               | 215          |
|                                                                       | 17%   | 18%             | 18%        | 14%        | 15%       | 24%       | 19%         | 14%           | 17%        | 14%        | 17%      | 13%   | 17%            | 16%         | 16%               | 18%          |
|                                                                       |       |                 |            |            |           | cdgi      |             |               |            |            | k        |       |                |             |                   |              |
|                                                                       |       | 15%             | 15%        | 7%         | 7%        | 13%       | 8%          | 6%            | 4%         | 9%         | 89%      | 11%   | 67%            | 30%         | 47%               | 53%          |
| None of these                                                         | 63    | 6               | 3          | 4          | 8         | 10        | 5           | 5             | 3          | 7          | 56       | 7     | 21             | 34          | 27                | 37           |
|                                                                       | 3%    | 2%              | 1%         | 2%         | 4%        | 5%        | 3%          | 3%            | 2%         | 2%         | 3%       | 2%    | 1%             | 4%          | 2%                | 3%           |
|                                                                       |       |                 |            |            | b         | ab        | b           |               |            |            |          |       | l              |             |                   |              |
|                                                                       |       | 9%              | 4%         | 6%         | 12%       | 16%       | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 33%            | 54%         | 42%               | 58%          |

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

## QE50B. Which – if any – of these are the voice or video calls used for? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

|                                                                       | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-----------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                       |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                               |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                      | 4314  | 2114            | 1778            | 3483             | 3609 | 1986          | 4207              |
| Effective Weighted Sample                                             | 2985  | 1453            | 1229            | 2436             | 2495 | 1388          | 2912              |
| Total                                                                 | 2437  | 1204            | 1003            | 1970             | 2037 | 1115          | 2370              |
|                                                                       |       | 49%             | 41%             | 81%              | 84%  | 46%           | 97%               |
| Catching up with friends/ family                                      | 2118  | 1059            | 892             | 1742             | 1784 | 985           | 2075              |
|                                                                       | 87%   | 88%             | 89%             | 88%              | 88%  | 88%           | 88%               |
|                                                                       |       | 50%             | 42%             | 82%              | 84%  | 47%           | 98%               |
| Working from home                                                     | 1082  | 536             | 438             | 937              | 991  | 559           | 1071              |
|                                                                       | 44%   | 44%             | 44%             | 48%              | 49%  | 50%           | 45%               |
|                                                                       |       |                 |                 | b                | abf  | abf           |                   |
|                                                                       |       | 50%             | 40%             | 87%              | 92%  | 52%           | 99%               |
| Distance learning due to Covid-19 (e.g. video lessons with a teacher) | 587   | 288             | 229             | 485              | 535  | 327           | 575               |
|                                                                       | 24%   | 24%             | 23%             | 25%              | 26%  | 29%           | 24%               |
|                                                                       |       |                 |                 | b                | b    | abcdf         |                   |
|                                                                       |       | 49%             | 39%             | 83%              | 91%  | 56%           | 98%               |
| Ordinary school work/ homework                                        | 407   | 198             | 146             | 320              | 369  | 230           | 396               |
|                                                                       | 17%   | 16%             | 15%             | 16%              | 18%  | 21%           | 17%               |
|                                                                       |       |                 |                 | b                | b    | abcf          |                   |
|                                                                       |       | 49%             | 36%             | 79%              | 91%  | 56%           | 97%               |
| None of these                                                         | 63    | 24              | 22              | 36               | 38   | 20            | 54                |
|                                                                       | 3%    | 2%              | 2%              | 2%               | 2%   | 2%            | 2%                |
|                                                                       |       | 38%             | 34%             | 56%              | 60%  | 32%           | 85%               |

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

QV10. Do you or does anyone in your household have a smart watch or wearable tech such as a fitness tracker – a wearable computer that may be compatible with a smartphone? Popular brands include Apple Watch, Fitbit and Garmin. (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                              | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                      |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                             | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                    | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                        | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                              |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Yes – I use this                             | 858   | 347    | 501    | 82        | 230   | 343   | 196  | 26               | 52           | 92           | 483  | 292          | 269  | 140 | 134  | 694      | 89        | 49    | 27  |
|                                              | 31%   | 27%    | 36%    | 29%       | 39%   | 38%   | 22%  | 18%              | 25%          | 28%          | 39%  | 38%          | 36%  | 30% | 22%  | 31%      | 36%       | 36%   | 33% |
|                                              |       | a      | a      | f         | cf    | cf    |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          | o         |       |     |
|                                              |       | 40%    | 58%    | 10%       | 27%   | 40%   | 23%  | 3%               | 6%           | 11%          | 56%  | 34%          | 31%  | 16% | 16%  | 81%      | 10%       | 6%    | 3%  |
| Yes – someone else in the household has this | 474   | 242    | 230    | 53        | 108   | 179   | 131  | 14               | 24           | 49           | 282  | 174          | 142  | 78  | 71   | 382      | 49        | 29    | 15  |
|                                              | 17%   | 19%    | 16%    | 18%       | 18%   | 20%   | 15%  | 10%              | 11%          | 15%          | 23%  | 23%          | 19%  | 17% | 12%  | 17%      | 20%       | 21%   | 18% |
|                                              |       | b      | b      | f         | f     | f     |      |                  |              |              | ghi  | mn           | n    | n   |      |          | o         |       |     |
|                                              |       | 51%    | 49%    | 11%       | 23%   | 38%   | 28%  | 3%               | 5%           | 10%          | 59%  | 37%          | 30%  | 16% | 15%  | 81%      | 10%       | 6%    | 3%  |
| TOTAL 'YES'                                  | 1190  | 526    | 653    | 121       | 307   | 455   | 297  | 38               | 73           | 131          | 662  | 407          | 359  | 199 | 193  | 963      | 121       | 68    | 38  |
|                                              | 44%   | 41%    | 47%    | 42%       | 53%   | 50%   | 33%  | 26%              | 35%          | 40%          | 54%  | 53%          | 49%  | 43% | 32%  | 43%      | 48%       | 50%   | 47% |
|                                              |       | a      | a      | f         | cf    | cf    |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          | o         |       |     |
|                                              |       | 44%    | 55%    | 10%       | 26%   | 38%   | 25%  | 3%               | 6%           | 11%          | 56%  | 34%          | 30%  | 17% | 16%  | 81%      | 10%       | 6%    | 3%  |
| No, do not have this at home                 | 1459  | 706    | 729    | 152       | 257   | 438   | 594  | 107              | 133          | 194          | 560  | 362          | 370  | 259 | 395  | 1230     | 125       | 65    | 40  |
|                                              | 54%   | 56%    | 52%    | 53%       | 44%   | 48%   | 66%  | 73%              | 64%          | 59%          | 46%  | 47%          | 50%  | 56% | 65%  | 54%      | 50%       | 48%   | 49% |
|                                              |       | b      | b      | d         |       |       | cde  | hij              | j            | j            |      |              |      | kl  | klm  | qr       |           |       |     |
|                                              |       | 48%    | 50%    | 10%       | 18%   | 30%   | 41%  | 7%               | 9%           | 13%          | 38%  | 25%          | 25%  | 18% | 27%  | 84%      | 9%        | 4%    | 3%  |
| Don't know                                   | 77    | 36     | 19     | 14        | 19    | 19    | 10   | 2                | 1            | 4            | 7    | 3            | 8    | 5   | 23   | 68       | 4         | 2     | 3   |
|                                              | 3%    | 3%     | 1%     | 5%        | 3%    | 2%    | 1%   | 1%               | 1%           | 1%           | 1%   | 3%           | 1%   | 1%  | 4%   | 3%       | 2%        | 2%    | 4%  |
|                                              |       | b      |        | ef        | f     |       |      |                  |              |              |      |              |      | klm |      |          |           |       |     |
|                                              |       | 47%    | 24%    | 18%       | 24%   | 25%   | 13%  | 3%               | 1%           | 6%           | 9%   | 4%           | 10%  | 7%  | 30%  | 88%      | 5%        | 3%    | 4%  |

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

QV10. Do you or does anyone in your household have a smart watch or wearable tech such as a fitness tracker – a wearable computer that may be compatible with a smartphone? Popular brands include Apple Watch, Fitbit and Garmin. (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                              |       | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |     |
|----------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|-----|
|                                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |     |
| Significance Level: 95%                      | Total | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |     |
| Unweighted total                             | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |     |
| Effective Weighted Sample                    | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |     |
| Total                                        | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |     |
|                                              |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |     |
| Yes – I use this                             | 858   | 114             | 121        | 60         | 65        | 63        | 62          | 67            | 41         | 101        | 740      | 118   | 656            | 187         | 449               | 408         |     |
|                                              | 31%   | 33%             | 31%        | 27%        | 31%       | 25%       | 32%         | 31%           | 34%        | 32%        | 31%      | 32%   | 39%            | 20%         | 33%               | 30%         |     |
|                                              |       | e               |            |            |           |           | e           |               | e          |            |          |       | m              |             | o                 |             |     |
|                                              |       | 13%             | 14%        | 7%         | 8%        | 7%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 76%            | 22%         | 52%               | 48%         |     |
| Yes – someone else in the household has this | 474   | 57              | 78         | 34         | 29        | 44        | 32          | 34            | 21         | 52         | 402      | 73    | 336            | 131         | 275               | 199         |     |
|                                              | 17%   | 17%             | 20%        | 16%        | 14%       | 18%       | 17%         | 16%           | 17%        | 16%        | 17%      | 20%   | 20%            | 14%         | 20%               | 14%         |     |
|                                              |       |                 | d          |            |           |           |             |               |            |            |          |       | m              |             | o                 |             |     |
|                                              |       |                 | 12%        | 16%        | 7%        | 6%        | 9%          | 7%            | 7%         | 4%         | 11%      | 85%   | 15%            | 71%         | 28%               | 58%         | 42% |
| TOTAL 'YES'                                  | 1190  | 155             | 172        | 87         | 85        | 95        | 85          | 92            | 56         | 137        | 1021     | 170   | 880            | 289         | 637               | 553         |     |
|                                              | 44%   | 45%             | 44%        | 39%        | 41%       | 38%       | 44%         | 43%           | 46%        | 43%        | 43%      | 46%   | 52%            | 31%         | 47%               | 40%         |     |
|                                              |       |                 |            |            |           |           | e           |               | e          |            |          |       | m              |             | o                 |             |     |
|                                              |       |                 | 13%        | 14%        | 7%        | 7%        | 8%          | 7%            | 8%         | 5%         | 12%      | 86%   | 14%            | 74%         | 24%               | 54%         | 46% |
| No, do not have this at home                 | 1459  | 182             | 200        | 130        | 121       | 146       | 100         | 120           | 64         | 169        | 1263     | 197   | 796            | 612         | 689               | 770         |     |
|                                              | 54%   | 53%             | 52%        | 59%        | 58%       | 58%       | 52%         | 56%           | 52%        | 53%        | 54%      | 53%   | 47%            | 66%         | 51%               | 56%         |     |
|                                              |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             | n                 |             |     |
|                                              |       |                 | 12%        | 14%        | 9%        | 8%        | 10%         | 7%            | 8%         | 4%         | 12%      | 87%   | 13%            | 55%         | 42%               | 47%         | 53% |
| Don't know                                   | 77    | 5               | 15         | 5          | 3         | 11        | 9           | 4             | 2          | 14         | 72       | 6     | 19             | 30          | 28                | 49          |     |
|                                              | 3%    | 1%              | 4%         | 2%         | 1%        | 4%        | 4%          | 2%            | 2%         | 4%         | 3%       | 1%    | 1%             | 3%          | 2%                | 4%          |     |
|                                              |       |                 | d          |            |           | ad        | adh         |               | ad         |            | k        |       | l              |             | n                 |             |     |
|                                              |       |                 | 7%         | 20%        | 7%        | 3%        | 14%         | 11%           | 5%         | 3%         | 18%      | 93%   | 7%             | 25%         | 39%               | 36%         | 64% |

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

QV10. Do you or does anyone in your household have a smart watch or wearable tech such as a fitness tracker – a wearable computer that may be compatible with a smartphone? Popular brands include Apple Watch, Fitbit and Garmin. (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                              | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|----------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                              |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                      |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                             | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample                    | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                                        | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                              |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| Yes – I use this                             | 858   | 479          | 343          | 743           | 788  | 428       | 844           |
|                                              | 31%   | 37%          | 31%          | 35%           | 36%  | 36%       | 33%           |
|                                              |       | bf           | bf           | bf            | bf   | bf        | bf            |
|                                              |       | 56%          | 40%          | 87%           | 92%  | 50%       | 98%           |
| Yes – someone else in the household has this | 474   | 257          | 203          | 419           | 432  | 246       | 469           |
|                                              | 17%   | 20%          | 18%          | 20%           | 20%  | 21%       | 18%           |
|                                              |       | f            | f            | f             | f    | f         | f             |
|                                              |       | 54%          | 43%          | 88%           | 91%  | 52%       | 99%           |
| TOTAL 'YES'                                  | 1190  | 657          | 484          | 1032          | 1088 | 604       | 1172          |
|                                              | 44%   | 51%          | 43%          | 49%           | 50%  | 51%       | 45%           |
|                                              |       | bf           | bf           | bf            | bf   | bf        | bf            |
|                                              |       | 55%          | 41%          | 87%           | 91%  | 51%       | 98%           |
| No, do not have this at home                 | 1459  | 630          | 625          | 1064          | 1062 | 562       | 1391          |
|                                              | 54%   | 49%          | 56%          | 50%           | 49%  | 48%       | 54%           |
|                                              |       |              | acde         |               |      |           | acde          |
|                                              |       | 43%          | 43%          | 73%           | 73%  | 38%       | 95%           |
| Don't know                                   | 77    | 10           | 10           | 14            | 25   | 10        | 32            |
|                                              | 3%    | 1%           | 1%           | 1%            | 1%   | 1%        | 1%            |
|                                              |       |              |              |               |      |           | c             |
|                                              |       | 13%          | 13%          | 18%           | 32%  | 13%       | 41%           |
| Columns Tested: a,b,c,d,e,f                  |       |              |              |               |      |           |               |

QV11. Do you or does anyone in your household have a smart speaker which can respond to voice commands like “Alexa” or “Hey Google” or “Siri”? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod.  
(MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                              |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                      | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                             | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                    | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                        | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                              |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Yes – I use this                             | 1149  | 527    | 611    | 123       | 268   | 413   | 339  | 46               | 90           | 142          | 598  | 360          | 315  | 203 | 240  | 936      | 112       | 66    | 35  |
|                                              | 42%   | 42%    | 44%    | 43%       | 46%   | 45%   | 38%  | 32%              | 43%          | 43%          | 49%  | 47%          | 43%  | 44% | 39%  | 41%      | 45%       | 49%   | 43% |
|                                              |       |        |        |           | f     | f     |      |                  | g            | g            | gi   | n            |      |     |      |          |           | o     |     |
|                                              |       | 46%    | 53%    | 11%       | 23%   | 36%   | 29%  | 4%               | 8%           | 12%          | 52%  | 31%          | 27%  | 18% | 21%  | 81%      | 10%       | 6%    | 3%  |
| Yes – someone else in the household has this | 372   | 166    | 204    | 50        | 78    | 152   | 89   | 13               | 21           | 43           | 191  | 104          | 108  | 67  | 78   | 293      | 44        | 23    | 13  |
|                                              | 14%   | 13%    | 15%    | 17%       | 13%   | 17%   | 10%  | 9%               | 10%          | 13%          | 16%  | 13%          | 15%  | 14% | 13%  | 13%      | 18%       | 17%   | 15% |
|                                              |       |        |        | f         | f     | f     |      |                  |              |              | gh   |              |      |     |      |          | o         | o     |     |
|                                              |       | 45%    | 55%    | 13%       | 21%   | 41%   | 24%  | 3%               | 6%           | 12%          | 51%  | 28%          | 29%  | 18% | 21%  | 79%      | 12%       | 6%    | 3%  |
| TOTAL 'YES'                                  | 1364  | 621    | 730    | 158       | 305   | 491   | 402  | 54               | 105          | 169          | 690  | 412          | 377  | 245 | 289  | 1107     | 136       | 78    | 43  |
|                                              | 50%   | 49%    | 52%    | 55%       | 52%   | 54%   | 45%  | 37%              | 51%          | 51%          | 56%  | 53%          | 51%  | 53% | 47%  | 49%      | 54%       | 57%   | 53% |
|                                              |       |        |        | f         | f     | f     |      |                  | g            | g            | g    | n            |      |     |      |          |           | o     |     |
|                                              |       | 46%    | 54%    | 12%       | 22%   | 36%   | 29%  | 4%               | 8%           | 12%          | 51%  | 30%          | 28%  | 18% | 21%  | 81%      | 10%       | 6%    | 3%  |
| No, do not have this at home                 | 1282  | 611    | 649    | 120       | 261   | 400   | 482  | 89               | 98           | 155          | 530  | 353          | 350  | 212 | 301  | 1085     | 107       | 55    | 35  |
|                                              | 47%   | 48%    | 46%    | 42%       | 45%   | 44%   | 53%  | 61%              | 47%          | 47%          | 43%  | 46%          | 48%  | 46% | 49%  | 48%      | 43%       | 41%   | 43% |
|                                              |       |        |        |           |       |       | cde  |                  |              |              |      |              |      |     |      | qr       |           |       |     |
|                                              |       | 48%    | 51%    | 9%        | 20%   | 31%   | 38%  | 7%               | 8%           | 12%          | 41%  | 28%          | 27%  | 17% | 23%  | 85%      | 8%        | 4%    | 3%  |
| Don't know                                   | 81    | 36     | 22     | 10        | 17    | 21    | 17   | 3                | 4            | 6            | 9    | 6            | 10   | 6   | 22   | 69       | 7         | 2     | 3   |
|                                              | 3%    | 3%     | 2%     | 3%        | 3%    | 2%    | 2%   | 2%               | 2%           | 2%           | 1%   | 1%           | 1%   | 1%  | 4%   | 3%       | 3%        | 2%    | 4%  |
|                                              |       | b      |        |           |       |       |      |                  |              |              |      |              |      |     | klm  |          |           |       | q   |
|                                              |       | 45%    | 28%    | 12%       | 21%   | 27%   | 21%  | 3%               | 5%           | 7%           | 11%  | 7%           | 12%  | 8%  | 27%  | 85%      | 8%        | 3%    | 4%  |

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

QV11. Do you or does anyone in your household have a smart speaker which can respond to voice commands like “Alexa” or “Hey Google” or “Siri”? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod.  
(MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                      |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                             | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                    | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                        | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                              |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Yes – I use this                             | 1149  | 129             | 162        | 94         | 96        | 96        | 85          | 93            | 54         | 127        | 980      | 170   | 796            | 336         | 607               | 543          |
|                                              | 42%   | 38%             | 42%        | 42%        | 46%       | 38%       | 44%         | 43%           | 44%        | 40%        | 42%      | 46%   | 47%            | 36%         | 45%               | 40%          |
|                                              |       |                 |            |            | a         |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                              |       |                 | 11%        | 14%        | 8%        | 8%        | 7%          | 8%            | 5%         | 11%        | 85%      | 15%   | 69%            | 29%         | 53%               | 47%          |
| Yes – someone else in the household has this | 372   | 47              | 55         | 19         | 28        | 38        | 28          | 27            | 13         | 36         | 332      | 40    | 256            | 105         | 193               | 179          |
|                                              | 14%   | 14%             | 14%        | 9%         | 13%       | 15%       | 15%         | 12%           | 11%        | 11%        | 14%      | 11%   | 15%            | 11%         | 14%               | 13%          |
|                                              |       | c               | c          |            |           | c         | c           |               |            |            | k        |       | m              |             |                   |              |
|                                              |       | 13%             | 15%        | 5%         | 7%        | 10%       | 8%          | 7%            | 4%         | 10%        | 89%      | 11%   | 69%            | 28%         | 52%               | 48%          |
| TOTAL 'YES'                                  | 1364  | 159             | 192        | 105        | 113       | 117       | 103         | 107           | 62         | 150        | 1173     | 191   | 933            | 406         | 710               | 654          |
|                                              | 50%   | 46%             | 49%        | 47%        | 54%       | 47%       | 53%         | 50%           | 51%        | 47%        | 50%      | 51%   | 55%            | 44%         | 52%               | 48%          |
|                                              |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                              |       |                 | 12%        | 14%        | 8%        | 8%        | 9%          | 8%            | 5%         | 11%        | 86%      | 14%   | 68%            | 30%         | 52%               | 48%          |
| No, do not have this at home                 | 1282  | 177             | 181        | 110        | 94        | 125       | 85          | 100           | 58         | 155        | 1108     | 175   | 742            | 498         | 617               | 666          |
|                                              | 47%   | 52%             | 47%        | 50%        | 45%       | 50%       | 44%         | 46%           | 47%        | 48%        | 47%      | 47%   | 44%            | 53%         | 46%               | 49%          |
|                                              |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                                              |       |                 | 14%        | 14%        | 9%        | 7%        | 10%         | 7%            | 8%         | 4%         | 12%      | 14%   | 58%            | 39%         | 48%               | 52%          |
| Don't know                                   | 81    | 6               | 15         | 7          | 1         | 10        | 5           | 8             | 2          | 15         | 74       | 7     | 20             | 28          | 28                | 53           |
|                                              | 3%    | 2%              | 4%         | 3%         | 1%        | 4%        | 3%          | 4%            | 2%         | 5%         | 3%       | 2%    | 1%             | 3%          | 2%                | 4%           |
|                                              |       |                 | d          | d          |           | d         |             | d             |            | ad         |          |       | l              |             | n                 |              |
|                                              |       |                 | 7%         | 18%        | 8%        | 2%        | 12%         | 6%            | 10%        | 3%         | 19%      | 8%    | 25%            | 35%         | 35%               | 65%          |

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

QV11. Do you or does anyone in your household have a smart speaker which can respond to voice commands like "Alexa" or "Hey Google" or "Siri"? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod.  
(MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                              | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|----------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                              |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                      |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                             | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample                    | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                                        | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                              |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| Yes – I use this                             | 1149  | 636          | 473          | 993           | 1054 | 579       | 1138          |
|                                              | 42%   | 49%          | 42%          | 47%           | 48%  | 49%       | 44%           |
|                                              |       | bf           |              | bf            | bf   | bf        |               |
|                                              |       | 55%          | 41%          | 86%           | 92%  | 50%       | 99%           |
| Yes – someone else in the household has this | 372   | 212          | 150          | 318           | 342  | 180       | 366           |
|                                              | 14%   | 16%          | 13%          | 15%           | 16%  | 15%       | 14%           |
|                                              |       | bf           |              |               |      |           |               |
|                                              |       | 57%          | 40%          | 85%           | 92%  | 48%       | 98%           |
| TOTAL 'YES'                                  | 1364  | 756          | 559          | 1170          | 1241 | 671       | 1346          |
|                                              | 50%   | 58%          | 50%          | 55%           | 57%  | 57%       | 52%           |
|                                              |       | bf           |              | bf            | bf   | bf        |               |
|                                              |       | 55%          | 41%          | 86%           | 91%  | 49%       | 99%           |
| No, do not have this at home                 | 1282  | 526          | 543          | 921           | 910  | 497       | 1212          |
|                                              | 47%   | 41%          | 49%          | 44%           | 42%  | 42%       | 47%           |
|                                              |       |              | acde         |               |      |           | acde          |
|                                              |       | 41%          | 42%          | 72%           | 71%  | 39%       | 95%           |
| Don't know                                   | 81    | 15           | 16           | 19            | 24   | 9         | 37            |
|                                              | 3%    | 1%           | 1%           | 1%            | 1%   | 1%        | 1%            |
|                                              |       |              |              |               |      |           | e             |
|                                              |       | 18%          | 20%          | 23%           | 29%  | 11%       | 46%           |

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



## QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                              | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                      |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                             | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                                                    | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                                                        | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                                                              |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker | 467   | 255    | 207    | 34        | 107   | 185   | 138  | 18               | 28           | 49           | 248  | 173          | 101  | 100 | 78   | 408      | 26        | 22    | 11  |
|                                                                                                                                              | 17%   | 20%    | 15%    | 12%       | 18%   | 20%   | 15%  | 13%              | 13%          | 15%          | 20%  | 22%          | 14%  | 22% | 13%  | 18%      | 11%       | 16%   | 13% |
|                                                                                                                                              |       | b      |        |           | c     | cf    |      |                  |              |              | ghi  | ln           |      | ln  |      | pr       |           | p     |     |
|                                                                                                                                              |       | 55%    | 44%    | 7%        | 23%   | 40%   | 30%  | 4%               | 6%           | 10%          | 53%  | 37%          | 22%  | 21% | 17%  | 87%      | 6%        | 5%    | 2%  |
| Smart lighting which you can control remotely using an app on your mobile phone or smart speaker                                             | 392   | 214    | 174    | 49        | 92    | 154   | 93   | 18               | 20           | 50           | 219  | 135          | 108  | 70  | 69   | 331      | 35        | 18    | 9   |
|                                                                                                                                              | 14%   | 17%    | 12%    | 17%       | 16%   | 17%   | 10%  | 12%              | 10%          | 15%          | 18%  | 17%          | 15%  | 15% | 11%  | 15%      | 14%       | 13%   | 11% |
|                                                                                                                                              |       | b      |        | f         | f     | f     |      |                  |              | h            | gh   | n            | n    |     |      | r        |           |       |     |
|                                                                                                                                              |       | 54%    | 44%    | 12%       | 23%   | 39%   | 24%  | 5%               | 5%           | 13%          | 56%  | 34%          | 27%  | 18% | 18%  | 84%      | 9%        | 5%    | 2%  |
| Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app                                  | 309   | 177    | 128    | 26        | 70    | 121   | 88   | 12               | 18           | 32           | 189  | 118          | 81   | 54  | 49   | 249      | 37        | 15    | 8   |
|                                                                                                                                              | 11%   | 14%    | 9%     | 9%        | 12%   | 13%   | 10%  | 8%               | 9%           | 10%          | 15%  | 15%          | 11%  | 12% | 8%   | 11%      | 15%       | 11%   | 10% |
|                                                                                                                                              |       | b      |        |           |       | cf    |      |                  |              |              | ghi  | ln           | n    | n   |      |          | or        |       |     |
|                                                                                                                                              |       | 57%    | 42%    | 9%        | 23%   | 39%   | 28%  | 4%               | 6%           | 10%          | 61%  | 38%          | 26%  | 17% | 16%  | 81%      | 12%       | 5%    | 3%  |
| Smart heating which you can control remotely using an app on your mobile phone or smart speaker                                              | 299   | 159    | 135    | 17        | 70    | 114   | 95   | 12               | 9            | 23           | 196  | 135          | 77   | 47  | 34   | 245      | 32        | 16    | 5   |
|                                                                                                                                              | 11%   | 13%    | 10%    | 6%        | 12%   | 12%   | 11%  | 8%               | 4%           | 7%           | 16%  | 17%          | 10%  | 10% | 6%   | 11%      | 13%       | 12%   | 7%  |
|                                                                                                                                              |       | b      |        |           | c     | c     | c    |                  |              |              | ghi  | lmn          | n    | n   |      | r        | r         | r     |     |
|                                                                                                                                              |       | 53%    | 45%    | 6%        | 23%   | 38%   | 32%  | 4%               | 3%           | 8%           | 66%  | 45%          | 26%  | 16% | 11%  | 82%      | 11%       | 5%    | 2%  |

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

## QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                                                           | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                                                                                  | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                                                                                      | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                                                                                            |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Smart bathroom scales which work with an app to keep a record of measurements and set goals                                                                                | 173   | 90     | 82     | 20        | 56    | 68    | 29   | 7                | 13           | 22           | 102  | 69           | 55   | 22  | 24   | 139      | 22        | 7     | 5   |
|                                                                                                                                                                            | 6%    | 7%     | 6%     | 7%        | 10%   | 7%    | 3%   | 5%               | 6%           | 7%           | 8%   | 9%           | 7%   | 5%  | 4%   | 6%       | 9%        | 5%    | 6%  |
|                                                                                                                                                                            |       |        |        | f         | f     | f     |      |                  |              |              |      | mn           | n    |     |      |          |           |       |     |
|                                                                                                                                                                            |       | 52%    | 47%    | 12%       | 32%   | 39%   | 17%  | 4%               | 7%           | 13%          | 59%  | 40%          | 32%  | 13% | 14%  | 80%      | 13%       | 4%    | 3%  |
| Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet | 121   | 62     | 59     | 12        | 33    | 43    | 32   | 8                | 10           | 15           | 60   | 45           | 28   | 19  | 25   | 103      | 11        | 4     | 3   |
|                                                                                                                                                                            | 4%    | 5%     | 4%     | 4%        | 6%    | 5%    | 4%   | 5%               | 5%           | 5%           | 5%   | 6%           | 4%   | 4%  | 4%   | 5%       | 5%        | 3%    | 4%  |
|                                                                                                                                                                            |       |        |        |           | f     |       |      |                  |              |              |      | l            |      |     |      |          |           |       |     |
|                                                                                                                                                                            |       | 51%    | 48%    | 10%       | 27%   | 36%   | 27%  | 7%               | 8%           | 13%          | 50%  | 38%          | 23%  | 16% | 21%  | 85%      | 9%        | 3%    | 3%  |
| Smart baby monitors which you can view and talk through on your mobile phone or smart speaker                                                                              | 75    | 41     | 33     | 7         | 41    | 24    | 2    | 5                | 2            | 12           | 42   | 18           | 19   | 27  | 8    | 64       | 5         | 5     | 2   |
|                                                                                                                                                                            | 3%    | 3%     | 2%     | 3%        | 7%    | 3%    | *%   | 3%               | 1%           | 4%           | 3%   | 2%           | 3%   | 6%  | 1%   | 3%       | 2%        | 3%    | 2%  |
|                                                                                                                                                                            |       |        |        | f         | cef   | f     |      |                  |              | h            |      |              | n    | kl  |      |          |           |       |     |
|                                                                                                                                                                            |       | 54%    | 43%    | 10%       | 54%   | 31%   | 2%   | 6%               | 3%           | 16%          | 56%  | 23%          | 25%  | 36% | 10%  | 85%      | 6%        | 6%    | 3%  |
| Smart smoke alarms which send an alert to your phone                                                                                                                       | 47    | 29     | 16     | 3         | 13    | 20    | 10   | 3                | 1            | 5            | 22   | 21           | 10   | 8   | 5    | 43       | 2         | 1     | 1   |
|                                                                                                                                                                            | 2%    | 2%     | 1%     | 1%        | 2%    | 2%    | 1%   | 2%               | 1%           | 1%           | 2%   | 3%           | 1%   | 2%  | 1%   | 2%       | 1%        | 1%    | 2%  |
|                                                                                                                                                                            |       | b      |        |           |       | f     |      |                  |              |              |      | ln           |      |     |      |          |           |       |     |
|                                                                                                                                                                            |       | 62%    | 35%    | 7%        | 28%   | 43%   | 20%  | 7%               | 3%           | 10%          | 47%  | 44%          | 22%  | 18% | 10%  | 91%      | 5%        | 2%    | 3%  |
| Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping                                                                          | 17    | 10     | 6      | 4         | 6     | 5     | -    | 3                | -            | 3            | 2    | 4            | 4    | 3   | 5    | 16       | -         | -     | *   |
|                                                                                                                                                                            | 1%    | 1%     | *%     | 1%        | 1%    | 1%    | -%   | 2%               | -%           | 1%           | *%   | *%           | 1%   | 1%  | 1%   | 1%       | -%        | -%    | 1%  |
|                                                                                                                                                                            |       |        |        | f         | f     | f     |      | hj               |              | j            |      |              |      |     |      |          |           |       |     |
|                                                                                                                                                                            |       | 57%    | 36%    | 25%       | 36%   | 32%   | -%   | 21%              | -%           | 16%          | 13%  | 21%          | 26%  | 19% | 27%  | 97%      | -%        | -%    | 3%  |

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

## QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total            | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample   | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                       | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                             |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| ANY OF THESE SMART DEVICES  | 1010  | 513    | 487    | 99        | 270   | 361   | 273  | 44               | 59           | 116          | 556  | 350          | 265  | 183 | 178  | 849      | 87        | 48    | 27  |
|                             | 37%   | 40%    | 35%    | 34%       | 46%   | 40%   | 30%  | 30%              | 28%          | 35%          | 45%  | 45%          | 36%  | 40% | 29%  | 38%      | 35%       | 36%   | 33% |
|                             |       | b      |        |           | cef   | f     |      |                  |              |              | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                             |       | 51%    | 48%    | 10%       | 27%   | 36%   | 27%  | 4%               | 6%           | 11%          | 55%  | 35%          | 26%  | 18% | 18%  | 84%      | 9%        | 5%    | 3%  |
| ANY 'SMART HOME' TECHNOLOGY | 892   | 467    | 416    | 82        | 226   | 328   | 251  | 38               | 49           | 101          | 492  | 312          | 227  | 169 | 156  | 751      | 77        | 42    | 22  |
|                             | 33%   | 37%    | 30%    | 28%       | 39%   | 36%   | 28%  | 26%              | 24%          | 31%          | 40%  | 40%          | 31%  | 36% | 26%  | 33%      | 31%       | 31%   | 28% |
|                             |       | b      |        |           | cf    | cf    |      |                  |              |              | ghi  | ln           | n    | ln  |      | r        |           |       |     |
|                             |       | 52%    | 47%    | 9%        | 25%   | 37%   | 28%  | 4%               | 6%           | 11%          | 55%  | 35%          | 25%  | 19% | 18%  | 84%      | 9%        | 5%    | 3%  |
| None of these               | 1615  | 709    | 883    | 169       | 291   | 521   | 614  | 101              | 144          | 207          | 665  | 416          | 456  | 273 | 398  | 1323     | 157       | 85    | 51  |
|                             | 59%   | 56%    | 63%    | 59%       | 50%   | 57%   | 68%  | 69%              | 69%          | 63%          | 54%  | 54%          | 62%  | 59% | 65%  | 58%      | 63%       | 63%   | 63% |
|                             |       |        | a      | d         |       | d     | cde  | j                | j            | j            |      |              | k    |     | km   |          |           |       |     |
|                             |       | 44%    | 55%    | 10%       | 18%   | 32%   | 38%  | 6%               | 9%           | 13%          | 41%  | 26%          | 28%  | 17% | 25%  | 82%      | 10%       | 5%    | 3%  |
| Don't know                  | 101   | 46     | 32     | 20        | 22    | 30    | 14   | 1                | 5            | 7            | 8    | 5            | 15   | 7   | 35   | 90       | 6         | 2     | 4   |
|                             | 4%    | 4%     | 2%     | 7%        | 4%    | 3%    | 2%   | 1%               | 3%           | 2%           | 1%   | 1%           | 2%   | 2%  | 6%   | 4%       | 2%        | 2%    | 4%  |
|                             |       | b      |        | def       | f     | f     |      | j                | j            | j            |      |              | k    |     | klm  | q        |           |       | q   |
|                             |       | 45%    | 31%    | 19%       | 21%   | 29%   | 14%  | 1%               | 5%           | 6%           | 8%   | 5%           | 15%  | 7%  | 35%  | 89%      | 6%        | 2%    | 3%  |

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

## QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                                      |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                             | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                                                    | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                                                        | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                                                              |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker | 467   | 79              | 67         | 27         | 44        | 43        | 39          | 44            | 20         | 45         | 404      | 63    | 321            | 133         | 265               | 202          |
|                                                                                                                                              | 17%   | 23%             | 17%        | 12%        | 21%       | 17%       | 20%         | 20%           | 17%        | 14%        | 17%      | 17%   | 19%            | 14%         | 20%               | 15%          |
|                                                                                                                                              |       | ci              |            |            | ci        |           | c           | ci            |            |            |          |       | m              |             | o                 |              |
|                                                                                                                                              |       | 17%             | 14%        | 6%         | 9%        | 9%        | 8%          | 9%            | 4%         | 10%        | 87%      | 13%   | 69%            | 29%         | 57%               | 43%          |
| Smart lighting which you can control remotely using an app on your mobile phone or smart speaker                                             | 392   | 52              | 72         | 25         | 37        | 30        | 30          | 33            | 18         | 32         | 341      | 51    | 288            | 93          | 211               | 182          |
|                                                                                                                                              | 14%   | 15%             | 19%        | 11%        | 18%       | 12%       | 15%         | 15%           | 15%        | 10%        | 14%      | 14%   | 17%            | 10%         | 16%               | 13%          |
|                                                                                                                                              |       |                 | cei        |            | cei       |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                                              |       | 13%             | 18%        | 6%         | 10%       | 8%        | 8%          | 8%            | 5%         | 8%         | 87%      | 13%   | 73%            | 24%         | 54%               | 46%          |
| Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app                                  | 309   | 30              | 54         | 24         | 23        | 24        | 23          | 33            | 13         | 26         | 268      | 42    | 230            | 73          | 180               | 129          |
|                                                                                                                                              | 11%   | 9%              | 14%        | 11%        | 11%       | 10%       | 12%         | 15%           | 11%        | 8%         | 11%      | 11%   | 14%            | 8%          | 13%               | 9%           |
|                                                                                                                                              |       |                 | ai         |            |           |           |             | aei           |            |            |          |       | m              |             | o                 |              |
|                                                                                                                                              |       | 10%             | 17%        | 8%         | 7%        | 8%        | 7%          | 11%           | 4%         | 8%         | 87%      | 13%   | 74%            | 24%         | 58%               | 42%          |
| Smart heating which you can control remotely using an app on your mobile phone or smart speaker                                              | 299   | 40              | 45         | 20         | 19        | 23        | 16          | 27            | 11         | 44         | 267      | 31    | 222            | 69          | 190               | 108          |
|                                                                                                                                              | 11%   | 12%             | 12%        | 9%         | 9%        | 9%        | 8%          | 12%           | 9%         | 14%        | 11%      | 8%    | 13%            | 7%          | 14%               | 8%           |
|                                                                                                                                              |       |                 |            |            |           |           |             |               |            | f          |          |       | m              |             | o                 |              |
|                                                                                                                                              |       | 13%             | 15%        | 7%         | 6%        | 8%        | 5%          | 9%            | 4%         | 15%        | 89%      | 11%   | 74%            | 23%         | 64%               | 36%          |

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

## QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                                                           | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                                                                                  | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                                                                                      | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Smart bathroom scales which work with an app to keep a record of measurements and set goals                                                                                | 173   | 24              | 26         | 10         | 13        | 16        | 12          | 10            | 7          | 20         | 158      | 15    | 132            | 38          | 84                | 89           |
|                                                                                                                                                                            | 6%    | 7%              | 7%         | 5%         | 6%        | 6%        | 6%          | 5%            | 6%         | 6%         | 7%       | 4%    | 8%             | 4%          | 6%                | 6%           |
|                                                                                                                                                                            |       | 14%             | 15%        | 6%         | 7%        | 9%        | 7%          | 6%            | 4%         | 11%        | 91%      | 9%    | 76%            | 22%         | 48%               | 52%          |
| Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet | 121   | 16              | 24         | 6          | 8         | 10        | 10          | 13            | 5          | 9          | 104      | 17    | 82             | 36          | 54                | 68           |
|                                                                                                                                                                            | 4%    | 5%              | 6%         | 3%         | 4%        | 4%        | 5%          | 6%            | 4%         | 3%         | 4%       | 5%    | 5%             | 4%          | 4%                | 5%           |
|                                                                                                                                                                            |       | 13%             | 20%        | 5%         | 6%        | 9%        | 9%          | 11%           | 4%         | 7%         | 86%      | 14%   | 67%            | 30%         | 44%               | 56%          |
| Smart baby monitors which you can view and talk through on your mobile phone or smart speaker                                                                              | 75    | 8               | 13         | 3          | 1         | 8         | 8           | 6             | 4          | 11         | 70       | 5     | 55             | 17          | 32                | 43           |
|                                                                                                                                                                            | 3%    | 2%              | 3%         | 1%         | 1%        | 3%        | 4%          | 3%            | 3%         | 4%         | 3%       | 1%    | 3%             | 2%          | 2%                | 3%           |
|                                                                                                                                                                            |       | 11%             | 18%        | 4%         | 2%        | 11%       | 10%         | 8%            | 5%         | 15%        | 94%      | 6%    | 73%            | 22%         | 43%               | 57%          |
| Smart smoke alarms which send an alert to your phone                                                                                                                       | 47    | 11              | 13         | -          | 4         | 5         | 4           | 3             | 1          | 3          | 38       | 9     | 30             | 13          | 27                | 20           |
|                                                                                                                                                                            | 2%    | 3%              | 3%         | -%         | 2%        | 2%        | 2%          | 2%            | 1%         | 1%         | 2%       | 2%    | 2%             | 1%          | 2%                | 1%           |
|                                                                                                                                                                            |       | chi             | chi        |            | c         | c         | c           | c             |            |            |          |       |                |             |                   |              |
|                                                                                                                                                                            |       | 23%             | 27%        | -%         | 8%        | 10%       | 8%          | 7%            | 2%         | 6%         | 81%      | 19%   | 64%            | 27%         | 57%               | 43%          |

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

## QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |     |     |
|---------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|-----|-----|
|                                                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |     |     |
| Significance Level: 95%                                                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |     |     |
| Unweighted total                                                                                  | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |     |     |
| Effective Weighted Sample                                                                         | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |     |     |
| Total                                                                                             | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |     |     |
|                                                                                                   |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |     |     |
| Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping | 17    | 5               | 2          | -          | *         | 2         | 2           | 2             | 1          | 3          | 16       | 1     | 9              | 4           | 4                 | 13          |     |     |
|                                                                                                   | 1%    | 1%              | 1%         | 0%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%          |     |     |
|                                                                                                   |       | c               |            |            |           |           |             |               |            |            |          |       |                |             |                   | n           |     |     |
|                                                                                                   |       | 28%             | 11%        | 0%         | 2%        | 9%        | 13%         | 10%           | 3%         | 20%        | 94%      | 6%    | 56%            | 26%         | 26%               | 74%         |     |     |
| ANY OF THESE SMART DEVICES                                                                        | 1010  | 139             | 160        | 71         | 88        | 89        | 74          | 82            | 42         | 103        | 882      | 129   | 712            | 272         | 545               | 465         |     |     |
|                                                                                                   | 37%   | 41%             | 41%        | 32%        | 42%       | 35%       | 38%         | 38%           | 34%        | 32%        | 37%      | 35%   | 42%            | 29%         | 40%               | 34%         |     |     |
|                                                                                                   |       | ci              | ci         |            | ci        |           |             |               |            |            |          |       | m              |             | o                 |             |     |     |
|                                                                                                   |       | 14%             | 16%        | 7%         | 9%        | 9%        | 7%          | 8%            | 4%         | 10%        | 87%      | 13%   | 70%            | 27%         | 54%               | 46%         |     |     |
| ANY 'SMART HOME' TECHNOLOGY                                                                       | 892   | 127             | 138        | 61         | 80        | 81        | 62          | 75            | 37         | 90         | 780      | 112   | 630            | 238         | 491               | 401         |     |     |
|                                                                                                   | 33%   | 37%             | 36%        | 28%        | 39%       | 32%       | 32%         | 35%           | 30%        | 28%        | 33%      | 30%   | 37%            | 26%         | 36%               | 29%         |     |     |
|                                                                                                   |       | ci              | ci         |            | chi       |           |             |               |            |            |          |       | m              |             | o                 |             |     |     |
|                                                                                                   |       | 14%             | 15%        | 7%         | 9%        | 9%        | 7%          | 8%            | 4%         | 10%        | 87%      | 13%   | 71%            | 27%         | 55%               | 45%         |     |     |
| None of these                                                                                     | 1615  | 194             | 210        | 144        | 117       | 147       | 109         | 126           | 74         | 200        | 1379     | 236   | 957            | 619         | 774               | 842         |     |     |
|                                                                                                   | 59%   | 57%             | 54%        | 65%        | 56%       | 58%       | 57%         | 59%           | 61%        | 62%        | 59%      | 64%   | 56%            | 66%         | 57%               | 61%         |     |     |
|                                                                                                   |       |                 |            | abdf       |           |           |             |               |            | b          |          | j     |                | l           |                   | n           |     |     |
|                                                                                                   |       |                 |            | 12%        | 13%       | 9%        | 7%          | 9%            | 7%         | 8%         | 5%       | 12%   | 85%            | 15%         | 59%               | 38%         | 48% | 52% |
| Don't know                                                                                        | 101   | 8               | 17         | 6          | 3         | 15        | 10          | 7             | 5          | 18         | 95       | 7     | 26             | 40          | 35                | 66          |     |     |
|                                                                                                   | 4%    | 2%              | 4%         | 3%         | 2%        | 6%        | 5%          | 3%            | 4%         | 6%         | 4%       | 2%    | 2%             | 4%          | 3%                | 5%          |     |     |
|                                                                                                   |       |                 | d          |            |           | ad        | d           |               | d          | d          | k        |       |                | l           |                   | n           |     |     |
|                                                                                                   |       | 8%              | 17%        | 6%         | 3%        | 15%       | 9%          | 7%            | 5%         | 17%        | 93%      | 7%    | 26%            | 40%         | 35%               | 65%         |     |     |

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

## QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                              | Total      | TV SERVICES             |                        |                        |                        | YOUTUBE                |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
|                                                                                                                                              |            | PAID TRAD<br>TV<br>a    | FREE TRAD<br>TV<br>b   | FREE<br>CATCH-UP<br>c  | SVOD<br>d              | SERV-<br>ICES<br>e     | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                      |            |                         |                        |                        |                        |                        |                        |
| Unweighted total                                                                                                                             | 4805       | 2292                    | 1983                   | 3752                   | 3860                   | 2105                   | 4617                   |
| Effective Weighted Sample                                                                                                                    | 3295       | 1574                    | 1368                   | 2622                   | 2677                   | 1471                   | 3193                   |
| Total                                                                                                                                        | 2727       | 1297<br>48%             | 1118<br>41%            | 2110<br>77%            | 2174<br>80%            | 1176<br>43%            | 2595<br>95%            |
| Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker | 467<br>17% | 269<br>21%<br>bf<br>58% | 196<br>17%<br>b<br>42% | 392<br>19%<br>c<br>84% | 424<br>20%<br>d<br>91% | 233<br>20%<br>e<br>50% | 462<br>18%<br>f<br>99% |
| Smart lighting which you can control remotely using an app on your mobile phone or smart speaker                                             | 392<br>14% | 216<br>17%<br>b<br>55%  | 156<br>14%<br>b<br>40% | 336<br>16%<br>c<br>86% | 368<br>17%<br>d<br>94% | 221<br>19%<br>e<br>56% | 389<br>15%<br>f<br>99% |
| Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app                                  | 309<br>11% | 181<br>14%<br>f<br>59%  | 143<br>13%<br>b<br>46% | 280<br>13%<br>c<br>91% | 294<br>14%<br>d<br>95% | 173<br>15%<br>e<br>56% | 307<br>12%<br>f<br>99% |
| Smart heating which you can control remotely using an app on your mobile phone or smart speaker                                              | 299<br>11% | 159<br>12%<br>53%       | 138<br>12%<br>46%      | 263<br>12%<br>88%      | 274<br>13%<br>92%      | 142<br>12%<br>48%      | 296<br>11%<br>99%      |

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

## QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                                            | Total | TV SERVICES          |                      |                       |           |      | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|------|--------------------------|-------------------|
|                                                                                                                                                                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d |      |                          |                   |
| Significance Level: 95%                                                                                                                                                    |       |                      |                      |                       |           |      | e                        | f                 |
| Unweighted total                                                                                                                                                           | 4805  | 2292                 | 1983                 | 3752                  | 3860      | 2105 |                          | 4617              |
| Effective Weighted Sample                                                                                                                                                  | 3295  | 1574                 | 1368                 | 2622                  | 2677      | 1471 |                          | 3193              |
| Total                                                                                                                                                                      | 2727  | 1297                 | 1118                 | 2110                  | 2174      | 1176 |                          | 2595              |
|                                                                                                                                                                            |       | 48%                  | 41%                  | 77%                   | 80%       | 43%  |                          | 95%               |
| Smart bathroom scales which work with an app to keep a record of measurements and set goals                                                                                | 173   | 92                   | 61                   | 150                   | 168       | 96   |                          | 173               |
|                                                                                                                                                                            | 6%    | 7%                   | 5%                   | 7%                    | 8%        | 8%   |                          | 7%                |
|                                                                                                                                                                            |       |                      |                      |                       | b         | b    |                          |                   |
|                                                                                                                                                                            |       | 53%                  | 35%                  | 86%                   | 97%       | 55%  |                          | 100%              |
| Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet | 121   | 73                   | 46                   | 102                   | 116       | 68   |                          | 119               |
|                                                                                                                                                                            | 4%    | 6%                   | 4%                   | 5%                    | 5%        | 6%   |                          | 5%                |
|                                                                                                                                                                            |       |                      |                      |                       |           | b    |                          |                   |
|                                                                                                                                                                            |       | 60%                  | 38%                  | 84%                   | 96%       | 56%  |                          | 98%               |
| Smart baby monitors which you can view and talk through on your mobile phone or smart speaker                                                                              | 75    | 43                   | 31                   | 63                    | 69        | 34   |                          | 74                |
|                                                                                                                                                                            | 3%    | 3%                   | 3%                   | 3%                    | 3%        | 3%   |                          | 3%                |
|                                                                                                                                                                            |       | 57%                  | 41%                  | 84%                   | 92%       | 45%  |                          | 98%               |
| Smart smoke alarms which send an alert to your phone                                                                                                                       | 47    | 28                   | 16                   | 37                    | 39        | 24   |                          | 46                |
|                                                                                                                                                                            | 2%    | 2%                   | 1%                   | 2%                    | 2%        | 2%   |                          | 2%                |
|                                                                                                                                                                            |       | 60%                  | 35%                  | 78%                   | 83%       | 52%  |                          | 97%               |
| Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping                                                                          | 17    | 10                   | 8                    | 12                    | 13        | 9    |                          | 16                |
|                                                                                                                                                                            | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%   |                          | 1%                |
|                                                                                                                                                                            |       | 58%                  | 50%                  | 73%                   | 79%       | 54%  |                          | 94%               |

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



## QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                             | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|-----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                             |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%     |       |                      |                      |                       |           |                    |                        |
| Unweighted total            | 4805  | 2292                 | 1983                 | 3752                  | 3860      | 2105               | 4617                   |
| Effective Weighted Sample   | 3295  | 1574                 | 1368                 | 2622                  | 2677      | 1471               | 3193                   |
| Total                       | 2727  | 1297                 | 1118                 | 2110                  | 2174      | 1176               | 2595                   |
|                             |       | 48%                  | 41%                  | 77%                   | 80%       | 43%                | 95%                    |
| ANY OF THESE SMART DEVICES  | 1010  | 551                  | 413                  | 850                   | 926       | 496                | 999                    |
|                             | 37%   | 43%                  | 37%                  | 40%                   | 43%       | 42%                | 38%                    |
|                             |       | bf                   | b                    | bf                    | bf        | bf                 |                        |
|                             |       | 55%                  | 41%                  | 84%                   | 92%       | 49%                | 99%                    |
| ANY 'SMART HOME' TECHNOLOGY | 892   | 493                  | 378                  | 753                   | 814       | 441                | 883                    |
|                             | 33%   | 38%                  | 34%                  | 36%                   | 37%       | 37%                | 34%                    |
|                             |       | bf                   | bf                   | bf                    | bf        | bf                 |                        |
|                             |       | 55%                  | 42%                  | 84%                   | 91%       | 49%                | 99%                    |
| None of these               | 1615  | 724                  | 688                  | 1237                  | 1211      | 667                | 1544                   |
|                             | 59%   | 56%                  | 62%                  | 59%                   | 56%       | 57%                | 59%                    |
|                             |       |                      | ade                  | d                     |           |                    | ad                     |
|                             |       | 45%                  | 43%                  | 77%                   | 75%       | 41%                | 96%                    |
| Don't know                  | 101   | 21                   | 17                   | 22                    | 37        | 12                 | 53                     |
|                             | 4%    | 2%                   | 1%                   | 1%                    | 2%        | 1%                 | 2%                     |
|                             |       |                      |                      | c                     | c         |                    | ce                     |
|                             |       | 21%                  | 16%                  | 22%                   | 37%       | 12%                | 52%                    |

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

## QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                              | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                      |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                             | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                                                    | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                                                        | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                                                              |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker | 400   | 230    | 166    | 25        | 91    | 164   | 118  | 15               | 21           | 43           | 223  | 154          | 88   | 82  | 63   | 351      | 21        | 20    | 8   |
|                                                                                                                                              | 15%   | 18%    | 12%    | 9%        | 16%   | 18%   | 13%  | 11%              | 10%          | 13%          | 18%  | 20%          | 12%  | 18% | 10%  | 16%      | 8%        | 15%   | 10% |
|                                                                                                                                              |       | b      |        |           | c     | cf    | c    |                  |              |              | ghi  | ln           |      | ln  |      | pr       |           | pr    |     |
|                                                                                                                                              |       | 58%    | 42%    | 6%        | 23%   | 41%   | 30%  | 4%               | 5%           | 11%          | 56%  | 39%          | 22%  | 21% | 16%  | 88%      | 5%        | 5%    | 2%  |
| Smart lighting which you can control remotely using an app on your mobile phone or smart speaker                                             | 330   | 188    | 139    | 35        | 83    | 133   | 76   | 14               | 14           | 43           | 192  | 117          | 87   | 61  | 57   | 281      | 29        | 14    | 7   |
|                                                                                                                                              | 12%   | 15%    | 10%    | 12%       | 14%   | 15%   | 8%   | 10%              | 7%           | 13%          | 16%  | 15%          | 12%  | 13% | 9%   | 12%      | 12%       | 11%   | 8%  |
|                                                                                                                                              |       | b      |        | f         | f     | f     |      |                  |              | h            | gh   | ln           |      | n   |      | r        |           |       |     |
|                                                                                                                                              |       | 57%    | 42%    | 11%       | 25%   | 40%   | 23%  | 4%               | 4%           | 13%          | 58%  | 35%          | 26%  | 18% | 17%  | 85%      | 9%        | 4%    | 2%  |
| Smart heating which you can control remotely using an app on your mobile phone or smart speaker                                              | 267   | 147    | 117    | 9         | 67    | 105   | 85   | 11               | 7            | 20           | 180  | 126          | 68   | 40  | 29   | 219      | 27        | 15    | 5   |
|                                                                                                                                              | 10%   | 12%    | 8%     | 3%        | 11%   | 12%   | 9%   | 8%               | 3%           | 6%           | 15%  | 16%          | 9%   | 9%  | 5%   | 10%      | 11%       | 11%   | 6%  |
|                                                                                                                                              |       | b      |        | c         | c     | c     |      | h                |              |              | ghi  | lmn          | n    | n   |      | r        | r         | r     |     |
|                                                                                                                                              |       | 55%    | 44%    | 4%        | 25%   | 39%   | 32%  | 4%               | 2%           | 8%           | 67%  | 47%          | 25%  | 15% | 11%  | 82%      | 10%       | 6%    | 2%  |
| Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app                                  | 263   | 160    | 99     | 18        | 59    | 107   | 76   | 11               | 14           | 27           | 164  | 102          | 68   | 45  | 41   | 213      | 30        | 13    | 7   |
|                                                                                                                                              | 10%   | 13%    | 7%     | 6%        | 10%   | 12%   | 8%   | 8%               | 7%           | 8%           | 13%  | 13%          | 9%   | 10% | 7%   | 9%       | 12%       | 10%   | 8%  |
|                                                                                                                                              |       | b      |        |           | c     | cf    |      |                  |              |              | ghi  | ln           | n    |     |      |          |           |       |     |
|                                                                                                                                              |       | 61%    | 38%    | 7%        | 22%   | 41%   | 29%  | 4%               | 5%           | 10%          | 62%  | 39%          | 26%  | 17% | 16%  | 81%      | 12%       | 5%    | 3%  |

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

## QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                                                           | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                                                                                  | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                                                                                      | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                                                                                            |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Smart bathroom scales which work with an app to keep a record of measurements and set goals                                                                                | 133   | 71     | 61     | 11        | 46    | 53    | 23   | 6                | 8            | 13           | 84   | 61           | 42   | 14  | 15   | 107      | 18        | 5     | 4   |
|                                                                                                                                                                            | 5%    | 6%     | 4%     | 4%        | 8%    | 6%    | 3%   | 4%               | 4%           | 4%           | 7%   | 8%           | 6%   | 3%  | 2%   | 5%       | 7%        | 4%    | 5%  |
|                                                                                                                                                                            |       |        |        |           | cf    | f     |      |                  |              |              | i    | lmn          | mn   |     |      |          |           |       |     |
|                                                                                                                                                                            |       | 53%    | 46%    | 8%        | 34%   | 40%   | 17%  | 4%               | 6%           | 10%          | 63%  | 46%          | 31%  | 10% | 11%  | 80%      | 13%       | 4%    | 3%  |
| Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet | 103   | 53     | 49     | 10        | 28    | 36    | 29   | 7                | 9            | 14           | 54   | 38           | 20   | 18  | 23   | 87       | 10        | 3     | 3   |
|                                                                                                                                                                            | 4%    | 4%     | 3%     | 4%        | 5%    | 4%    | 3%   | 5%               | 4%           | 4%           | 4%   | 5%           | 3%   | 4%  | 4%   | 4%       | 4%        | 2%    | 3%  |
|                                                                                                                                                                            |       |        |        |           |       |       |      |                  |              |              |      | l            |      |     |      |          |           |       |     |
|                                                                                                                                                                            |       | 52%    | 48%    | 10%       | 27%   | 35%   | 28%  | 7%               | 8%           | 14%          | 53%  | 37%          | 19%  | 18% | 22%  | 85%      | 10%       | 3%    | 3%  |
| Smart baby monitors which you can view and talk through on your mobile phone or smart speaker                                                                              | 55    | 28     | 26     | 5         | 31    | 17    | 1    | 4                | 1            | 7            | 35   | 13           | 15   | 22  | 6    | 45       | 4         | 4     | 2   |
|                                                                                                                                                                            | 2%    | 2%     | 2%     | 2%        | 5%    | 2%    | 1%   | 3%               | 1%           | 2%           | 3%   | 2%           | 2%   | 5%  | 1%   | 2%       | 2%        | 3%    | 2%  |
|                                                                                                                                                                            |       |        |        | f         | cef   | f     |      |                  |              |              | h    |              |      | kln |      |          |           |       |     |
|                                                                                                                                                                            |       | 52%    | 48%    | 8%        | 57%   | 31%   | 3%   | 7%               | 2%           | 13%          | 64%  | 23%          | 27%  | 40% | 10%  | 82%      | 7%        | 7%    | 4%  |
| Smart smoke alarms which send an alert to your phone                                                                                                                       | 35    | 27     | 7      | 2         | 10    | 14    | 8    | 3                | 1            | 4            | 18   | 17           | 8    | 6   | 2    | 32       | 1         | *     | 1   |
|                                                                                                                                                                            | 1%    | 2%     | 1%     | 1%        | 2%    | 2%    | 1%   | 2%               | 1%           | 1%           | 1%   | 2%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                                                                                                                                            |       | b      |        |           |       |       |      |                  |              |              |      | ln           |      |     |      | q        |           |       |     |
|                                                                                                                                                                            |       | 77%    | 20%    | 6%        | 30%   | 40%   | 22%  | 7%               | 2%           | 11%          | 53%  | 50%          | 23%  | 18% | 7%   | 93%      | 4%        | 1%    | 2%  |
| Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping                                                                          | 10    | 8      | 2      | 1         | 5     | 4     | -    | 2                | -            | 3            | 2    | 3            | 3    | 2   | 1    | 9        | -         | -     | *   |
|                                                                                                                                                                            | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 0%   | 1%               | 0%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 0%        | 0%    | 1%  |
|                                                                                                                                                                            |       | b      |        | f         | f     | f     |      | j                |              | j            |      |              |      |     |      |          |           |       |     |
|                                                                                                                                                                            |       | 81%    | 19%    | 15%       | 47%   | 37%   | 0%   | 20%              | 0%           | 29%          | 17%  | 34%          | 29%  | 22% | 15%  | 95%      | 0%        | 0%    | 5%  |

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

## QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total            | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample   | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                       | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                             |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| ANY OF THESE SMART DEVICES  | 884   | 461    | 416    | 74        | 241   | 324   | 241  | 37               | 47           | 104          | 505  | 321          | 232  | 156 | 150  | 743      | 75        | 42    | 23  |
|                             | 32%   | 36%    | 30%    | 26%       | 41%   | 36%   | 27%  | 26%              | 22%          | 32%          | 41%  | 42%          | 32%  | 34% | 25%  | 33%      | 30%       | 31%   | 29% |
|                             |       | b      |        |           | cef   | cf    |      |                  |              | h            | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                             |       | 52%    | 47%    | 8%        | 27%   | 37%   | 27%  | 4%               | 5%           | 12%          | 57%  | 36%          | 26%  | 18% | 17%  | 84%      | 8%        | 5%    | 3%  |
| ANY 'SMART HOME' TECHNOLOGY | 780   | 424    | 349    | 59        | 202   | 294   | 221  | 31               | 39           | 91           | 447  | 285          | 198  | 144 | 131  | 659      | 65        | 37    | 19  |
|                             | 29%   | 33%    | 25%    | 21%       | 35%   | 32%   | 25%  | 21%              | 19%          | 28%          | 36%  | 37%          | 27%  | 31% | 21%  | 29%      | 26%       | 28%   | 23% |
|                             |       | b      |        |           | cf    | cf    |      |                  |              | h            | ghi  | lmn          | n    | n   |      | r        |           |       |     |
|                             |       | 54%    | 45%    | 8%        | 26%   | 38%   | 28%  | 4%               | 5%           | 12%          | 57%  | 37%          | 25%  | 19% | 17%  | 85%      | 8%        | 5%    | 2%  |
| None of these               | 1734  | 758    | 949    | 192       | 319   | 554   | 646  | 108              | 155          | 217          | 716  | 445          | 487  | 298 | 425  | 1422     | 167       | 90    | 54  |
|                             | 64%   | 60%    | 68%    | 67%       | 55%   | 61%   | 72%  | 74%              | 75%          | 66%          | 58%  | 58%          | 66%  | 64% | 69%  | 63%      | 67%       | 67%   | 67% |
|                             |       |        | a      | de        |       | d     | de   | j                | ij           | j            |      |              | k    | k   | k    |          |           |       |     |
|                             |       | 44%    | 55%    | 11%       | 18%   | 32%   | 37%  | 6%               | 9%           | 13%          | 41%  | 26%          | 28%  | 17% | 25%  | 82%      | 10%       | 5%    | 3%  |
| Don't know                  | 109   | 50     | 36     | 22        | 23    | 34    | 14   | 1                | 6            | 8            | 8    | 6            | 17   | 10  | 37   | 96       | 8         | 2     | 4   |
|                             | 4%    | 4%     | 3%     | 8%        | 4%    | 4%    | 2%   | 1%               | 3%           | 3%           | 1%   | 1%           | 2%   | 2%  | 6%   | 4%       | 3%        | 2%    | 4%  |
|                             |       | b      |        | def       | f     | f     |      | j                | j            | j            |      |              | k    | k   | klm  | q        |           |       | q   |
|                             |       | 46%    | 33%    | 20%       | 21%   | 31%   | 13%  | 1%               | 6%           | 8%           | 8%   | 6%           | 16%  | 9%  | 34%  | 88%      | 7%        | 2%    | 3%  |

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

QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                                                                                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                                                                                      |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                                                                                             | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |
| Effective Weighted Sample                                                                                                                    | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |
| Total                                                                                                                                        | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |
|                                                                                                                                              |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |
| Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker | 400   | 69              | 58         | 22         | 41        | 37        | 35          | 35            | 17         | 36         | 345      | 55    | 285            | 103         | 225               | 175         |
|                                                                                                                                              | 15%   | 20%             | 15%        | 10%        | 20%       | 15%       | 18%         | 16%           | 14%        | 11%        | 15%      | 15%   | 17%            | 11%         | 17%               | 13%         |
|                                                                                                                                              |       | chi             |            |            | ci        |           | ci          | c             |            |            |          |       | m              |             | o                 |             |
|                                                                                                                                              |       | 17%             | 14%        | 5%         | 10%       | 9%        | 9%          | 9%            | 4%         | 9%         | 86%      | 14%   | 71%            | 26%         | 56%               | 44%         |
| Smart lighting which you can control remotely using an app on your mobile phone or smart speaker                                             | 330   | 38              | 66         | 21         | 32        | 23        | 25          | 30            | 16         | 29         | 285      | 46    | 249            | 73          | 181               | 150         |
|                                                                                                                                              | 12%   | 11%             | 17%        | 10%        | 15%       | 9%        | 13%         | 14%           | 13%        | 9%         | 12%      | 12%   | 15%            | 8%          | 13%               | 11%         |
|                                                                                                                                              |       |                 | acei       |            | cei       |           |             |               |            |            |          |       | m              |             | o                 |             |
|                                                                                                                                              |       | 11%             | 20%        | 6%         | 10%       | 7%        | 8%          | 9%            | 5%         | 9%         | 86%      | 14%   | 75%            | 22%         | 55%               | 45%         |
| Smart heating which you can control remotely using an app on your mobile phone or smart speaker                                              | 267   | 36              | 39         | 20         | 17        | 22        | 14          | 25            | 9          | 38         | 238      | 29    | 208            | 54          | 172               | 95          |
|                                                                                                                                              | 10%   | 10%             | 10%        | 9%         | 8%        | 9%        | 7%          | 12%           | 7%         | 12%        | 10%      | 8%    | 12%            | 6%          | 13%               | 7%          |
|                                                                                                                                              |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |             |
|                                                                                                                                              |       | 13%             | 15%        | 7%         | 6%        | 8%        | 5%          | 9%            | 3%         | 14%        | 89%      | 11%   | 78%            | 20%         | 64%               | 36%         |
| Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app                                  | 263   | 26              | 46         | 21         | 20        | 20        | 19          | 28            | 11         | 22         | 224      | 39    | 204            | 55          | 156               | 107         |
|                                                                                                                                              | 10%   | 8%              | 12%        | 9%         | 10%       | 8%        | 10%         | 13%           | 9%         | 7%         | 10%      | 10%   | 12%            | 6%          | 12%               | 8%          |
|                                                                                                                                              |       |                 | i          |            |           |           |             | aei           |            |            |          |       | m              |             | o                 |             |
|                                                                                                                                              |       | 10%             | 18%        | 8%         | 8%        | 7%        | 7%          | 11%           | 4%         | 8%         | 85%      | 15%   | 78%            | 21%         | 59%               | 41%         |

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

## QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                                                           | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                                                                                  | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                                                                                      | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                                                                                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Smart bathroom scales which work with an app to keep a record of measurements and set goals                                                                                | 133   | 17              | 20         | 8          | 11        | 11        | 10          | 7             | 6          | 16         | 120      | 13    | 109            | 21          | 67                | 66           |
|                                                                                                                                                                            | 5%    | 5%              | 5%         | 4%         | 5%        | 5%        | 5%          | 3%            | 5%         | 5%         | 5%       | 3%    | 6%             | 2%          | 5%                | 5%           |
|                                                                                                                                                                            |       | 13%             | 15%        | 6%         | 8%        | 9%        | 8%          | 5%            | 4%         | 12%        | 90%      | 10%   | 82%            | 16%         | 50%               | 50%          |
| Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet | 103   | 13              | 21         | 6          | 8         | 8         | 9           | 11            | 4          | 8          | 88       | 15    | 69             | 32          | 44                | 59           |
|                                                                                                                                                                            | 4%    | 4%              | 5%         | 3%         | 4%        | 3%        | 4%          | 5%            | 3%         | 2%         | 4%       | 4%    | 4%             | 3%          | 3%                | 4%           |
|                                                                                                                                                                            |       | 12%             | 20%        | 6%         | 8%        | 8%        | 8%          | 11%           | 4%         | 7%         | 86%      | 14%   | 67%            | 31%         | 43%               | 57%          |
| Smart baby monitors which you can view and talk through on your mobile phone or smart speaker                                                                              | 55    | 4               | 10         | 3          | 1         | 4         | 6           | 5             | 3          | 8          | 52       | 3     | 45             | 8           | 24                | 31           |
|                                                                                                                                                                            | 2%    | 1%              | 3%         | 1%         | 1%        | 2%        | 3%          | 2%            | 3%         | 3%         | 2%       | 1%    | 3%             | 1%          | 2%                | 2%           |
|                                                                                                                                                                            |       | 7%              | 18%        | 5%         | 2%        | 8%        | 11%         | 10%           | 6%         | 15%        | 95%      | 5%    | 83%            | 15%         | 43%               | 57%          |
| Smart smoke alarms which send an alert to your phone                                                                                                                       | 35    | 8               | 8          | -          | 3         | 4         | 2           | 2             | 1          | 3          | 29       | 5     | 25             | 9           | 20                | 14           |
|                                                                                                                                                                            | 1%    | 2%              | 2%         | -%         | 1%        | 2%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 2%                | 1%           |
|                                                                                                                                                                            |       | c               | c          | c          | c         | c         | c           | c             | c          | c          | c        | c     | c              | c           | c                 | c            |
|                                                                                                                                                                            |       | 24%             | 24%        | -%         | 9%        | 12%       | 6%          | 7%            | 3%         | 8%         | 84%      | 16%   | 71%            | 25%         | 59%               | 41%          |
| Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping                                                                          | 10    | 1               | 2          | -          | -         | 1         | 1           | 2             | -          | 3          | 8        | 1     | 8              | 1           | 3                 | 6            |
|                                                                                                                                                                            | *%    | *%              | *%         | -%         | -%        | *%        | 1%          | 1%            | -%         | 1%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                                                                                                                                                            |       | 7%              | 19%        | -%         | -%        | 11%       | 12%         | 17%           | -%         | 29%        | 89%      | 11%   | 84%            | 8%          | 34%               | 66%          |

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

## QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total            | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |
| Effective Weighted Sample   | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |
| Total                       | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |
|                             |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |
| ANY OF THESE SMART DEVICES  | 884   | 120             | 142        | 61         | 84        | 74        | 63          | 74            | 36         | 90         | 769      | 115   | 648            | 216         | 490               | 394         |
|                             | 32%   | 35%             | 37%        | 27%        | 40%       | 29%       | 33%         | 34%           | 30%        | 28%        | 33%      | 31%   | 38%            | 23%         | 36%               | 29%         |
|                             |       | c               | ci         |            | cefh      |           |             |               |            |            |          |       | m              |             | o                 |             |
|                             |       | 14%             | 16%        | 7%         | 10%       | 8%        | 7%          | 8%            | 4%         | 10%        | 87%      | 13%   | 73%            | 24%         | 55%               | 45%         |
| ANY 'SMART HOME' TECHNOLOGY | 780   | 110             | 125        | 52         | 75        | 68        | 54          | 64            | 32         | 79         | 680      | 99    | 572            | 191         | 439               | 340         |
|                             | 29%   | 32%             | 32%        | 23%        | 36%       | 27%       | 28%         | 30%           | 26%        | 25%        | 29%      | 27%   | 34%            | 21%         | 32%               | 25%         |
|                             |       | ci              | ci         |            | cefh      |           |             |               |            |            |          |       | m              |             | o                 |             |
|                             |       | 14%             | 16%        | 7%         | 10%       | 9%        | 7%          | 8%            | 4%         | 10%        | 87%      | 13%   | 73%            | 25%         | 56%               | 44%         |
| None of these               | 1734  | 213             | 226        | 154        | 121       | 163       | 120         | 134           | 78         | 213        | 1484     | 250   | 1017           | 671         | 827               | 907         |
|                             | 64%   | 62%             | 58%        | 69%        | 58%       | 65%       | 62%         | 62%           | 65%        | 66%        | 63%      | 67%   | 60%            | 72%         | 61%               | 66%         |
|                             |       |                 |            | bd         |           |           |             |               |            | bd         |          |       |                | l           |                   | n           |
|                             |       |                 | 12%        | 13%        | 9%        | 7%        | 9%          | 7%            | 5%         | 12%        | 86%      | 14%   | 59%            | 39%         | 48%               | 52%         |
| Don't know                  | 109   | 8               | 20         | 7          | 3         | 15        | 10          | 8             | 7          | 18         | 102      | 8     | 30             | 44          | 38                | 71          |
|                             | 4%    | 2%              | 5%         | 3%         | 2%        | 6%        | 5%          | 3%            | 6%         | 6%         | 4%       | 2%    | 2%             | 5%          | 3%                | 5%          |
|                             |       |                 | d          |            |           | ad        | d           |               | d          | d          | k        |       |                | l           |                   | n           |
|                             |       | 8%              | 18%        | 7%         | 3%        | 14%       | 9%          | 7%            | 6%         | 16%        | 93%      | 7%    | 28%            | 40%         | 35%               | 65%         |

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

## QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                              | Total      | TV SERVICES            |                      |                       |                   |                               |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------|------------|------------------------|----------------------|-----------------------|-------------------|-------------------------------|------------------------|
|                                                                                                                                              |            | PAID TRAD<br>TV<br>a   | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d         | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                      |            |                        |                      |                       |                   |                               |                        |
| Unweighted total                                                                                                                             | 4805       | 2292                   | 1983                 | 3752                  | 3860              | 2105                          | 4617                   |
| Effective Weighted Sample                                                                                                                    | 3295       | 1574                   | 1368                 | 2622                  | 2677              | 1471                          | 3193                   |
| Total                                                                                                                                        | 2727       | 1297<br>48%            | 1118<br>41%          | 2110<br>77%           | 2174<br>80%       | 1176<br>43%                   | 2595<br>95%            |
| Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker | 400<br>15% | 230<br>18%<br>f<br>57% | 173<br>15%<br>43%    | 341<br>16%<br>85%     | 368<br>17%<br>92% | 201<br>17%<br>50%             | 396<br>15%<br>99%      |
| Smart lighting which you can control remotely using an app on your mobile phone or smart speaker                                             | 330<br>12% | 181<br>14%<br>55%      | 129<br>12%<br>39%    | 286<br>14%<br>86%     | 313<br>14%<br>95% | 191<br>16%<br>58%             | 329<br>13%<br>99%      |
| Smart heating which you can control remotely using an app on your mobile phone or smart speaker                                              | 267<br>10% | 142<br>11%<br>53%      | 123<br>11%<br>46%    | 235<br>11%<br>88%     | 246<br>11%<br>92% | 131<br>11%<br>49%             | 265<br>10%<br>99%      |
| Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app                                  | 263<br>10% | 156<br>12%<br>f<br>59% | 121<br>11%<br>46%    | 241<br>11%<br>92%     | 251<br>12%<br>95% | 150<br>13%<br>f<br>57%        | 261<br>10%<br>99%      |

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



## QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                                            | Total     | TV SERVICES          |                      |                       |             |                               |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                                                                                                                                                                            |           | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                                                    |           |                      |                      |                       |             |                               |                        |
| Unweighted total                                                                                                                                                           | 4805      | 2292                 | 1983                 | 3752                  | 3860        | 2105                          | 4617                   |
| Effective Weighted Sample                                                                                                                                                  | 3295      | 1574                 | 1368                 | 2622                  | 2677        | 1471                          | 3193                   |
| Total                                                                                                                                                                      | 2727      | 1297<br>48%          | 1118<br>41%          | 2110<br>77%           | 2174<br>80% | 1176<br>43%                   | 2595<br>95%            |
| Smart bathroom scales which work with an app to keep a record of measurements and set goals                                                                                | 133<br>5% | 71<br>6%             | 46<br>4%             | 118<br>6%             | 129<br>6%   | 77<br>7%                      | 133<br>5%              |
|                                                                                                                                                                            |           | 54%                  | 35%                  | 88%                   | 97%         | 58%                           | 100%                   |
| Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet | 103<br>4% | 59<br>5%             | 43<br>4%             | 89<br>4%              | 98<br>5%    | 60<br>5%                      | 101<br>4%              |
|                                                                                                                                                                            |           | 58%                  | 42%                  | 86%                   | 96%         | 58%                           | 99%                    |
| Smart baby monitors which you can view and talk through on your mobile phone or smart speaker                                                                              | 55<br>2%  | 32<br>2%             | 22<br>2%             | 48<br>2%              | 52<br>2%    | 26<br>2%                      | 55<br>2%               |
|                                                                                                                                                                            |           | 59%                  | 40%                  | 87%                   | 95%         | 47%                           | 100%                   |
| Smart smoke alarms which send an alert to your phone                                                                                                                       | 35<br>1%  | 19<br>1%             | 14<br>1%             | 26<br>1%              | 29<br>1%    | 22<br>2%                      | 34<br>1%               |
|                                                                                                                                                                            |           | 56%                  | 40%                  | 75%                   | 83%         | 63%                           | 96%                    |
| Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping                                                                          | 10<br>*%  | 6<br>*%              | 6<br>1%              | 8<br>*%               | 10<br>*%    | 8<br>1%                       | 10<br>*%               |
|                                                                                                                                                                            |           | 67%                  | 64%                  | 83%                   | 100%        | 84%                           | 100%                   |

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

## QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                             | Total | TV SERVICES          |                      |                       |           |                               |                        |
|-----------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                             |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%     |       |                      |                      |                       |           |                               |                        |
| Unweighted total            | 4805  | 2292                 | 1983                 | 3752                  | 3860      | 2105                          | 4617                   |
| Effective Weighted Sample   | 3295  | 1574                 | 1368                 | 2622                  | 2677      | 1471                          | 3193                   |
| Total                       | 2727  | 1297                 | 1118                 | 2110                  | 2174      | 1176                          | 2595                   |
|                             |       | 48%                  | 41%                  | 77%                   | 80%       | 43%                           | 95%                    |
| ANY OF THESE SMART DEVICES  | 884   | 490                  | 363                  | 753                   | 818       | 439                           | 877                    |
|                             | 32%   | 38%                  | 32%                  | 36%                   | 38%       | 37%                           | 34%                    |
|                             |       | bf                   | b                    | bf                    | bf        | bf                            |                        |
|                             |       | 55%                  | 41%                  | 85%                   | 93%       | 50%                           | 99%                    |
| ANY 'SMART HOME' TECHNOLOGY | 780   | 437                  | 329                  | 664                   | 718       | 390                           | 774                    |
|                             | 29%   | 34%                  | 29%                  | 31%                   | 33%       | 33%                           | 30%                    |
|                             |       | bf                   | bf                   | bf                    | bf        | bf                            |                        |
|                             |       | 56%                  | 42%                  | 85%                   | 92%       | 50%                           | 99%                    |
| None of these               | 1734  | 781                  | 737                  | 1330                  | 1312      | 722                           | 1658                   |
|                             | 64%   | 60%                  | 66%                  | 63%                   | 60%       | 61%                           | 64%                    |
|                             |       |                      | ade                  | d                     |           |                               | ad                     |
|                             |       | 45%                  | 43%                  | 77%                   | 76%       | 42%                           | 96%                    |
| Don't know                  | 109   | 26                   | 18                   | 26                    | 44        | 14                            | 60                     |
|                             | 4%    | 2%                   | 2%                   | 1%                    | 2%        | 1%                            | 2%                     |
|                             |       |                      |                      | c                     | c         |                               | ce                     |
|                             |       | 23%                  | 17%                  | 24%                   | 40%       | 13%                           | 55%                    |

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

QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
|                           |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Significance Level: 95%   |       |        |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
| Unweighted total          | 2450  | 1136   | 1290   | 305       | 502   | 910   | 721 | 117              | 183          | 315          | 1210 | 713          | 838 | 322 | 506 | 1537     | 276       | 314   | 323 |
| Effective Weighted Sample | 1694  | 784    | 895    | 206       | 363   | 640   | 480 | 81               | 121          | 214          | 859  | 512          | 611 | 223 | 364 | 1286     | 166       | 220   | 273 |
| Total                     | 1364  | 621    | 730    | 158       | 305   | 491   | 402 | 54               | 105          | 169          | 690  | 412          | 377 | 245 | 289 | 1107     | 136       | 78    | 43  |
|                           |       | 46%    | 54%    | 12%       | 22%   | 36%   | 29% | 4%               | 8%           | 12%          | 51%  | 30%          | 28% | 18% | 21% | 81%      | 10%       | 6%    | 3%  |
| Amazon Echo               | 941   | 434    | 499    | 101       | 216   | 340   | 280 | 37               | 73           | 114          | 501  | 285          | 263 | 169 | 198 | 761      | 96        | 56    | 29  |
|                           | 69%   | 70%    | 68%    | 64%       | 71%   | 69%   | 70% | 68%              | 69%          | 68%          | 73%  | 69%          | 70% | 69% | 68% | 69%      | 70%       | 72%   | 67% |
|                           |       | 46%    | 53%    | 11%       | 23%   | 36%   | 30% | 4%               | 8%           | 12%          | 53%  | 30%          | 28% | 18% | 21% | 81%      | 10%       | 6%    | 3%  |
| Google Home/ Google Nest  | 336   | 160    | 174    | 65        | 84    | 112   | 73  | 13               | 27           | 42           | 165  | 98           | 103 | 59  | 64  | 274      | 35        | 15    | 11  |
|                           | 25%   | 26%    | 24%    | 41%       | 27%   | 23%   | 18% | 23%              | 25%          | 25%          | 24%  | 24%          | 27% | 24% | 22% | 25%      | 26%       | 20%   | 26% |
|                           |       |        |        | def       | f     |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                           |       | 48%    | 52%    | 19%       | 25%   | 33%   | 22% | 4%               | 8%           | 12%          | 49%  | 29%          | 31% | 18% | 19% | 82%      | 10%       | 5%    | 3%  |
| Sonos                     | 87    | 48     | 39     | 6         | 19    | 41    | 21  | 1                | 2            | 8            | 63   | 40           | 24  | 15  | 7   | 76       | 4         | 5     | 2   |
|                           | 6%    | 8%     | 5%     | 4%        | 6%    | 8%    | 5%  | 1%               | 1%           | 5%           | 9%   | 10%          | 6%  | 6%  | 2%  | 7%       | 3%        | 7%    | 4%  |
|                           |       | b      |        |           |       | c     |     |                  |              |              | ghi  | n            | n   | n   |     |          |           |       |     |
|                           |       | 56%    | 44%    | 7%        | 21%   | 47%   | 25% | 1%               | 2%           | 9%           | 72%  | 46%          | 28% | 18% | 8%  | 87%      | 5%        | 6%    | 2%  |
| Bose                      | 78    | 42     | 36     | 7         | 14    | 31    | 27  | 2                | 2            | 8            | 44   | 39           | 18  | 13  | 6   | 69       | 5         | 3     | 1   |
|                           | 6%    | 7%     | 5%     | 4%        | 4%    | 6%    | 7%  | 4%               | 1%           | 5%           | 6%   | 10%          | 5%  | 5%  | 2%  | 6%       | 4%        | 3%    | 3%  |
|                           |       |        |        |           |       |       |     |                  |              |              | h    | ln           | n   | n   |     |          |           |       |     |
|                           |       | 54%    | 46%    | 9%        | 18%   | 39%   | 34% | 3%               | 2%           | 11%          | 56%  | 51%          | 23% | 17% | 8%  | 88%      | 6%        | 3%    | 2%  |
| Sony                      | 34    | 20     | 14     | 8         | 9     | 10    | 7   | 3                | 4            | 7            | 15   | 11           | 8   | 7   | 6   | 28       | 5         | *     | 1   |
|                           | 3%    | 3%     | 2%     | 5%        | 3%    | 2%    | 2%  | 5%               | 3%           | 4%           | 2%   | 3%           | 2%  | 3%  | 2%  | 3%       | 4%        | 1%    | 2%  |
|                           |       |        |        | ef        |       |       |     |                  |              |              |      |              |     |     |     |          | q         |       |     |
|                           |       | 59%    | 40%    | 24%       | 27%   | 29%   | 20% | 8%               | 10%          | 20%          | 44%  | 34%          | 24% | 20% | 19% | 82%      | 14%       | 1%    | 3%  |
| Samsung                   | 33    | 19     | 14     | 7         | 5     | 13    | 8   | 1                | 3            | 5            | 14   | 10           | 8   | 7   | 7   | 26       | 3         | 2     | 2   |
|                           | 2%    | 3%     | 2%     | 5%        | 2%    | 3%    | 2%  | 1%               | 3%           | 3%           | 2%   | 2%           | 2%  | 3%  | 2%  | 2%       | 2%        | 3%    | 4%  |
|                           |       |        |        | df        |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                           |       | 57%    | 43%    | 22%       | 16%   | 39%   | 23% | 2%               | 8%           | 14%          | 42%  | 29%          | 23% | 21% | 20% | 79%      | 9%        | 7%    | 5%  |
| Apple HomePod             | 32    | 19     | 12     | 2         | 12    | 13    | 4   | 2                | 2            | 4            | 17   | 12           | 8   | 7   | 3   | 27       | 3         | 1     | 1   |
|                           | 2%    | 3%     | 2%     | 1%        | 4%    | 3%    | 1%  | 4%               | 2%           | 2%           | 2%   | 3%           | 2%  | 3%  | 1%  | 2%       | 2%        | 2%    | 2%  |
|                           |       |        |        | f         | f     |       |     |                  |              |              |      | n            |     |     |     |          |           |       |     |
|                           |       | 60%    | 39%    | 7%        | 39%   | 42%   | 12% | 7%               | 7%           | 11%          | 54%  | 38%          | 26% | 21% | 9%  | 84%      | 10%       | 4%    | 2%  |
| LG                        | 19    | 14     | 6      | 7         | 2     | 9     | 1   | 1                | 1            | 4            | 11   | 5            | 7   | 4   | 3   | 18       | *         | 1     | *   |
|                           | 1%    | 2%     | 1%     | 4%        | 1%    | 2%    | 1%  | 2%               | 1%           | 2%           | 2%   | 1%           | 2%  | 2%  | 1%  | 2%       | 1%        | 2%    | 1%  |
|                           |       | b      |        | df        |       | f     |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                           |       | 71%    | 29%    | 33%       | 13%   | 48%   | 6%  | 5%               | 5%           | 22%          | 57%  | 25%          | 35% | 20% | 16% | 90%      | 2%        | 6%    | 1%  |
| JBL                       | 19    | 9      | 9      | 6         | 1     | 8     | 3   | 1                | 1            | 4            | 10   | 10           | 7   | 1   | 1   | 16       | 1         | 1     | *   |
|                           | 1%    | 1%     | 1%     | 4%        | 1%    | 2%    | 1%  | 2%               | 1%           | 3%           | 1%   | 2%           | 2%  | 1%  | 1%  | 1%       | 1%        | 1%    | 1%  |
|                           |       |        |        | df        |       |       |     |                  |              |              |      | n            | n   |     |     |          |           |       |     |
|                           |       | 48%    | 50%    | 34%       | 6%    | 45%   | 15% | 6%               | 6%           | 23%          | 54%  | 51%          | 37% | 7%  | 5%  | 85%      | 7%        | 6%    | 2%  |

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

## QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 2450  | 1136   | 1290   | 305       | 502   | 910   | 721 | 117              | 183          | 315          | 1210 | 713          | 838 | 322 | 506 | 1537     | 276       | 314   | 323 |
| Effective Weighted Sample | 1694  | 784    | 895    | 206       | 363   | 640   | 480 | 81               | 121          | 214          | 859  | 512          | 611 | 223 | 364 | 1286     | 166       | 220   | 273 |
| Total                     | 1364  | 621    | 730    | 158       | 305   | 491   | 402 | 54               | 105          | 169          | 690  | 412          | 377 | 245 | 289 | 1107     | 136       | 78    | 43  |
|                           |       | 46%    | 54%    | 12%       | 22%   | 36%   | 29% | 4%               | 8%           | 12%          | 51%  | 30%          | 28% | 18% | 21% | 81%      | 10%       | 6%    | 3%  |
| Harman Kardon             | 12    | 7      | 5      | 1         | 5     | 5     | 1   | -                | 2            | 1            | 9    | 4            | 2   | 5   | 1   | 12       | -         | *     | -   |
|                           | 1%    | 1%     | 1%     | 1%        | 2%    | 1%    | 1%  | 0%               | 2%           | 1%           | 1%   | 1%           | 1%  | 2%  | 1%  | 1%       | 0%        | 1%    | 0%  |
|                           |       |        |        |           | f     |       |     |                  |              |              |      |              |     | ln  |     |          |           |       |     |
|                           |       | 58%    | 41%    | 5%        | 41%   | 43%   | 9%  | 0%               | 14%          | 6%           | 75%  | 33%          | 14% | 42% | 4%  | 99%      | 0%        | 1%    | 0%  |
| Pure                      | 6     | 5      | 1      | 1         | 2     | 1     | 2   | -                | *            | 3            | 2    | 2            | 1   | 2   | *   | 5        | *         | *     | *   |
|                           | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%  | 0%               | 1%           | 2%           | 1%   | 1%           | 1%  | 1%  | 1%  | 1%       | 1%        | 1%    | 1%  |
|                           |       | b      |        |           |       |       |     |                  |              | j            |      |              |     |     |     |          |           |       |     |
|                           |       | 86%    | 8%     | 17%       | 33%   | 19%   | 31% | 0%               | 1%           | 45%          | 33%  | 35%          | 13% | 33% | 8%  | 87%      | 7%        | 1%    | 5%  |
| Zolo                      | 2     | 1      | 1      | 1         | -     | -     | -   | -                | -            | -            | 1    | 1            | -   | -   | 1   | 1        | 1         | -     | -   |
|                           | 1%    | 1%     | 1%     | 1%        | 0%    | 0%    | 0%  | 0%               | 0%           | 0%           | 1%   | 1%           | 0%  | 0%  | 1%  | 1%       | 1%        | 0%    | 0%  |
|                           |       | 56%    | 44%    | 44%       | 0%    | 0%    | 0%  | 0%               | 0%           | 0%           | 44%  | 44%          | 0%  | 0%  | 56% | 56%      | 44%       | 0%    | 0%  |
| Other                     | 26    | 14     | 12     | 2         | 3     | 9     | 10  | 1                | 2            | 2            | 12   | 8            | 7   | 5   | 5   | 22       | 2         | 1     | *   |
|                           | 2%    | 2%     | 2%     | 1%        | 1%    | 2%    | 3%  | 3%               | 2%           | 1%           | 2%   | 2%           | 2%  | 2%  | 2%  | 2%       | 2%        | 2%    | 1%  |
|                           |       | 55%    | 45%    | 8%        | 13%   | 36%   | 39% | 6%               | 6%           | 9%           | 46%  | 32%          | 26% | 18% | 21% | 84%      | 9%        | 6%    | 1%  |
| Don't know                | 99    | 30     | 67     | 7         | 19    | 34    | 37  | 6                | 8            | 15           | 30   | 27           | 17  | 18  | 30  | 78       | 11        | 6     | 4   |
|                           | 7%    | 5%     | 9%     | 4%        | 6%    | 7%    | 9%  | 11%              | 7%           | 9%           | 4%   | 7%           | 5%  | 7%  | 10% | 7%       | 8%        | 8%    | 8%  |
|                           |       | a      |        |           |       |       | c   | j                |              | j            |      |              |     | kl  |     |          |           |       |     |
|                           |       | 30%    | 68%    | 7%        | 19%   | 34%   | 38% | 6%               | 8%           | 15%          | 31%  | 28%          | 18% | 18% | 30% | 79%      | 11%       | 6%    | 4%  |

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

## QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 2450  | 156             | 216        | 150        | 183       | 159       | 179         | 184           | 162        | 148        | 1859     | 591   | 1584           | 825         | 1273              | 1177         |
| Effective Weighted Sample | 1694  | 138             | 197        | 137        | 165       | 143       | 162         | 165           | 137        | 135        | 1428     | 270   | 1111           | 563         | 861               | 833          |
| Total                     | 1364  | 159             | 192        | 105        | 113       | 117       | 103         | 107           | 62         | 150        | 1173     | 191   | 933            | 406         | 710               | 654          |
|                           |       | 12%             | 14%        | 8%         | 8%        | 9%        | 8%          | 8%            | 5%         | 11%        | 86%      | 14%   | 68%            | 30%         | 52%               | 48%          |
| Amazon Echo               | 941   | 87              | 124        | 82         | 86        | 74        | 73          | 81            | 48         | 106        | 810      | 131   | 660            | 270         | 504               | 437          |
|                           | 69%   | 55%             | 65%        | 78%        | 76%       | 63%       | 72%         | 75%           | 77%        | 71%        | 69%      | 69%   | 71%            | 67%         | 71%               | 67%          |
|                           |       |                 |            | abe        | abe       |           | a           | abe           | abe        | a          |          |       |                |             |                   |              |
|                           |       | 9%              | 13%        | 9%         | 9%        | 8%        | 8%          | 9%            | 5%         | 11%        | 86%      | 14%   | 70%            | 29%         | 54%               | 46%          |
| Google Home/ Google Nest  | 336   | 45              | 62         | 23         | 26        | 35        | 19          | 16            | 10         | 39         | 289      | 47    | 237            | 93          | 168               | 168          |
|                           | 25%   | 28%             | 32%        | 22%        | 23%       | 30%       | 18%         | 15%           | 17%        | 26%        | 25%      | 25%   | 25%            | 23%         | 24%               | 26%          |
|                           |       | fgh             | cd fgh     |            |           | fgh       |             |               |            | g          |          |       |                |             |                   |              |
|                           |       | 13%             | 18%        | 7%         | 8%        | 10%       | 6%          | 5%            | 3%         | 11%        | 86%      | 14%   | 71%            | 28%         | 50%               | 50%          |
| Sonos                     | 87    | 8               | 20         | 7          | 6         | 10        | 7           | 7             | 3          | 9          | 75       | 12    | 72             | 15          | 58                | 29           |
|                           | 6%    | 5%              | 10%        | 7%         | 5%        | 9%        | 7%          | 7%            | 4%         | 6%         | 6%       | 6%    | 8%             | 4%          | 8%                | 4%           |
|                           |       |                 | h          |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                           |       | 9%              | 23%        | 8%         | 7%        | 12%       | 8%          | 8%            | 3%         | 10%        | 86%      | 14%   | 83%            | 17%         | 67%               | 33%          |
| Bose                      | 78    | 11              | 11         | 9          | 9         | 5         | 7           | 7             | 3          | 6          | 64       | 14    | 55             | 22          | 54                | 24           |
|                           | 6%    | 7%              | 6%         | 9%         | 8%        | 4%        | 7%          | 7%            | 4%         | 4%         | 5%       | 7%    | 6%             | 5%          | 8%                | 4%           |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | o                 |              |
|                           |       | 14%             | 14%        | 12%        | 12%       | 6%        | 9%          | 9%            | 3%         | 8%         | 83%      | 17%   | 71%            | 29%         | 69%               | 31%          |
| Sony                      | 34    | 2               | 5          | 2          | 2         | 3         | 1           | 5             | 2          | 5          | 29       | 6     | 24             | 10          | 12                | 23           |
|                           | 3%    | 1%              | 3%         | 2%         | 2%        | 2%        | 1%          | 5%            | 4%         | 4%         | 2%       | 3%    | 3%             | 2%          | 2%                | 3%           |
|                           |       |                 |            |            |           |           |             | f             |            |            |          |       |                |             | n                 |              |
|                           |       | 7%              | 16%        | 7%         | 5%        | 8%        | 2%          | 14%           | 7%         | 16%        | 83%      | 17%   | 69%            | 29%         | 34%               | 66%          |
| Samsung                   | 33    | 5               | 3          | 3          | 2         | 6         | 1           | 2             | 1          | 4          | 29       | 4     | 23             | 9           | 11                | 22           |
|                           | 2%    | 3%              | 1%         | 3%         | 2%        | 5%        | 1%          | 2%            | 2%         | 3%         | 2%       | 2%    | 2%             | 2%          | 2%                | 3%           |
|                           |       |                 |            |            |           | f         |             |               |            |            |          |       |                |             | n                 |              |
|                           |       | 14%             | 8%         | 9%         | 7%        | 17%       | 2%          | 6%            | 4%         | 13%        | 88%      | 12%   | 68%            | 27%         | 34%               | 66%          |
| Apple HomePod             | 32    | 5               | 5          | 1          | 1         | 5         | 2           | 1             | 1          | 6          | 32       | *     | 27             | 4           | 15                | 17           |
|                           | 2%    | 3%              | 2%         | 1%         | 1%        | 4%        | 2%          | 1%            | 2%         | 4%         | 3%       | 3%    | 3%             | 1%          | 2%                | 3%           |
|                           |       |                 |            |            |           |           |             |               |            |            | k        |       | m              |             |                   |              |
|                           |       | 17%             | 15%        | 3%         | 3%        | 15%       | 7%          | 3%            | 4%         | 18%        | 98%      | 2%    | 84%            | 13%         | 46%               | 54%          |
| LG                        | 19    | 1               | 5          | 2          | 2         | 2         | 1           | 1             | *          | 4          | 18       | 1     | 15             | 5           | 6                 | 14           |
|                           | 1%    | 3%              | 3%         | 2%         | 2%        | 2%        | 1%          | 1%            | 3%         | 2%         | 2%       | 1%    | 2%             | 1%          | 1%                | 2%           |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                           |       | 3%              | 26%        | 12%        | 9%        | 10%       | 7%          | 4%            | 1%         | 18%        | 93%      | 7%    | 74%            | 26%         | 30%               | 70%          |

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

## QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 2450  | 156             | 216        | 150        | 183       | 159       | 179         | 184           | 162        | 148        | 1859     | 591   | 1584           | 825         | 1273              | 1177         |
| Effective Weighted Sample | 1694  | 138             | 197        | 137        | 165       | 143       | 162         | 165           | 137        | 135        | 1428     | 270   | 1111           | 563         | 861               | 833          |
| Total                     | 1364  | 159             | 192        | 105        | 113       | 117       | 103         | 107           | 62         | 150        | 1173     | 191   | 933            | 406         | 710               | 654          |
|                           |       | 12%             | 14%        | 8%         | 8%        | 9%        | 8%          | 8%            | 5%         | 11%        | 86%      | 14%   | 68%            | 30%         | 52%               | 48%          |
| JBL                       | 19    | 1               | 3          | 2          | -         | 3         | *           | 2             | 1          | 4          | 17       | 2     | 11             | 8           | 9                 | 10           |
|                           | 1%    | *%              | 2%         | 2%         | -%        | 3%        | *%          | 2%            | 2%         | 2%         | 1%       | 1%    | 1%             | 2%          | 1%                | 1%           |
|                           |       |                 |            |            |           | d         |             |               |            | d          |          |       |                |             |                   |              |
|                           |       | 3%              | 17%        | 9%         | -%        | 16%       | 2%          | 13%           | 5%         | 19%        | 91%      | 9%    | 60%            | 40%         | 49%               | 51%          |
| Harman Kardon             | 12    | 1               | 4          | 1          | 1         | 1         | 1           | -             | -          | 3          | 11       | 1     | 10             | 2           | 8                 | 5            |
|                           | 1%    | 1%              | 2%         | 1%         | 1%        | 1%        | 1%          | -%            | -%         | 2%         | 1%       | 1%    | 1%             | *%          | 1%                | 1%           |
|                           |       | 10%             | 33%        | 5%         | 10%       | 9%        | 8%          | -%            | -%         | 24%        | 90%      | 10%   | 81%            | 13%         | 62%               | 38%          |
| Pure                      | 6     | -               | *          | 1          | -         | 1         | *           | *             | -          | 3          | 5        | 1     | 3              | 2           | 3                 | 4            |
|                           | *%    | -%              | *%         | 1%         | -%        | 1%        | *%          | *%            | -%         | 2%         | *%       | *%    | *%             | 1%          | *%                | 1%           |
|                           |       | -%              | 6%         | 11%        | -%        | 13%       | 6%          | 6%            | -%         | 44%        | 88%      | 12%   | 54%            | 35%         | 42%               | 58%          |
| Zolo                      | 2     | 1               | -          | -          | -         | -         | -           | -             | -          | -          | 2        | -     | -              | 2           | 1                 | 1            |
|                           | *%    | 1%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | *%       | -%    | -%             | 1%          | *%                | *%           |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                           |       | 56%             | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 100%     | -%    | -%             | 100%        | 44%               | 56%          |
| Other                     | 26    | 4               | 4          | 2          | 1         | 3         | 3           | 1             | 1          | 2          | 21       | 5     | 17             | 8           | 12                | 14           |
|                           | 2%    | 2%              | 2%         | 2%         | 1%        | 3%        | 3%          | 1%            | 1%         | 1%         | 2%       | 2%    | 2%             | 2%          | 2%                | 2%           |
|                           |       | 15%             | 16%        | 9%         | 4%        | 12%       | 13%         | 4%            | 2%         | 9%         | 82%      | 18%   | 67%            | 30%         | 47%               | 53%          |
| Don't know                | 99    | 23              | 7          | 5          | 5         | 12        | 4           | 8             | 3          | 12         | 88       | 12    | 52             | 40          | 46                | 53           |
|                           | 7%    | 15%             | 4%         | 5%         | 4%        | 10%       | 4%          | 7%            | 5%         | 8%         | 7%       | 6%    | 6%             | 10%         | 6%                | 8%           |
|                           |       | bcd fgh         |            |            |           | bdf       |             |               |            |            |          |       | l              |             |                   |              |
|                           |       | 23%             | 7%         | 5%         | 5%        | 12%       | 4%          | 8%            | 3%         | 12%        | 88%      | 12%   | 52%            | 40%         | 46%               | 54%          |

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

## QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

|                           | Total      | TV SERVICES            |                      |                       |                   | YOUTUBE                   |                        |
|---------------------------|------------|------------------------|----------------------|-----------------------|-------------------|---------------------------|------------------------|
|                           |            | PAID TRAD<br>TV<br>a   | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d         | SERV-<br>ICES<br>e        | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |            |                        |                      |                       |                   |                           |                        |
| Unweighted total          | 2450       | 1370                   | 968                  | 2099                  | 2235              | 1213                      | 2417                   |
| Effective Weighted Sample | 1694       | 942                    | 673                  | 1459                  | 1554              | 841                       | 1675                   |
| Total                     | 1364       | 756<br>55%             | 559<br>41%           | 1170<br>86%           | 1241<br>91%       | 671<br>49%                | 1346<br>99%            |
| Amazon Echo               | 941<br>69% | 552<br>73%<br>b<br>59% | 375<br>67%<br>40%    | 823<br>70%<br>87%     | 878<br>71%<br>93% | 466<br>70%<br>50%         | 934<br>69%<br>99%      |
| Google Home/ Google Nest  | 336<br>25% | 173<br>23%             | 148<br>27%           | 287<br>25%            | 306<br>25%        | 193<br>29%<br>acdf<br>58% | 331<br>25%<br>98%      |
| Sonos                     | 87<br>6%   | 52<br>7%<br>59%        | 39<br>7%<br>44%      | 82<br>7%<br>94%       | 83<br>7%<br>95%   | 49<br>7%<br>56%           | 87<br>6%<br>100%       |
| Bose                      | 78<br>6%   | 50<br>7%<br>64%        | 37<br>7%<br>48%      | 71<br>6%<br>92%       | 74<br>6%<br>95%   | 35<br>5%<br>45%           | 78<br>6%<br>100%       |
| Sony                      | 34<br>3%   | 18<br>2%<br>52%        | 20<br>4%<br>58%      | 30<br>3%<br>89%       | 31<br>3%<br>92%   | 23<br>3%<br>66%           | 34<br>3%<br>100%       |
| Samsung                   | 33<br>2%   | 23<br>3%<br>70%        | 13<br>2%<br>38%      | 27<br>2%<br>82%       | 32<br>3%<br>97%   | 23<br>3%<br>68%           | 33<br>2%<br>100%       |
| Apple HomePod             | 32<br>2%   | 16<br>2%<br>50%        | 14<br>3%<br>44%      | 29<br>3%<br>91%       | 31<br>2%<br>96%   | 20<br>3%<br>63%           | 32<br>2%<br>98%        |
| LG                        | 19<br>1%   | 10<br>1%<br>52%        | 7<br>1%<br>35%       | 15<br>1%<br>78%       | 19<br>2%<br>96%   | 10<br>2%<br>53%           | 19<br>1%<br>100%       |
| JBL                       | 19<br>1%   | 11<br>2%<br>61%        | 8<br>1%<br>44%       | 18<br>1%<br>93%       | 18<br>1%<br>95%   | 11<br>2%<br>59%           | 19<br>1%<br>100%       |
| Harman Kardon             | 12<br>1%   | 4<br>1%                | 8<br>1%<br>e<br>35%  | 11<br>1%<br>e<br>91%  | 9<br>1%<br>75%    | 2<br>*%<br>13%            | 12<br>1%<br>100%       |

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

## QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

|                           | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                               |                        |
| Unweighted total          | 2450  | 1370                 | 968                  | 2099                  | 2235      | 1213                          | 2417                   |
| Effective Weighted Sample | 1694  | 942                  | 673                  | 1459                  | 1554      | 841                           | 1675                   |
| Total                     | 1364  | 756                  | 559                  | 1170                  | 1241      | 671                           | 1346                   |
|                           |       | 55%                  | 41%                  | 86%                   | 91%       | 49%                           | 99%                    |
| Pure                      | 6     | 5                    | 4                    | 6                     | 6         | 4                             | 6                      |
|                           | *%    | 1%                   | 1%                   | *%                    | *%        | 1%                            | *%                     |
|                           |       | 76%                  | 65%                  | 91%                   | 94%       | 71%                           | 100%                   |
| Zolo                      | 2     | -                    | 2                    | 2                     | 2         | 2                             | 2                      |
|                           | *%    | -%                   | *%                   | *%                    | *%        | *%                            | *%                     |
|                           |       | -%                   | 100%                 | 100%                  | 100%      | 100%                          | 100%                   |
| Other                     | 26    | 12                   | 19                   | 23                    | 23        | 16                            | 26                     |
|                           | 2%    | 2%                   | 3%                   | 2%                    | 2%        | 2%                            | 2%                     |
|                           |       |                      | acdf                 |                       |           |                               |                        |
|                           |       | 45%                  | 73%                  | 87%                   | 90%       | 60%                           | 100%                   |
| Don't know                | 99    | 52                   | 35                   | 70                    | 76        | 33                            | 92                     |
|                           | 7%    | 7%                   | 6%                   | 6%                    | 6%        | 5%                            | 7%                     |
|                           |       | 52%                  | 35%                  | 71%                   | 77%       | 33%                           | 93%                    |

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



## QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

|                                                                               | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|-------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                       |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                              | 2060  | 958    | 1082   | 239       | 446   | 760   | 607 | 100              | 159          | 262          | 1051 | 606          | 708 | 270 | 420 | 1299     | 230       | 269   | 262 |
| Effective Weighted Sample                                                     | 1427  | 660    | 754    | 163       | 323   | 533   | 406 | 71               | 103          | 180          | 748  | 444          | 511 | 187 | 302 | 1090     | 136       | 188   | 223 |
| Total                                                                         | 1149  | 527    | 611    | 123       | 268   | 413   | 339 | 46               | 90           | 142          | 598  | 360          | 315 | 203 | 240 | 936      | 112       | 66    | 35  |
|                                                                               |       | 46%    | 53%    | 11%       | 23%   | 36%   | 29% | 4%               | 8%           | 12%          | 52%  | 31%          | 27% | 18% | 21% | 81%      | 10%       | 6%    | 3%  |
| Listen to music via a streaming service – like Spotify, Apple Music or Deezer | 770   | 376    | 387    | 94        | 199   | 286   | 187 | 27               | 46           | 90           | 442  | 261          | 238 | 120 | 136 | 626      | 75        | 47    | 22  |
|                                                                               | 67%   | 71%    | 63%    | 77%       | 74%   | 69%   | 55% | 58%              | 51%          | 64%          | 74%  | 73%          | 76% | 59% | 57% | 67%      | 67%       | 70%   | 65% |
|                                                                               |       | b      |        | f         | f     | f     |     |                  |              | h            | ghi  | mn           | mn  |     |     |          |           |       |     |
|                                                                               |       | 49%    | 50%    | 12%       | 26%   | 37%   | 24% | 3%               | 6%           | 12%          | 57%  | 34%          | 31% | 16% | 18% | 81%      | 10%       | 6%    | 3%  |
| Listen to a live radio station                                                | 695   | 318    | 372    | 41        | 142   | 282   | 226 | 21               | 47           | 79           | 403  | 249          | 173 | 130 | 130 | 569      | 62        | 41    | 22  |
|                                                                               | 60%   | 60%    | 61%    | 34%       | 53%   | 68%   | 67% | 45%              | 52%          | 56%          | 67%  | 69%          | 55% | 64% | 54% | 61%      | 56%       | 61%   | 64% |
|                                                                               |       |        |        | c         | cd    | cd    |     |                  |              |              | ghi  | ln           |     | ln  |     |          |           |       |     |
|                                                                               |       | 46%    | 53%    | 6%        | 20%   | 41%   | 33% | 3%               | 7%           | 11%          | 58%  | 36%          | 25% | 19% | 19% | 82%      | 9%        | 6%    | 3%  |
| Get weather reports                                                           | 512   | 238    | 269    | 48        | 111   | 194   | 157 | 19               | 39           | 70           | 279  | 159          | 140 | 89  | 107 | 428      | 44        | 27    | 13  |
|                                                                               | 45%   | 45%    | 44%    | 39%       | 41%   | 47%   | 46% | 41%              | 43%          | 49%          | 47%  | 44%          | 45% | 44% | 45% | 46%      | 39%       | 41%   | 37% |
|                                                                               |       |        |        |           |       |       |     |                  |              |              |      |              |     |     |     | r        |           |       |     |
|                                                                               |       | 46%    | 52%    | 9%        | 22%   | 38%   | 31% | 4%               | 8%           | 14%          | 54%  | 31%          | 27% | 17% | 21% | 84%      | 9%        | 5%    | 3%  |
| Searching for information online or asking general questions                  | 451   | 211    | 236    | 35        | 92    | 178   | 143 | 15               | 37           | 58           | 249  | 141          | 124 | 86  | 88  | 372      | 45        | 24    | 10  |
|                                                                               | 39%   | 40%    | 39%    | 29%       | 34%   | 43%   | 42% | 32%              | 41%          | 41%          | 42%  | 39%          | 39% | 42% | 37% | 40%      | 40%       | 36%   | 28% |
|                                                                               |       |        |        |           |       | cd    | cd  |                  |              |              |      |              |     |     |     | r        | r         |       |     |
|                                                                               |       | 47%    | 52%    | 8%        | 20%   | 39%   | 32% | 3%               | 8%           | 13%          | 55%  | 31%          | 28% | 19% | 19% | 82%      | 10%       | 5%    | 2%  |
| As an alarm, personal schedule reminder or to make a shopping list            | 418   | 191    | 224    | 54        | 104   | 153   | 105 | 13               | 29           | 50           | 242  | 130          | 132 | 72  | 72  | 348      | 38        | 23    | 9   |
|                                                                               | 36%   | 36%    | 37%    | 44%       | 39%   | 37%   | 31% | 28%              | 33%          | 36%          | 40%  | 36%          | 42% | 36% | 30% | 37%      | 34%       | 35%   | 25% |
|                                                                               |       |        |        | f         | f     |       |     |                  |              |              | g    |              | n   |     |     | r        |           | r     |     |
|                                                                               |       | 46%    | 54%    | 13%       | 25%   | 37%   | 25% | 3%               | 7%           | 12%          | 58%  | 31%          | 32% | 17% | 17% | 83%      | 9%        | 6%    | 2%  |
| Get news reports                                                              | 314   | 160    | 152    | 30        | 70    | 117   | 94  | 13               | 21           | 39           | 171  | 102          | 86  | 54  | 66  | 261      | 26        | 17    | 10  |
|                                                                               | 27%   | 30%    | 25%    | 25%       | 26%   | 28%   | 28% | 27%              | 23%          | 27%          | 29%  | 28%          | 27% | 27% | 27% | 28%      | 23%       | 25%   | 28% |
|                                                                               |       | b      |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                                                                               |       | 51%    | 48%    | 10%       | 22%   | 37%   | 30% | 4%               | 7%           | 12%          | 55%  | 33%          | 27% | 17% | 21% | 83%      | 8%        | 5%    | 3%  |

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

## QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

|                                                                                               | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|-----------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                       |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                              | 2060  | 958    | 1082   | 239       | 446   | 760   | 607 | 100              | 159          | 262          | 1051 | 606          | 708 | 270 | 420 | 1299     | 230       | 269   | 262 |
| Effective Weighted Sample                                                                     | 1427  | 660    | 754    | 163       | 323   | 533   | 406 | 71               | 103          | 180          | 748  | 444          | 511 | 187 | 302 | 1090     | 136       | 188   | 223 |
| Total                                                                                         | 1149  | 527    | 611    | 123       | 268   | 413   | 339 | 46               | 90           | 142          | 598  | 360          | 315 | 203 | 240 | 936      | 112       | 66    | 35  |
|                                                                                               |       | 46%    | 53%    | 11%       | 23%   | 36%   | 29% | 4%               | 8%           | 12%          | 52%  | 31%          | 27% | 18% | 21% | 81%      | 10%       | 6%    | 3%  |
| To control smart home devices such as heating or lighting                                     | 245   | 144    | 100    | 26        | 65    | 93    | 59  | 8                | 14           | 34           | 146  | 79           | 78  | 46  | 37  | 205      | 23        | 12    | 4   |
|                                                                                               | 21%   | 27%    | 16%    | 21%       | 24%   | 22%   | 18% | 17%              | 15%          | 24%          | 24%  | 22%          | 25% | 23% | 15% | 22%      | 21%       | 19%   | 12% |
|                                                                                               |       | b      |        |           | f     |       |     |                  |              |              | h    | n            | n   | n   |     | r        | r         |       |     |
|                                                                                               |       | 59%    | 41%    | 11%       | 27%   | 38%   | 24% | 3%               | 6%           | 14%          | 60%  | 32%          | 32% | 19% | 15% | 84%      | 9%        | 5%    | 2%  |
| Listen to a podcast                                                                           | 202   | 108    | 93     | 23        | 49    | 89    | 41  | 9                | 11           | 21           | 129  | 82           | 66  | 29  | 19  | 171      | 14        | 9     | 7   |
|                                                                                               | 18%   | 21%    | 15%    | 18%       | 18%   | 21%   | 12% | 19%              | 13%          | 15%          | 22%  | 23%          | 21% | 14% | 8%  | 18%      | 13%       | 14%   | 21% |
|                                                                                               |       | b      |        |           | f     | f     |     |                  |              |              | h    | mn           | mn  | n   |     |          |           | p     |     |
|                                                                                               |       | 54%    | 46%    | 11%       | 25%   | 44%   | 20% | 4%               | 6%           | 11%          | 64%  | 41%          | 33% | 14% | 9%  | 85%      | 7%        | 5%    | 4%  |
| To control a household device, such as the TV or set top box                                  | 164   | 99     | 64     | 17        | 37    | 64    | 44  | 5                | 16           | 23           | 90   | 54           | 43  | 31  | 30  | 132      | 22        | 7     | 3   |
|                                                                                               | 14%   | 19%    | 11%    | 14%       | 14%   | 16%   | 13% | 12%              | 18%          | 16%          | 15%  | 15%          | 14% | 15% | 13% | 14%      | 19%       | 10%   | 10% |
|                                                                                               |       | b      |        |           |       |       |     |                  |              |              |      |              |     |     |     |          | qr        |       |     |
|                                                                                               |       | 60%    | 39%    | 10%       | 23%   | 39%   | 27% | 3%               | 10%          | 14%          | 55%  | 33%          | 26% | 19% | 18% | 81%      | 13%       | 4%    | 2%  |
| Get travel information or updates                                                             | 138   | 84     | 54     | 14        | 24    | 55    | 44  | 4                | 10           | 17           | 75   | 44           | 33  | 29  | 28  | 119      | 11        | 6     | 2   |
|                                                                                               | 12%   | 16%    | 9%     | 12%       | 9%    | 13%   | 13% | 8%               | 11%          | 12%          | 12%  | 12%          | 11% | 14% | 12% | 13%      | 10%       | 9%    | 6%  |
|                                                                                               |       | b      |        |           |       |       |     |                  |              |              |      |              |     |     |     | r        |           |       |     |
|                                                                                               |       | 61%    | 39%    | 10%       | 18%   | 40%   | 32% | 3%               | 8%           | 12%          | 54%  | 32%          | 24% | 21% | 20% | 86%      | 8%        | 4%    | 2%  |
| To call other people's smart speakers                                                         | 122   | 69     | 51     | 9         | 21    | 62    | 31  | 6                | 10           | 16           | 73   | 38           | 26  | 30  | 23  | 106      | 9         | 4     | 3   |
|                                                                                               | 11%   | 13%    | 8%     | 7%        | 8%    | 15%   | 9%  | 14%              | 11%          | 11%          | 12%  | 10%          | 8%  | 15% | 10% | 11%      | 8%        | 6%    | 9%  |
|                                                                                               |       | b      |        |           |       | cdf   |     |                  |              |              |      |              |     | l   |     | q        |           |       |     |
|                                                                                               |       | 56%    | 42%    | 7%        | 17%   | 51%   | 26% | 5%               | 8%           | 13%          | 60%  | 31%          | 21% | 25% | 19% | 87%      | 8%        | 3%    | 2%  |
| To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone | 95    | 52     | 41     | 12        | 21    | 43    | 18  | 6                | 7            | 16           | 54   | 24           | 22  | 27  | 21  | 80       | 10        | 4     | 2   |
|                                                                                               | 8%    | 10%    | 7%     | 10%       | 8%    | 10%   | 5%  | 13%              | 7%           | 11%          | 9%   | 7%           | 7%  | 13% | 9%  | 8%       | 9%        | 6%    | 6%  |
|                                                                                               |       | b      |        |           | f     | f     |     |                  |              |              |      |              |     | kl  |     |          |           |       |     |
|                                                                                               |       | 55%    | 44%    | 13%       | 23%   | 45%   | 19% | 6%               | 7%           | 17%          | 57%  | 25%          | 23% | 28% | 22% | 84%      | 10%       | 4%    | 2%  |

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

## QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

|                                          | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                  |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                         | 2060  | 958    | 1082   | 239       | 446   | 760   | 607 | 100              | 159          | 262          | 1051 | 606          | 708 | 270 | 420 | 1299     | 230       | 269   | 262 |
| Effective Weighted Sample                | 1427  | 660    | 754    | 163       | 323   | 533   | 406 | 71               | 103          | 180          | 748  | 444          | 511 | 187 | 302 | 1090     | 136       | 188   | 223 |
| Total                                    | 1149  | 527    | 611    | 123       | 268   | 413   | 339 | 46               | 90           | 142          | 598  | 360          | 315 | 203 | 240 | 936      | 112       | 66    | 35  |
|                                          |       | 46%    | 53%    | 11%       | 23%   | 36%   | 29% | 4%               | 8%           | 12%          | 52%  | 31%          | 27% | 18% | 21% | 81%      | 10%       | 6%    | 3%  |
| Play an interactive audio game           | 82    | 40     | 43     | 13        | 21    | 41    | 7   | 5                | 6            | 10           | 51   | 26           | 19  | 20  | 17  | 69       | 8         | 4     | 2   |
|                                          | 7%    | 8%     | 7%     | 10%       | 8%    | 10%   | 2%  | 12%              | 6%           | 7%           | 9%   | 7%           | 6%  | 10% | 7%  | 7%       | 7%        | 6%    | 5%  |
|                                          |       |        |        | f         | f     | f     |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                                          |       | 48%    | 52%    | 16%       | 26%   | 50%   | 8%  | 7%               | 7%           | 12%          | 62%  | 32%          | 24% | 24% | 21% | 84%      | 9%        | 5%    | 2%  |
| Purchase a product from a retailer       | 38    | 20     | 18     | 2         | 7     | 22    | 8   | 3                | 4            | 6            | 20   | 12           | 6   | 11  | 10  | 34       | 4         | *     | 1   |
|                                          | 3%    | 4%     | 3%     | 2%        | 2%    | 5%    | 2%  | 6%               | 4%           | 4%           | 3%   | 3%           | 2%  | 6%  | 4%  | 4%       | 3%        | *%    | 2%  |
|                                          |       |        |        |           |       | f     |     |                  |              |              |      |              |     | l   |     | q        |           |       |     |
|                                          |       | 53%    | 47%    | 6%        | 17%   | 57%   | 20% | 8%               | 10%          | 17%          | 54%  | 30%          | 15% | 30% | 25% | 88%      | 10%       | 1%    | 1%  |
| To search for health advice from the NHS | 23    | 14     | 9      | 2         | 4     | 11    | 6   | 2                | 2            | 6            | 10   | 6            | 4   | 5   | 6   | 21       | 1         | *     | -   |
|                                          | 2%    | 3%     | 1%     | 1%        | 2%    | 3%    | 2%  | 5%               | 2%           | 4%           | 2%   | 2%           | 1%  | 3%  | 2%  | 2%       | 1%        | *%    | -%  |
|                                          |       |        |        |           |       | j     |     |                  |              | j            |      |              |     |     |     | qr       |           |       |     |
|                                          |       | 61%    | 39%    | 7%        | 20%   | 48%   | 25% | 10%              | 8%           | 26%          | 44%  | 29%          | 18% | 24% | 26% | 94%      | 6%        | *%    | -%  |
| None of these                            | 42    | 17     | 25     | 5         | 10    | 12    | 14  | 3                | 3            | 7            | 12   | 9            | 7   | 9   | 13  | 35       | 4         | 2     | 1   |
|                                          | 4%    | 3%     | 4%     | 4%        | 4%    | 3%    | 4%  | 6%               | 4%           | 5%           | 2%   | 3%           | 2%  | 4%  | 5%  | 4%       | 3%        | 3%    | 3%  |
|                                          |       |        |        |           |       | j     |     | j                |              | j            |      |              |     | kl  |     |          |           |       |     |
|                                          |       | 40%    | 60%    | 13%       | 25%   | 28%   | 34% | 7%               | 8%           | 16%          | 28%  | 22%          | 16% | 22% | 31% | 84%      | 9%        | 4%    | 3%  |
| Don't know                               | 19    | 5      | 12     | 4         | 3     | 5     | 6   | 1                | 2            | 2            | 2    | 3            | 5   | 5   | 5   | 15       | 1         | 2     | 1   |
|                                          | 2%    | 1%     | 2%     | 3%        | 1%    | 1%    | 2%  | 3%               | 3%           | 1%           | *%   | 1%           | 1%  | 2%  | 2%  | 2%       | 1%        | 3%    | 1%  |
|                                          |       |        |        |           |       | j     |     | j                |              | j            |      |              |     |     |     |          |           |       |     |
|                                          |       | 26%    | 66%    | 19%       | 17%   | 25%   | 31% | 6%               | 12%          | 10%          | 10%  | 15%          | 25% | 25% | 25% | 80%      | 6%        | 10%   | 3%  |

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

## QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

|                                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                              | 2060  | 126             | 180        | 136        | 153       | 130       | 148         | 159           | 141        | 126        | 1552     | 508   | 1359           | 672         | 1081              | 979          |
| Effective Weighted Sample                                                     | 1427  | 111             | 165        | 125        | 138       | 117       | 134         | 142           | 122        | 115        | 1195     | 235   | 953            | 461         | 733               | 695          |
| Total                                                                         | 1149  | 129             | 162        | 94         | 96        | 96        | 85          | 93            | 54         | 127        | 980      | 170   | 796            | 336         | 607               | 543          |
|                                                                               |       | 11%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 5%         | 11%        | 85%      | 15%   | 69%            | 29%         | 53%               | 47%          |
| Listen to music via a streaming service – like Spotify, Apple Music or Deezer | 770   | 74              | 109        | 63         | 63        | 63        | 59          | 73            | 36         | 87         | 659      | 112   | 573            | 190         | 413               | 357          |
|                                                                               | 67%   | 58%             | 68%        | 67%        | 66%       | 65%       | 69%         | 78%           | 66%        | 68%        | 67%      | 66%   | 72%            | 57%         | 68%               | 66%          |
|                                                                               |       |                 |            |            |           |           |             | abcdeh        |            |            |          |       | m              |             |                   |              |
|                                                                               |       | 10%             | 14%        | 8%         | 8%        | 8%        | 8%          | 9%            | 5%         | 11%        | 86%      | 14%   | 74%            | 25%         | 54%               | 46%          |
| Listen to a live radio station                                                | 695   | 66              | 110        | 61         | 58        | 64        | 55          | 55            | 33         | 69         | 579      | 115   | 512            | 175         | 399               | 295          |
|                                                                               | 60%   | 52%             | 68%        | 64%        | 60%       | 66%       | 64%         | 59%           | 60%        | 54%        | 59%      | 68%   | 64%            | 52%         | 66%               | 54%          |
|                                                                               |       |                 | ai         | a          |           | a         | a           |               |            |            |          | j     | m              |             | o                 |              |
|                                                                               |       | 10%             | 16%        | 9%         | 8%        | 9%        | 8%          | 8%            | 5%         | 10%        | 83%      | 17%   | 74%            | 25%         | 57%               | 43%          |
| Get weather reports                                                           | 512   | 55              | 84         | 42         | 43        | 53        | 38          | 40            | 23         | 51         | 436      | 76    | 363            | 142         | 271               | 242          |
|                                                                               | 45%   | 42%             | 52%        | 45%        | 45%       | 55%       | 45%         | 43%           | 42%        | 40%        | 44%      | 45%   | 46%            | 42%         | 45%               | 44%          |
|                                                                               |       |                 | i          |            |           | i         |             |               |            |            |          |       |                |             |                   |              |
|                                                                               |       | 11%             | 16%        | 8%         | 8%        | 10%       | 7%          | 8%            | 4%         | 10%        | 85%      | 15%   | 71%            | 28%         | 53%               | 47%          |
| Searching for information online or asking general questions                  | 451   | 42              | 74         | 39         | 37        | 42        | 31          | 36            | 21         | 50         | 386      | 65    | 322            | 124         | 246               | 205          |
|                                                                               | 39%   | 33%             | 46%        | 42%        | 39%       | 44%       | 36%         | 38%           | 39%        | 39%        | 39%      | 38%   | 40%            | 37%         | 41%               | 38%          |
|                                                                               |       |                 | a          |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                                                               |       | 9%              | 16%        | 9%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 71%            | 27%         | 55%               | 45%          |
| As an alarm, personal schedule reminder or to make a shopping list            | 418   | 49              | 61         | 37         | 39        | 34        | 28          | 39            | 18         | 44         | 369      | 50    | 305            | 107         | 204               | 214          |
|                                                                               | 36%   | 38%             | 38%        | 39%        | 41%       | 35%       | 33%         | 41%           | 34%        | 34%        | 38%      | 29%   | 38%            | 32%         | 34%               | 40%          |
|                                                                               |       |                 |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                                                               |       | 12%             | 15%        | 9%         | 9%        | 8%        | 7%          | 9%            | 4%         | 10%        | 88%      | 12%   | 73%            | 26%         | 49%               | 51%          |
| Get news reports                                                              | 314   | 36              | 49         | 23         | 28        | 33        | 21          | 23            | 15         | 31         | 264      | 51    | 217            | 92          | 164               | 150          |
|                                                                               | 27%   | 28%             | 30%        | 25%        | 30%       | 34%       | 25%         | 25%           | 29%        | 25%        | 27%      | 30%   | 27%            | 28%         | 27%               | 28%          |
|                                                                               |       | 12%             | 16%        | 7%         | 9%        | 10%       | 7%          | 7%            | 5%         | 10%        | 84%      | 16%   | 69%            | 29%         | 52%               | 48%          |

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

**QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)**

Base : Those who personally use a smart speaker

|                                                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                              | 2060  | 126             | 180        | 136        | 153       | 130       | 148         | 159           | 141        | 126        | 1552     | 508   | 1359           | 672         | 1081              | 979          |
| Effective Weighted Sample                                                                     | 1427  | 111             | 165        | 125        | 138       | 117       | 134         | 142           | 122        | 115        | 1195     | 235   | 953            | 461         | 733               | 695          |
| Total                                                                                         | 1149  | 129             | 162        | 94         | 96        | 96        | 85          | 93            | 54         | 127        | 980      | 170   | 796            | 336         | 607               | 543          |
|                                                                                               |       | 11%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 5%         | 11%        | 85%      | 15%   | 69%            | 29%         | 53%               | 47%          |
| To control smart home devices such as heating or lighting                                     | 245   | 29              | 42         | 16         | 20        | 20        | 15          | 24            | 10         | 27         | 213      | 32    | 187            | 55          | 130               | 114          |
|                                                                                               | 21%   | 23%             | 26%        | 17%        | 21%       | 21%       | 18%         | 26%           | 19%        | 21%        | 22%      | 19%   | 23%            | 16%         | 22%               | 21%          |
|                                                                                               |       | 12%             | 17%        | 7%         | 8%        | 8%        | 6%          | 10%           | 4%         | 11%        | 87%      | 13%   | 76%            | 22%         | 53%               | 47%          |
| Listen to a podcast                                                                           | 202   | 20              | 38         | 13         | 21        | 19        | 11          | 20            | 8          | 21         | 173      | 29    | 162            | 39          | 109               | 93           |
|                                                                                               | 18%   | 16%             | 24%        | 14%        | 22%       | 20%       | 13%         | 22%           | 14%        | 17%        | 18%      | 17%   | 20%            | 12%         | 18%               | 17%          |
|                                                                                               |       | 10%             | 19%        | 6%         | 10%       | 9%        | 5%          | 10%           | 4%         | 10%        | 86%      | 14%   | 80%            | 19%         | 54%               | 46%          |
| To control a household device, such as the TV or set top box                                  | 164   | 22              | 28         | 8          | 15        | 11        | 12          | 14            | 5          | 17         | 144      | 20    | 116            | 43          | 84                | 80           |
|                                                                                               | 14%   | 17%             | 17%        | 8%         | 16%       | 11%       | 14%         | 15%           | 10%        | 13%        | 15%      | 12%   | 15%            | 13%         | 14%               | 15%          |
|                                                                                               |       | c               | c          |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                                                                               |       | 14%             | 17%        | 5%         | 9%        | 7%        | 7%          | 9%            | 3%         | 10%        | 88%      | 12%   | 71%            | 26%         | 51%               | 49%          |
| Get travel information or updates                                                             | 138   | 14              | 27         | 12         | 10        | 16        | 9           | 12            | 6          | 12         | 114      | 24    | 98             | 39          | 76                | 61           |
|                                                                                               | 12%   | 11%             | 17%        | 13%        | 11%       | 16%       | 11%         | 13%           | 12%        | 9%         | 12%      | 14%   | 12%            | 12%         | 13%               | 11%          |
|                                                                                               |       | 10%             | 20%        | 9%         | 8%        | 11%       | 7%          | 9%            | 5%         | 9%         | 83%      | 17%   | 71%            | 29%         | 55%               | 45%          |
| To call other people's smart speakers                                                         | 122   | 11              | 16         | 11         | 11        | 13        | 13          | 12            | 6          | 13         | 109      | 13    | 94             | 28          | 62                | 61           |
|                                                                                               | 11%   | 9%              | 10%        | 12%        | 11%       | 14%       | 16%         | 12%           | 11%        | 10%        | 11%      | 8%    | 12%            | 8%          | 10%               | 11%          |
|                                                                                               |       | 9%              | 13%        | 9%         | 9%        | 11%       | 11%         | 9%            | 5%         | 10%        | 89%      | 11%   | 77%            | 23%         | 50%               | 50%          |
| To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone | 95    | 11              | 12         | 8          | 6         | 6         | 10          | 7             | 4          | 14         | 90       | 5     | 68             | 26          | 39                | 56           |
|                                                                                               | 8%    | 9%              | 8%         | 9%         | 7%        | 6%        | 12%         | 8%            | 8%         | 11%        | 9%       | 3%    | 9%             | 8%          | 6%                | 10%          |
|                                                                                               |       | 12%             | 13%        | 9%         | 7%        | 6%        | 11%         | 8%            | 4%         | 14%        | k        | 95%   | 72%            | 28%         | 41%               | 59%          |

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

## QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

|                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                         | 2060  | 126             | 180        | 136        | 153       | 130       | 148         | 159           | 141        | 126        | 1552     | 508   | 1359           | 672         | 1081              | 979          |
| Effective Weighted Sample                | 1427  | 111             | 165        | 125        | 138       | 117       | 134         | 142           | 122        | 115        | 1195     | 235   | 953            | 461         | 733               | 695          |
| Total                                    | 1149  | 129             | 162        | 94         | 96        | 96        | 85          | 93            | 54         | 127        | 980      | 170   | 796            | 336         | 607               | 543          |
|                                          |       | 11%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 5%         | 11%        | 85%      | 15%   | 69%            | 29%         | 53%               | 47%          |
| Play an interactive audio game           | 82    | 8               | 14         | 5          | 13        | 4         | 6           | 7             | 3          | 10         | 71       | 11    | 63             | 19          | 39                | 43           |
|                                          | 7%    | 6%              | 9%         | 5%         | 14%       | 4%        | 6%          | 7%            | 5%         | 8%         | 7%       | 7%    | 8%             | 6%          | 6%                | 8%           |
|                                          |       |                 |            |            | acefh     |           |             |               |            |            |          |       |                |             |                   |              |
|                                          |       | 9%              | 17%        | 6%         | 16%       | 5%        | 7%          | 8%            | 3%         | 13%        | 86%      | 14%   | 77%            | 23%         | 48%               | 52%          |
| Purchase a product from a retailer       | 38    | 3               | 9          | 3          | 4         | 1         | 7           | 2             | 2          | 5          | 36       | 3     | 31             | 7           | 16                | 22           |
|                                          | 3%    | 2%              | 5%         | 3%         | 4%        | 1%        | 8%          | 2%            | 4%         | 4%         | 4%       | 2%    | 4%             | 2%          | 3%                | 4%           |
|                                          |       |                 | e          |            |           |           | aeg         |               |            |            |          |       |                |             |                   |              |
|                                          |       | 7%              | 23%        | 7%         | 10%       | 2%        | 17%         | 4%            | 6%         | 14%        | 93%      | 7%    | 81%            | 19%         | 43%               | 57%          |
| To search for health advice from the NHS | 23    | 1               | 6          | 1          | 2         | 4         | 2           | 1             | 2          | 3          | 21       | 1     | 18             | 5           | 9                 | 14           |
|                                          | 2%    | 1%              | 4%         | 1%         | 2%        | 4%        | 2%          | 1%            | 4%         | 2%         | 2%       | 1%    | 2%             | 1%          | 1%                | 3%           |
|                                          |       | 5%              | 25%        | 6%         | 7%        | 17%       | 8%          | 4%            | 9%         | 12%        | 93%      | 7%    | 78%            | 22%         | 39%               | 61%          |
| None of these                            | 42    | 8               | 6          | 5          | 1         | 3         | 3           | 2             | 4          | 3          | 37       | 5     | 20             | 20          | 19                | 22           |
|                                          | 4%    | 6%              | 3%         | 6%         | 1%        | 3%        | 4%          | 2%            | 7%         | 2%         | 4%       | 3%    | 2%             | 6%          | 3%                | 4%           |
|                                          |       | d               |            |            |           |           |             |               | d          |            |          |       | l              |             |                   |              |
|                                          |       | 20%             | 13%        | 13%        | 3%        | 7%        | 7%          | 5%            | 8%         | 7%         | 88%      | 12%   | 47%            | 49%         | 46%               | 54%          |
| Don't know                               | 19    | 6               | 1          | *          | 1         | 2         | 2           | -             | *          | 3          | 17       | 2     | 9              | 7           | 8                 | 11           |
|                                          | 2%    | 4%              | 1%         | *%         | 1%        | 2%        | 2%          | -%            | 1%         | 2%         | 2%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                                          |       | bcg             |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                          |       | 29%             | 6%         | 2%         | 7%        | 10%       | 10%         | -%            | 2%         | 15%        | 90%      | 10%   | 48%            | 40%         | 44%               | 56%          |

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

## QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

|                                                                                  | Total      | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|----------------------------------------------------------------------------------|------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                                                                                  |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                          |            |                      |                      |                       |             |                    |                        |
| Unweighted total                                                                 | 2060       | 1161                 | 817                  | 1777                  | 1896        | 1039               | 2040                   |
| Effective Weighted Sample                                                        | 1427       | 796                  | 573                  | 1241                  | 1322        | 732                | 1417                   |
| Total                                                                            | 1149       | 636<br>55%           | 473<br>41%           | 993<br>86%            | 1054<br>92% | 579<br>50%         | 1138<br>99%            |
| Listen to music via a streaming service – like Spotify,<br>Apple Music or Deezer | 770<br>67% | 430<br>68%           | 312<br>66%           | 684<br>69%            | 731<br>69%  | 422<br>73%<br>abf  | 766<br>67%             |
|                                                                                  |            | 56%                  | 40%                  | 89%                   | 95%         | 55%                | 100%                   |
| Listen to a live radio station                                                   | 695<br>60% | 413<br>65%           | 301<br>64%           | 633<br>64%            | 645<br>61%  | 350<br>60%         | 694<br>61%             |
|                                                                                  |            | 59%                  | 43%                  | 91%                   | 93%         | 50%                | 100%                   |
| Get weather reports                                                              | 512<br>45% | 294<br>46%           | 219<br>46%           | 457<br>46%            | 485<br>46%  | 283<br>49%         | 511<br>45%             |
|                                                                                  |            | 57%                  | 43%                  | 89%                   | 95%         | 55%                | 100%                   |
| Searching for information online or asking general<br>questions                  | 451<br>39% | 255<br>40%           | 200<br>42%           | 409<br>41%            | 426<br>40%  | 265<br>46%<br>acdf | 450<br>40%             |
|                                                                                  |            | 57%                  | 44%                  | 91%                   | 94%         | 59%                | 100%                   |
| As an alarm, personal schedule reminder or to make a<br>shopping list            | 418<br>36% | 222<br>35%           | 178<br>38%           | 372<br>37%            | 408<br>39%  | 235<br>41%<br>a    | 418<br>37%             |
|                                                                                  |            | 53%                  | 43%                  | 89%                   | 97%         | 56%                | 100%                   |
| Get news reports                                                                 | 314<br>27% | 167<br>26%           | 139<br>29%           | 282<br>28%            | 297<br>28%  | 178<br>31%         | 311<br>27%             |
|                                                                                  |            | 53%                  | 44%                  | 90%                   | 95%         | 57%                | 99%                    |
| To control smart home devices such as heating or<br>lighting                     | 245<br>21% | 131<br>21%           | 98<br>21%            | 214<br>22%            | 237<br>22%  | 144<br>25%<br>a    | 245<br>22%             |
|                                                                                  |            | 54%                  | 40%                  | 87%                   | 97%         | 59%                | 100%                   |

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

QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

|                                                                                               | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|-----------------------------------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                                                                               |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                       |       |                      |                      |                       |           |                    |                        |
| Unweighted total                                                                              | 2060  | 1161                 | 817                  | 1777                  | 1896      | 1039               | 2040                   |
| Effective Weighted Sample                                                                     | 1427  | 796                  | 573                  | 1241                  | 1322      | 732                | 1417                   |
| Total                                                                                         | 1149  | 636                  | 473                  | 993                   | 1054      | 579                | 1138                   |
|                                                                                               |       | 55%                  | 41%                  | 86%                   | 92%       | 50%                | 99%                    |
| Listen to a podcast                                                                           | 202   | 99                   | 87                   | 183                   | 196       | 132                | 202                    |
|                                                                                               | 18%   | 16%                  | 18%                  | 18%                   | 19%       | 23%                | 18%                    |
|                                                                                               |       |                      |                      |                       |           | acdf               |                        |
|                                                                                               |       | 49%                  | 43%                  | 91%                   | 97%       | 65%                | 100%                   |
| To control a household device, such as the TV or set top box                                  | 164   | 85                   | 72                   | 146                   | 159       | 106                | 164                    |
|                                                                                               | 14%   | 13%                  | 15%                  | 15%                   | 15%       | 18%                | 14%                    |
|                                                                                               |       |                      |                      |                       |           | acf                |                        |
|                                                                                               |       | 52%                  | 44%                  | 89%                   | 97%       | 65%                | 100%                   |
| Get travel information or updates                                                             | 138   | 86                   | 58                   | 127                   | 135       | 82                 | 137                    |
|                                                                                               | 12%   | 13%                  | 12%                  | 13%                   | 13%       | 14%                | 12%                    |
|                                                                                               |       | 62%                  | 42%                  | 92%                   | 98%       | 60%                | 99%                    |
| To call other people's smart speakers                                                         | 122   | 70                   | 52                   | 105                   | 115       | 71                 | 122                    |
|                                                                                               | 11%   | 11%                  | 11%                  | 11%                   | 11%       | 12%                | 11%                    |
|                                                                                               |       | 57%                  | 42%                  | 86%                   | 94%       | 58%                | 100%                   |
| To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone | 95    | 51                   | 38                   | 83                    | 90        | 59                 | 94                     |
|                                                                                               | 8%    | 8%                   | 8%                   | 8%                    | 8%        | 10%                | 8%                     |
|                                                                                               |       | 54%                  | 40%                  | 87%                   | 94%       | 63%                | 99%                    |
| Play an interactive audio game                                                                | 82    | 51                   | 28                   | 77                    | 81        | 51                 | 82                     |
|                                                                                               | 7%    | 8%                   | 6%                   | 8%                    | 8%        | 9%                 | 7%                     |
|                                                                                               |       | 62%                  | 35%                  | 93%                   | 99%       | 62%                | 100%                   |
| Purchase a product from a retailer                                                            | 38    | 22                   | 16                   | 37                    | 36        | 23                 | 38                     |
|                                                                                               | 3%    | 3%                   | 3%                   | 4%                    | 3%        | 4%                 | 3%                     |
|                                                                                               |       | 57%                  | 42%                  | 96%                   | 95%       | 61%                | 100%                   |

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



QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

|                                          | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                          |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                  |       |                      |                      |                       |           |                    |                        |
| Unweighted total                         | 2060  | 1161                 | 817                  | 1777                  | 1896      | 1039               | 2040                   |
| Effective Weighted Sample                | 1427  | 796                  | 573                  | 1241                  | 1322      | 732                | 1417                   |
| Total                                    | 1149  | 636                  | 473                  | 993                   | 1054      | 579                | 1138                   |
|                                          |       | 55%                  | 41%                  | 86%                   | 92%       | 50%                | 99%                    |
| To search for health advice from the NHS | 23    | 13                   | 11                   | 21                    | 21        | 16                 | 23                     |
|                                          | 2%    | 2%                   | 2%                   | 2%                    | 2%        | 3%                 | 2%                     |
|                                          |       | 59%                  | 50%                  | 95%                   | 94%       | 69%                | 100%                   |
| None of these                            | 42    | 18                   | 18                   | 29                    | 30        | 16                 | 39                     |
|                                          | 4%    | 3%                   | 4%                   | 3%                    | 3%        | 3%                 | 3%                     |
|                                          |       | 44%                  | 44%                  | 70%                   | 71%       | 38%                | 94%                    |
| Don't know                               | 19    | 10                   | 3                    | 13                    | 16        | 8                  | 17                     |
|                                          | 2%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                                          |       | 50%                  | 16%                  | 66%                   | 83%       | 40%                | 88%                    |

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

**QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                     | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                           |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Yes                       | 1379  | 626    | 737    | 152       | 306   | 507   | 403  | 58               | 108          | 164          | 706  | 416          | 401  | 229 | 283  | 1138     | 125       | 77    | 39  |
|                           | 51%   | 49%    | 53%    | 53%       | 52%   | 56%   | 45%  | 40%              | 52%          | 50%          | 57%  | 54%          | 54%  | 49% | 46%  | 50%      | 50%       | 57%   | 48% |
|                           |       |        |        | f         | f     | f     |      |                  | g            | g            | gi   | n            | n    |     |      |          |           | or    |     |
|                           |       | 45%    | 53%    | 11%       | 22%   | 37%   | 29%  | 4%               | 8%           | 12%          | 51%  | 30%          | 29%  | 17% | 21%  | 83%      | 9%        | 6%    | 3%  |
| No                        | 1218  | 583    | 616    | 117       | 248   | 367   | 472  | 85               | 94           | 152          | 503  | 339          | 314  | 219 | 292  | 1014     | 115       | 52    | 37  |
|                           | 45%   | 46%    | 44%    | 41%       | 43%   | 40%   | 52%  | 58%              | 45%          | 46%          | 41%  | 44%          | 43%  | 47% | 48%  | 45%      | 46%       | 38%   | 45% |
|                           |       |        |        |           |       |       | cde  | hij              |              |              |      |              |      |     | l    | q        | q         |       | q   |
|                           |       | 48%    | 51%    | 10%       | 20%   | 30%   | 39%  | 7%               | 8%           | 12%          | 41%  | 28%          | 26%  | 18% | 24%  | 83%      | 9%        | 4%    | 3%  |
| Don't know                | 130   | 60     | 48     | 19        | 29    | 38    | 26   | 3                | 6            | 14           | 19   | 17           | 22   | 15  | 36   | 109      | 9         | 6     | 6   |
|                           | 5%    | 5%     | 3%     | 6%        | 5%    | 4%    | 3%   | 2%               | 3%           | 4%           | 2%   | 2%           | 3%   | 3%  | 6%   | 5%       | 4%        | 5%    | 7%  |
|                           |       |        |        | f         | f     |       |      |                  |              | j            |      |              |      |     | kl   |          |           |       |     |
|                           |       | 46%    | 37%    | 14%       | 22%   | 29%   | 20%  | 2%               | 5%           | 11%          | 15%  | 13%          | 17%  | 12% | 28%  | 84%      | 7%        | 5%    | 4%  |

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

**QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |
| Effective Weighted Sample | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |
| Total                     | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |
| Yes                       | 1379  | 163             | 205        | 102        | 111       | 122       | 108         | 111           | 59         | 156        | 1196     | 182   | 937            | 413         | 701               | 678         |
|                           | 51%   | 48%             | 53%        | 46%        | 53%       | 48%       | 56%         | 52%           | 49%        | 49%        | 51%      | 49%   | 55%            | 44%         | 52%               | 49%         |
|                           |       |                 |            |            |           |           | ac          |               |            |            |          |       | m              |             |                   |             |
|                           |       |                 | 12%        | 15%        | 7%        | 8%        | 9%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 51%               | 49%         |
| No                        | 1218  | 165             | 162        | 106        | 92        | 116       | 77          | 95            | 57         | 144        | 1044     | 174   | 710            | 474         | 602               | 616         |
|                           | 45%   | 48%             | 42%        | 48%        | 44%       | 46%       | 40%         | 44%           | 47%        | 45%        | 44%      | 47%   | 42%            | 51%         | 44%               | 45%         |
|                           |       | f               |            |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                           |       |                 | 14%        | 13%        | 9%        | 8%        | 10%         | 6%            | 5%         | 12%        | 86%      | 14%   | 58%            | 39%         | 49%               | 51%         |
| Don't know                | 130   | 14              | 21         | 13         | 6         | 14        | 8           | 9             | 5          | 20         | 115      | 15    | 49             | 45          | 52                | 78          |
|                           | 5%    | 4%              | 5%         | 6%         | 3%        | 5%        | 4%          | 4%            | 4%         | 6%         | 5%       | 4%    | 3%             | 5%          | 4%                | 6%          |
|                           |       |                 |            | d          |           |           |             |               |            | d          |          |       |                | l           |                   | n           |
|                           |       |                 | 11%        | 16%        | 10%       | 4%        | 11%         | 6%            | 7%         | 4%         | 15%      | 88%   | 12%            | 38%         | 35%               | 60%         |

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

**QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total          | 4805  | 2292            | 1983            | 3752             | 3860 | 2105          | 4617              |
| Effective Weighted Sample | 3295  | 1574            | 1368            | 2622             | 2677 | 1471          | 3193              |
| Total                     | 2727  | 1297            | 1118            | 2110             | 2174 | 1176          | 2595              |
|                           |       | 48%             | 41%             | 77%              | 80%  | 43%           | 95%               |
| Yes                       | 1379  | 782             | 557             | 1185             | 1245 | 718           | 1364              |
|                           | 51%   | 60%             | 50%             | 56%              | 57%  | 61%           | 53%               |
|                           |       | bcd             |                 | bf               | bf   | bcd           |                   |
|                           |       | 57%             | 40%             | 86%              | 90%  | 52%           | 99%               |
| No                        | 1218  | 482             | 528             | 875              | 870  | 434           | 1150              |
|                           | 45%   | 37%             | 47%             | 41%              | 40%  | 37%           | 44%               |
|                           |       |                 | acde            | ae               | e    |               | acde              |
|                           |       | 40%             | 43%             | 72%              | 71%  | 36%           | 94%               |
| Don't know                | 130   | 33              | 34              | 50               | 60   | 25            | 81                |
|                           | 5%    | 3%              | 3%              | 2%               | 3%   | 2%            | 3%                |
|                           |       | 26%             | 26%             | 38%              | 46%  | 19%           | 62%               |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                                                 | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|-------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                         |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                                | 2464  | 1141   | 1294   | 310       | 489   | 927   | 725 | 119              | 178          | 306          | 1236 | 719          | 877 | 292 | 499 | 1595     | 259       | 310   | 300 |
| Effective Weighted Sample                       | 1718  | 784    | 915    | 215       | 363   | 650   | 485 | 86               | 118          | 214          | 881  | 517          | 646 | 205 | 363 | 1337     | 149       | 217   | 253 |
| Total                                           | 1379  | 626    | 737    | 152       | 306   | 507   | 403 | 58               | 108          | 164          | 706  | 416          | 401 | 229 | 283 | 1138     | 125       | 77    | 39  |
|                                                 |       | 45%    | 53%    | 11%       | 22%   | 37%   | 29% | 4%               | 8%           | 12%          | 51%  | 30%          | 29% | 17% | 21% | 83%      | 9%        | 6%    | 3%  |
| <b>PROMPTED RESPONSES</b>                       |       |        |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
| Playing music – e.g. Spotify                    | 805   | 353    | 440    | 110       | 200   | 293   | 196 | 28               | 53           | 84           | 443  | 250          | 264 | 117 | 146 | 664      | 71        | 46    | 23  |
|                                                 | 58%   | 56%    | 60%    | 73%       | 65%   | 58%   | 49% | 48%              | 50%          | 51%          | 63%  | 60%          | 66% | 51% | 51% | 58%      | 57%       | 60%   | 60% |
|                                                 |       |        |        | ef        | ef    | f     |     |                  |              |              | ghi  | mn           | kmn |     |     |          |           |       |     |
|                                                 |       | 44%    | 55%    | 14%       | 25%   | 36%   | 24% | 3%               | 7%           | 10%          | 55%  | 31%          | 33% | 15% | 18% | 83%      | 9%        | 6%    | 3%  |
| Weather information                             | 769   | 358    | 402    | 80        | 174   | 288   | 222 | 25               | 66           | 97           | 395  | 231          | 220 | 130 | 159 | 643      | 64        | 40    | 21  |
|                                                 | 56%   | 57%    | 54%    | 53%       | 57%   | 57%   | 55% | 43%              | 61%          | 59%          | 56%  | 55%          | 55% | 57% | 56% | 57%      | 52%       | 52%   | 55% |
|                                                 |       |        |        |           |       |       |     |                  | g            | g            | g    |              |     |     |     |          |           |       |     |
|                                                 |       | 47%    | 52%    | 10%       | 23%   | 37%   | 29% | 3%               | 9%           | 13%          | 51%  | 30%          | 29% | 17% | 21% | 84%      | 8%        | 5%    | 3%  |
| Setting a reminder or alarm for a specific time | 610   | 275    | 330    | 83        | 149   | 212   | 164 | 27               | 52           | 71           | 334  | 179          | 214 | 87  | 110 | 505      | 58        | 34    | 13  |
|                                                 | 44%   | 44%    | 45%    | 55%       | 49%   | 42%   | 41% | 46%              | 48%          | 43%          | 47%  | 43%          | 53% | 38% | 39% | 44%      | 46%       | 45%   | 32% |
|                                                 |       |        |        | ef        | ef    |       |     |                  |              |              |      |              | kmn |     |     | r        | r         | r     |     |
|                                                 |       | 45%    | 54%    | 14%       | 24%   | 35%   | 27% | 4%               | 8%           | 12%          | 55%  | 29%          | 35% | 14% | 18% | 83%      | 9%        | 6%    | 2%  |
| Starting/ opening up a radio station            | 497   | 235    | 259    | 32        | 102   | 187   | 174 | 14               | 36           | 57           | 288  | 176          | 141 | 80  | 88  | 412      | 42        | 27    | 15  |
|                                                 | 36%   | 38%    | 35%    | 21%       | 33%   | 37%   | 43% | 23%              | 33%          | 35%          | 41%  | 42%          | 35% | 35% | 31% | 36%      | 33%       | 36%   | 40% |
|                                                 |       |        |        |           | c     | c     | cde |                  |              |              | g    | ln           |     |     |     |          |           |       |     |
|                                                 |       | 47%    | 52%    | 6%        | 20%   | 38%   | 35% | 3%               | 7%           | 12%          | 58%  | 35%          | 28% | 16% | 18% | 83%      | 8%        | 6%    | 3%  |
| Controlling lighting or heating in your home    | 287   | 156    | 130    | 31        | 67    | 113   | 75  | 10               | 17           | 35           | 172  | 96           | 84  | 51  | 51  | 236      | 32        | 14    | 5   |
|                                                 | 21%   | 25%    | 18%    | 20%       | 22%   | 22%   | 19% | 18%              | 16%          | 22%          | 24%  | 23%          | 21% | 22% | 18% | 21%      | 25%       | 18%   | 14% |
|                                                 |       | b      |        |           |       |       |     |                  |              |              | h    |              |     |     |     | r        | r         |       |     |
|                                                 |       | 54%    | 45%    | 11%       | 23%   | 39%   | 26% | 4%               | 6%           | 12%          | 60%  | 33%          | 29% | 18% | 18% | 82%      | 11%       | 5%    | 2%  |
| Getting the news headlines                      | 280   | 149    | 128    | 31        | 60    | 97    | 89  | 13               | 24           | 42           | 146  | 80           | 85  | 44  | 58  | 236      | 21        | 14    | 9   |
|                                                 | 20%   | 24%    | 17%    | 20%       | 20%   | 19%   | 22% | 22%              | 22%          | 25%          | 21%  | 19%          | 21% | 19% | 21% | 21%      | 17%       | 18%   | 23% |
|                                                 |       | b      |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                                                 |       | 53%    | 46%    | 11%       | 22%   | 35%   | 32% | 5%               | 8%           | 15%          | 52%  | 29%          | 31% | 16% | 21% | 84%      | 7%        | 5%    | 3%  |
| Travel information                              | 270   | 138    | 131    | 24        | 64    | 96    | 85  | 10               | 18           | 35           | 144  | 82           | 78  | 52  | 50  | 228      | 20        | 16    | 6   |
|                                                 | 20%   | 22%    | 18%    | 16%       | 21%   | 19%   | 21% | 18%              | 17%          | 21%          | 20%  | 20%          | 19% | 23% | 17% | 20%      | 16%       | 21%   | 15% |
|                                                 |       | b      |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                                                 |       | 51%    | 48%    | 9%        | 24%   | 36%   | 31% | 4%               | 7%           | 13%          | 53%  | 30%          | 29% | 19% | 18% | 84%      | 8%        | 6%    | 2%  |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                                                        | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|--------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                                                        |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%                                |       | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total                                       | 2464  | 1141   | 1294   | 310       | 489   | 927   | 725 | 119              | 178              | 306              | 1236 | 719          | 877 | 292 | 499 | 1595        | 259          | 310   | 300 |
| Effective Weighted Sample                              | 1718  | 784    | 915    | 215       | 363   | 650   | 485 | 86               | 118              | 214              | 881  | 517          | 646 | 205 | 363 | 1337        | 149          | 217   | 253 |
| Total                                                  | 1379  | 626    | 737    | 152       | 306   | 507   | 403 | 58               | 108              | 164              | 706  | 416          | 401 | 229 | 283 | 1138        | 125          | 77    | 39  |
|                                                        |       | 45%    | 53%    | 11%       | 22%   | 37%   | 29% | 4%               | 8%               | 12%              | 51%  | 30%          | 29% | 17% | 21% | 83%         | 9%           | 6%    | 3%  |
| Getting 'how to' instructions                          | 266   | 118    | 145    | 32        | 59    | 115   | 59  | 11               | 24               | 39               | 131  | 84           | 68  | 49  | 57  | 220         | 26           | 13    | 6   |
|                                                        | 19%   | 19%    | 20%    | 21%       | 19%   | 23%   | 15% | 19%              | 22%              | 24%              | 19%  | 20%          | 17% | 21% | 20% | 19%         | 21%          | 17%   | 16% |
|                                                        |       |        |        | f         |       | f     |     |                  |                  |                  |      |              |     |     |     |             |              |       |     |
|                                                        |       | 44%    | 54%    | 12%       | 22%   | 43%   | 22% | 4%               | 9%               | 15%              | 49%  | 31%          | 26% | 18% | 21% | 83%         | 10%          | 5%    | 2%  |
| Finding out which music is being played                | 262   | 124    | 134    | 35        | 64    | 94    | 67  | 10               | 21               | 33               | 139  | 91           | 80  | 33  | 49  | 222         | 20           | 13    | 7   |
|                                                        | 19%   | 20%    | 18%    | 23%       | 21%   | 18%   | 17% | 18%              | 19%              | 20%              | 20%  | 22%          | 20% | 14% | 17% | 20%         | 16%          | 17%   | 18% |
|                                                        |       |        |        |           |       |       |     |                  |                  |                  | m    |              |     |     |     |             |              |       |     |
|                                                        |       | 47%    | 51%    | 13%       | 25%   | 36%   | 26% | 4%               | 8%               | 13%              | 53%  | 35%          | 30% | 13% | 19% | 85%         | 8%           | 5%    | 3%  |
| Starting/ opening up a TV programme                    | 201   | 95     | 105    | 16        | 44    | 77    | 62  | 9                | 16               | 25               | 104  | 70           | 55  | 31  | 43  | 173         | 15           | 7     | 6   |
|                                                        | 15%   | 15%    | 14%    | 11%       | 15%   | 15%   | 15% | 15%              | 15%              | 16%              | 15%  | 17%          | 14% | 13% | 15% | 15%         | 12%          | 9%    | 16% |
|                                                        |       |        |        |           |       |       |     |                  |                  |                  |      |              |     |     |     | q           |              |       | q   |
|                                                        |       | 47%    | 52%    | 8%        | 22%   | 38%   | 31% | 4%               | 8%               | 13%              | 52%  | 35%          | 27% | 15% | 21% | 86%         | 7%           | 4%    | 3%  |
| Starting/ opening up an on-demand service like Netflix | 166   | 84     | 80     | 20        | 42    | 67    | 35  | 13               | 13               | 18               | 88   | 48           | 51  | 27  | 33  | 130         | 22           | 8     | 5   |
|                                                        | 12%   | 13%    | 11%    | 13%       | 14%   | 13%   | 9%  | 22%              | 12%              | 11%              | 12%  | 12%          | 13% | 12% | 12% | 11%         | 18%          | 11%   | 13% |
|                                                        |       |        |        | f         |       | f     |     | ij               |                  |                  |      |              |     |     |     |             | o            |       |     |
|                                                        |       | 51%    | 48%    | 12%       | 25%   | 40%   | 21% | 8%               | 8%               | 11%              | 53%  | 29%          | 31% | 16% | 20% | 78%         | 14%          | 5%    | 3%  |
| Finding a TV programme or channel or on-demand service | 162   | 79     | 82     | 11        | 27    | 71    | 51  | 9                | 9                | 22               | 87   | 52           | 35  | 30  | 38  | 136         | 13           | 11    | 2   |
|                                                        | 12%   | 13%    | 11%    | 7%        | 9%    | 14%   | 13% | 15%              | 8%               | 13%              | 12%  | 12%          | 9%  | 13% | 14% | 12%         | 10%          | 14%   | 6%  |
|                                                        |       |        |        |           |       | cd    | c   |                  |                  |                  |      | l            |     |     | l   | r           |              | r     |     |
|                                                        |       | 49%    | 51%    | 7%        | 17%   | 44%   | 31% | 5%               | 6%               | 14%              | 54%  | 32%          | 21% | 18% | 24% | 84%         | 8%           | 7%    | 2%  |
| Starting/ opening up a podcast                         | 132   | 71     | 60     | 19        | 36    | 52    | 24  | 5                | 7                | 16               | 79   | 50           | 46  | 17  | 14  | 112         | 9            | 7     | 4   |
|                                                        | 10%   | 11%    | 8%     | 12%       | 12%   | 10%   | 6%  | 9%               | 6%               | 10%              | 11%  | 12%          | 12% | 7%  | 5%  | 10%         | 7%           | 9%    | 10% |
|                                                        |       | b      |        | f         | f     | f     |     |                  |                  |                  |      | n            | n   |     |     |             |              |       |     |
|                                                        |       | 54%    | 45%    | 14%       | 28%   | 40%   | 18% | 4%               | 5%               | 12%              | 60%  | 38%          | 35% | 13% | 11% | 85%         | 7%           | 5%    | 3%  |
| Playing games                                          | 113   | 60     | 53     | 14        | 34    | 55    | 10  | 6                | 8                | 20               | 56   | 27           | 35  | 23  | 23  | 94          | 11           | 5     | 3   |
|                                                        | 8%    | 10%    | 7%     | 9%        | 11%   | 11%   | 2%  | 10%              | 8%               | 12%              | 8%   | 7%           | 9%  | 10% | 8%  | 8%          | 9%           | 7%    | 7%  |
|                                                        |       |        |        | f         | f     | f     |     |                  |                  |                  |      |              |     |     |     |             |              |       |     |
|                                                        |       | 53%    | 47%    | 13%       | 30%   | 49%   | 8%  | 5%               | 7%               | 17%              | 50%  | 24%          | 31% | 20% | 20% | 83%         | 10%          | 5%    | 2%  |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                               | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|-------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%       |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total              | 2464  | 1141   | 1294   | 310       | 489   | 927   | 725 | 119              | 178          | 306          | 1236 | 719          | 877 | 292 | 499 | 1595     | 259       | 310   | 300 |
| Effective Weighted Sample     | 1718  | 784    | 915    | 215       | 363   | 650   | 485 | 86               | 118          | 214          | 881  | 517          | 646 | 205 | 363 | 1337     | 149       | 217   | 253 |
| Total                         | 1379  | 626    | 737    | 152       | 306   | 507   | 403 | 58               | 108          | 164          | 706  | 416          | 401 | 229 | 283 | 1138     | 125       | 77    | 39  |
|                               |       | 45%    | 53%    | 11%       | 22%   | 37%   | 29% | 4%               | 8%           | 12%          | 51%  | 30%          | 29% | 17% | 21% | 83%      | 9%        | 6%    | 3%  |
| <b>SPONTANEOUS RESPONSES</b>  |       |        |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
| General information/ search   | 31    | 15     | 17     | 3         | 3     | 13    | 13  | 1                | 2            | 5            | 17   | 9            | 12  | 4   | 5   | 27       | 1         | 2     | -   |
|                               | 2%    | 2%     | 2%     | 2%        | 1%    | 3%    | 3%  | 2%               | 2%           | 3%           | 2%   | 2%           | 3%  | 2%  | 2%  | 2%       | 1%        | 3%    | -%  |
|                               |       | 47%    | 53%    | 8%        | 8%    | 41%   | 43% | 5%               | 5%           | 15%          | 55%  | 30%          | 38% | 14% | 17% | 88%      | 4%        | 7%    | -%  |
| Make a call                   | 8     | 4      | 3      | -         | 1     | 2     | 4   | -                | 2            | 2            | 3    | 4            | 1   | -   | *   | 8        | -         | *     | -   |
|                               | 1%    | 1%     | *%     | -%        | *%    | *%    | 1%  | -%               | 2%           | 1%           | *%   | 1%           | *%  | -%  | *%  | 1%       | -%        | *%    | -%  |
|                               |       | 54%    | 41%    | -%        | 10%   | 31%   | 54% | -%               | 21%          | 25%          | 35%  | 56%          | 17% | -%  | 1%  | 99%      | -%        | 1%    | -%  |
| Dictionary/ spelling          | 4     | 1      | 3      | -         | 2     | 2     | -   | -                | -            | -            | 2    | 3            | *   | -   | 1   | 4        | -         | *     | *   |
|                               | *%    | *%     | *%     | -%        | 1%    | *%    | -%  | -%               | -%           | -%           | *%   | 1%           | *%  | -%  | *%  | *%       | -%        | *%    | *%  |
|                               |       | 23%    | 77%    | -%        | 49%   | 51%   | -%  | -%               | -%           | -%           | 47%  | 67%          | 1%  | -%  | 31% | 96%      | -%        | 1%    | 2%  |
| Shopping lists                | 4     | 4      | 1      | -         | 2     | 1     | 1   | -                | -            | -            | 4    | 2            | 2   | -   | -   | 4        | -         | -     | *   |
|                               | *%    | 1%     | *%     | -%        | 1%    | *%    | *%  | -%               | -%           | -%           | 1%   | 1%           | 1%  | -%  | -%  | *%       | -%        | -%    | *%  |
|                               |       | 86%    | 14%    | -%        | 36%   | 31%   | 33% | -%               | -%           | -%           | 88%  | 49%          | 51% | -%  | -%  | 98%      | -%        | -%    | 2%  |
| Annouce to others in the home | 3     | 1      | 2      | -         | -     | 1     | 2   | -                | 1            | -            | 1    | 1            | *   | -   | 1   | 3        | -         | -     | *   |
|                               | *%    | *%     | *%     | -%        | -%    | *%    | *%  | -%               | 1%           | -%           | *%   | *%           | *%  | -%  | 1%  | *%       | -%        | -%    | *%  |
|                               |       | 41%    | 59%    | -%        | -%    | 33%   | 67% | -%               | 28%          | -%           | 47%  | 47%          | 4%  | -%  | 50% | 96%      | -%        | -%    | 4%  |
| Find a recipe                 | 2     | 1      | 1      | -         | 1     | 1     | 1   | -                | -            | -            | 1    | 1            | 1   | -   | -   | 2        | -         | -     | -   |
|                               | *%    | *%     | *%     | -%        | *%    | *%    | *%  | -%               | -%           | -%           | *%   | *%           | *%  | -%  | -%  | *%       | -%        | -%    | -%  |
|                               |       | 42%    | 58%    | -%        | 40%   | 32%   | 28% | -%               | -%           | -%           | 68%  | 32%          | 68% | -%  | -%  | 100%     | -%        | -%    | -%  |
| Jokes/ stories                | 2     | *      | 1      | -         | -     | 1     | 1   | -                | -            | *            | 1    | -            | 1   | -   | 1   | 1        | -         | 1     | -   |
|                               | *%    | *%     | *%     | -%        | -%    | *%    | *%  | -%               | -%           | *%           | *%   | -%           | *%  | -%  | *%  | *%       | -%        | 1%    | -%  |
|                               |       | 16%    | 84%    | -%        | -%    | 70%   | 30% | -%               | -%           | 22%          | 30%  | -%           | 30% | -%  | 70% | 48%      | -%        | 52%   | -%  |
| Send a text                   | 2     | 1      | 1      | *         | -     | 2     | -   | -                | -            | 1            | *    | -            | 1   | 1   | *   | 1        | *         | -     | *   |
|                               | *%    | *%     | *%     | *%        | -%    | *%    | -%  | -%               | -%           | 1%           | *%   | -%           | *%  | *%  | *%  | *%       | *%        | -%    | *%  |
|                               |       | 63%    | 37%    | 10%       | -%    | 90%   | -%  | -%               | -%           | 53%          | 28%  | -%           | 37% | 53% | 10% | 81%      | 9%        | -%    | 10% |
| Anything else                 | 2     | *      | 2      | -         | -     | 2     | *   | -                | -            | -            | 2    | *            | -   | 2   | -   | -        | 2         | -     | -   |
|                               | *%    | *%     | *%     | -%        | -%    | *%    | *%  | -%               | -%           | -%           | *%   | *%           | -%  | 1%  | -%  | -%       | 1%        | -%    | -%  |
|                               |       | 8%     | 92%    | -%        | -%    | 92%   | 8%  | -%               | -%           | -%           | 100% | 8%           | -%  | 92% | -%  | -%       | 100%      | -%    | -%  |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total          | 2464  | 1141   | 1294   | 310       | 489   | 927   | 725 | 119              | 178              | 306              | 1236 | 719          | 877 | 292 | 499 | 1595        | 259          | 310   | 300 |
| Effective Weighted Sample | 1718  | 784    | 915    | 215       | 363   | 650   | 485 | 86               | 118              | 214              | 881  | 517          | 646 | 205 | 363 | 1337        | 149          | 217   | 253 |
| Total                     | 1379  | 626    | 737    | 152       | 306   | 507   | 403 | 58               | 108              | 164              | 706  | 416          | 401 | 229 | 283 | 1138        | 125          | 77    | 39  |
|                           |       | 45%    | 53%    | 11%       | 22%   | 37%   | 29% | 4%               | 8%               | 12%              | 51%  | 30%          | 29% | 17% | 21% | 83%         | 9%           | 6%    | 3%  |
| Don't know                | 44    | 14     | 28     | 7         | 10    | 14    | 12  | 2                | *                | 5                | 14   | 9            | 10  | 11  | 10  | 36          | 3            | 4     | 1   |
|                           | 3%    | 2%     | 4%     | 4%        | 3%    | 3%    | 3%  | 4%               | *%               | 3%               | 2%   | 2%           | 2%  | 5%  | 4%  | 3%          | 2%           | 5%    | 2%  |
|                           |       | 32%    | 63%    | 15%       | 24%   | 31%   | 27% | 5%               | 1%               | 10%              | 32%  | 20%          | 22% | 25% | 24% | 81%         | 7%           | 10%   | 2%  |

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



## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                | 2464  | 166             | 225        | 149        | 183       | 169       | 193         | 194           | 158        | 158        | 1895     | 569   | 1567           | 850         | 1264              | 1200         |
| Effective Weighted Sample                       | 1718  | 147             | 204        | 137        | 167       | 151       | 175         | 174           | 140        | 144        | 1464     | 258   | 1114           | 584         | 853               | 865          |
| Total                                           | 1379  | 163             | 205        | 102        | 111       | 122       | 108         | 111           | 59         | 156        | 1196     | 182   | 937            | 413         | 701               | 678          |
|                                                 |       | 12%             | 15%        | 7%         | 8%        | 9%        | 8%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 51%               | 49%          |
| <b>PROMPTED RESPONSES</b>                       |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Playing music – e.g. Spotify                    | 805   | 87              | 134        | 58         | 67        | 66        | 58          | 68            | 35         | 92         | 704      | 100   | 579            | 215         | 416               | 389          |
|                                                 | 58%   | 53%             | 65%<br>aef | 56%        | 60%       | 54%       | 54%         | 61%           | 59%        | 59%        | 59%      | 55%   | 62%<br>m       | 52%         | 59%               | 57%          |
|                                                 |       | 11%             | 17%        | 7%         | 8%        | 8%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 72%            | 27%         | 52%               | 48%          |
| Weather information                             | 769   | 89              | 113        | 60         | 61        | 75        | 59          | 59            | 35         | 92         | 661      | 108   | 537            | 215         | 387               | 382          |
|                                                 | 56%   | 55%             | 55%        | 59%        | 55%       | 62%       | 55%         | 53%           | 59%        | 59%        | 55%      | 59%   | 57%<br>m       | 52%         | 55%               | 56%          |
|                                                 |       | 12%             | 15%        | 8%         | 8%        | 10%       | 8%          | 8%            | 5%         | 12%        | 86%      | 14%   | 70%            | 28%         | 50%               | 50%          |
| Setting a reminder or alarm for a specific time | 610   | 74              | 87         | 50         | 45        | 51        | 46          | 55            | 26         | 72         | 533      | 77    | 428            | 173         | 299               | 311          |
|                                                 | 44%   | 45%             | 43%        | 49%        | 41%       | 41%       | 43%         | 49%           | 43%        | 46%        | 45%      | 42%   | 46%            | 42%         | 43%               | 46%          |
|                                                 |       | 12%             | 14%        | 8%         | 7%        | 8%        | 8%          | 9%            | 4%         | 12%        | 87%      | 13%   | 70%            | 28%         | 49%               | 51%          |
| Starting/ opening up a radio station            | 497   | 40              | 86         | 48         | 34        | 46        | 43          | 43            | 22         | 50         | 428      | 68    | 358            | 133         | 276               | 220          |
|                                                 | 36%   | 25%             | 42%        | 47%        | 31%       | 37%       | 40%         | 38%           | 37%        | 32%        | 36%      | 38%   | 38%            | 32%         | 39%               | 33%          |
|                                                 |       |                 | ad         | adi        |           | a         | a           | a             | a          |            |          |       | m              |             | o                 |              |
|                                                 |       | 8%              | 17%        | 10%        | 7%        | 9%        | 9%          | 9%            | 4%         | 10%        | 86%      | 14%   | 72%            | 27%         | 56%               | 44%          |
| Controlling lighting or heating in your home    | 287   | 33              | 51         | 20         | 24        | 26        | 21          | 25            | 11         | 24         | 256      | 31    | 219            | 65          | 155               | 133          |
|                                                 | 21%   | 21%             | 25%<br>i   | 20%        | 21%       | 22%       | 20%         | 22%           | 19%        | 15%        | 21%      | 17%   | 23%<br>m       | 16%         | 22%               | 20%          |
|                                                 |       | 12%             | 18%        | 7%         | 8%        | 9%        | 7%          | 9%            | 4%         | 8%         | 89%      | 11%   | 76%            | 23%         | 54%               | 46%          |
| Getting the news headlines                      | 280   | 40              | 47         | 21         | 22        | 25        | 16          | 21            | 13         | 30         | 243      | 36    | 187            | 87          | 140               | 140          |
|                                                 | 20%   | 25%<br>f        | 23%        | 21%        | 20%       | 20%       | 15%         | 19%           | 22%        | 19%        | 20%      | 20%   | 20%            | 21%         | 20%               | 21%          |
|                                                 |       | 14%             | 17%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 11%        | 87%      | 13%   | 67%            | 31%         | 50%               | 50%          |
| Travel information                              | 270   | 30              | 43         | 23         | 20        | 31        | 21          | 21            | 10         | 28         | 240      | 30    | 194            | 73          | 140               | 130          |
|                                                 | 20%   | 19%             | 21%        | 23%        | 18%       | 25%       | 19%         | 19%           | 18%        | 18%        | 20%      | 17%   | 21%            | 18%         | 20%               | 19%          |
|                                                 |       | 11%             | 16%        | 9%         | 8%        | 11%       | 8%          | 8%            | 4%         | 11%        | 89%      | 11%   | 72%            | 27%         | 52%               | 48%          |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                                                        | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                        |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                       | 2464  | 166             | 225        | 149        | 183       | 169       | 193         | 194           | 158        | 158        | 1895     | 569   | 1567           | 850         | 1264              | 1200         |
| Effective Weighted Sample                              | 1718  | 147             | 204        | 137        | 167       | 151       | 175         | 174           | 140        | 144        | 1464     | 258   | 1114           | 584         | 853               | 865          |
| Total                                                  | 1379  | 163             | 205        | 102        | 111       | 122       | 108         | 111           | 59         | 156        | 1196     | 182   | 937            | 413         | 701               | 678          |
|                                                        |       | 12%             | 15%        | 7%         | 8%        | 9%        | 8%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 51%               | 49%          |
| Getting 'how to' instructions                          | 266   | 32              | 41         | 16         | 24        | 28        | 21          | 21            | 11         | 26         | 232      | 34    | 187            | 74          | 131               | 134          |
|                                                        | 19%   | 19%             | 20%        | 15%        | 22%       | 23%       | 20%         | 19%           | 18%        | 17%        | 19%      | 18%   | 20%            | 18%         | 19%               | 20%          |
|                                                        |       | 12%             | 16%        | 6%         | 9%        | 10%       | 8%          | 8%            | 4%         | 10%        | 87%      | 13%   | 70%            | 28%         | 49%               | 51%          |
| Finding out which music is being played                | 262   | 29              | 43         | 20         | 21        | 21        | 21          | 22            | 13         | 32         | 233      | 29    | 181            | 76          | 131               | 131          |
|                                                        | 19%   | 18%             | 21%        | 20%        | 19%       | 17%       | 19%         | 20%           | 22%        | 21%        | 19%      | 16%   | 19%            | 18%         | 19%               | 19%          |
|                                                        |       | 11%             | 17%        | 8%         | 8%        | 8%        | 8%          | 8%            | 5%         | 12%        | 89%      | 11%   | 69%            | 29%         | 50%               | 50%          |
| Starting/ opening up a TV programme                    | 201   | 24              | 34         | 17         | 14        | 18        | 17          | 16            | 6          | 29         | 174      | 27    | 144            | 53          | 106               | 95           |
|                                                        | 15%   | 14%             | 16%        | 16%        | 12%       | 15%       | 16%         | 14%           | 11%        | 18%        | 15%      | 15%   | 15%            | 13%         | 15%               | 14%          |
|                                                        |       | 12%             | 17%        | 8%         | 7%        | 9%        | 8%          | 8%            | 3%         | 14%        | 86%      | 14%   | 72%            | 27%         | 53%               | 47%          |
| Starting/ opening up an on-demand service like Netflix | 166   | 19              | 25         | 14         | 11        | 12        | 12          | 12            | 5          | 19         | 149      | 17    | 118            | 44          | 81                | 85           |
|                                                        | 12%   | 12%             | 12%        | 13%        | 10%       | 10%       | 11%         | 11%           | 9%         | 12%        | 12%      | 9%    | 13%            | 11%         | 12%               | 13%          |
|                                                        |       | 12%             | 15%        | 8%         | 7%        | 7%        | 7%          | 7%            | 3%         | 11%        | 90%      | 10%   | 71%            | 26%         | 49%               | 51%          |
| Finding a TV programme or channel or on-demand service | 162   | 18              | 29         | 11         | 13        | 11        | 14          | 12            | 4          | 23         | 144      | 18    | 107            | 51          | 85                | 77           |
|                                                        | 12%   | 11%             | 14%        | 11%        | 12%       | 9%        | 13%         | 11%           | 6%         | 15%        | 12%      | 10%   | 11%            | 12%         | 12%               | 11%          |
|                                                        |       |                 | h          |            |           |           | h           |               |            | h          |          |       |                |             |                   |              |
|                                                        |       | 11%             | 18%        | 7%         | 8%        | 7%        | 9%          | 8%            | 2%         | 14%        | 89%      | 11%   | 66%            | 31%         | 53%               | 47%          |
| Starting/ opening up a podcast                         | 132   | 11              | 27         | 11         | 9         | 13        | 7           | 12            | 5          | 16         | 120      | 12    | 99             | 30          | 61                | 71           |
|                                                        | 10%   | 7%              | 13%        | 11%        | 9%        | 11%       | 7%          | 11%           | 8%         | 10%        | 10%      | 6%    | 11%            | 7%          | 9%                | 11%          |
|                                                        |       |                 | f          |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                        |       | 9%              | 20%        | 8%         | 7%        | 10%       | 5%          | 9%            | 4%         | 12%        | 91%      | 9%    | 75%            | 23%         | 46%               | 54%          |
| Playing games                                          | 113   | 12              | 15         | 7          | 13        | 9         | 8           | 10            | 3          | 16         | 105      | 9     | 84             | 27          | 49                | 64           |
|                                                        | 8%    | 8%              | 7%         | 7%         | 12%       | 7%        | 8%          | 9%            | 5%         | 10%        | 9%       | 5%    | 9%             | 7%          | 7%                | 9%           |
|                                                        |       |                 |            |            | h         |           |             |               |            |            | k        |       |                |             |                   |              |
|                                                        |       | 11%             | 13%        | 6%         | 12%       | 8%        | 7%          | 9%            | 2%         | 14%        | 92%      | 8%    | 74%            | 24%         | 43%               | 57%          |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total               | 2464  | 166             | 225        | 149        | 183       | 169       | 193         | 194           | 158        | 158        | 1895     | 569   | 1567           | 850         | 1264              | 1200         |
| Effective Weighted Sample      | 1718  | 147             | 204        | 137        | 167       | 151       | 175         | 174           | 140        | 144        | 1464     | 258   | 1114           | 584         | 853               | 865          |
| Total                          | 1379  | 163             | 205        | 102        | 111       | 122       | 108         | 111           | 59         | 156        | 1196     | 182   | 937            | 413         | 701               | 678          |
|                                |       | 12%             | 15%        | 7%         | 8%        | 9%        | 8%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 51%               | 49%          |
| <b>SPONTANEOUS RESPONSES</b>   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| General information/ search    | 31    | 3               | 3          | 3          | 3         | 1         | 4           | 3             | 2          | 5          | 25       | 6     | 20             | 9           | 17                | 14           |
|                                | 2%    | 2%              | 2%         | 3%         | 3%        | 1%        | 4%          | 3%            | 3%         | 3%         | 2%       | 3%    | 2%             | 2%          | 2%                | 2%           |
|                                |       | 9%              | 11%        | 10%        | 11%       | 3%        | 13%         | 10%           | 6%         | 16%        | 82%      | 18%   | 66%            | 30%         | 55%               | 45%          |
| Make a call                    | 8     | *               | 2          | -          | -         | 2         | 1           | *             | *          | 2          | 5        | 3     | 5              | 2           | 7                 | 1            |
|                                | 1%    | *%              | 1%         | -%         | -%        | 2%        | 1%          | *%            | 1%         | 1%         | *%       | 2%    | 1%             | 1%          | 1%                | *%           |
|                                |       | 5%              | 29%        | -%         | -%        | 25%       | 10%         | 4%            | 6%         | 20%        | 64%      | 36%   | 68%            | 32%         | 90%               | 10%          |
| Dictionary/ spelling           | 4     | 1               | *          | -          | -         | -         | -           | 1             | -          | 2          | 4        | *     | 3              | 1           | 2                 | 3            |
|                                | *%    | 1%              | *%         | -%         | -%        | -%        | -%          | 1%            | -%         | 1%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                |       | 25%             | 10%        | -%         | -%        | -%        | -%          | 13%           | -%         | 48%        | 96%      | 4%    | 72%            | 28%         | 35%               | 65%          |
| Shopping lists                 | 4     | 1               | 2          | -          | -         | -         | 1           | *             | -          | -          | 3        | 1     | 2              | 2           | 2                 | 2            |
|                                | *%    | 1%              | 1%         | -%         | -%        | -%        | 1%          | *%            | -%         | -%         | *%       | 1%    | *%             | 1%          | *%                | *%           |
|                                |       | 21%             | 35%        | -%         | -%        | -%        | 33%         | 9%            | -%         | -%         | 75%      | 25%   | 51%            | 49%         | 54%               | 46%          |
| Announce to others in the home | 3     | -               | 1          | 1          | -         | -         | -           | 1             | -          | -          | 2        | 1     | 1              | 2           | 2                 | 1            |
|                                | *%    | -%              | *%         | 1%         | -%        | -%        | -%          | 1%            | -%         | -%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                |       | -%              | 33%        | 22%        | -%        | -%        | -%          | 41%           | -%         | -%         | 72%      | 28%   | 33%            | 67%         | 78%               | 22%          |
| Find a recipe                  | 2     | 1               | -          | -          | -         | -         | 1           | -             | *          | -          | 1        | 1     | 2              | *           | 1                 | 1            |
|                                | *%    | 1%              | -%         | -%         | -%        | -%        | 1%          | -%            | *%         | -%         | *%       | 1%    | *%             | *%          | *%                | *%           |
|                                |       | 40%             | -%         | -%         | -%        | -%        | 51%         | -%            | 10%        | -%         | 49%      | 51%   | 82%            | 18%         | 51%               | 49%          |
| Jokes/ stories                 | 2     | -               | -          | -          | -         | 1         | -           | -             | -          | -          | 2        | -     | -              | 2           | 2                 | -            |
|                                | *%    | -%              | -%         | -%         | -%        | 1%        | -%          | -%            | -%         | -%         | *%       | -%    | -%             | *%          | *%                | -%           |
|                                |       | -%              | -%         | -%         | -%        | 48%       | -%          | -%            | -%         | -%         | 100%     | -%    | -%             | 100%        | 100%              | -%           |
| Send a text                    | 2     | -               | -          | *          | -         | -         | -           | 1             | -          | -          | 1        | *     | 2              | -           | 1                 | 1            |
|                                | *%    | -%              | -%         | *%         | -%        | -%        | -%          | 1%            | -%         | -%         | *%       | *%    | *%             | -%          | *%                | *%           |
|                                |       | -%              | -%         | 28%        | -%        | -%        | -%          | 53%           | -%         | -%         | 81%      | 19%   | 100%           | -%          | 47%               | 53%          |
| Anything else                  | 2     | -               | -          | -          | -         | -         | -           | -             | -          | -          | 2        | *     | -              | 2           | *                 | 2            |
|                                | *%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | *%       | *%    | -%             | *%          | *%                | *%           |
|                                |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 92%      | 8%    | -%             | 100%        | 8%                | 92%          |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                           |       | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   | Total | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 2464  | 166             | 225        | 149        | 183       | 169       | 193         | 194           | 158        | 158        | 1895     | 569   | 1567           | 850         | 1264              | 1200        |
| Effective Weighted Sample | 1718  | 147             | 204        | 137        | 167       | 151       | 175         | 174           | 140        | 144        | 1464     | 258   | 1114           | 584         | 853               | 865         |
| Total                     | 1379  | 163             | 205        | 102        | 111       | 122       | 108         | 111           | 59         | 156        | 1196     | 182   | 937            | 413         | 701               | 678         |
|                           |       | 12%             | 15%        | 7%         | 8%        | 9%        | 8%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 51%               | 49%         |
| Don't know                | 44    | 9               | 4          | 4          | 1         | 5         | 3           | 4             | 1          | 5          | 40       | 4     | 23             | 18          | 18                | 26          |
|                           | 3%    | 5%              | 2%         | 4%         | 1%        | 4%        | 3%          | 4%            | 2%         | 3%         | 3%       | 2%    | 2%             | 4%          | 3%                | 4%          |
|                           |       | d               |            |            |           |           |             |               |            |            |          |       |                | l           |                   |             |
|                           |       | 20%             | 10%        | 8%         | 2%        | 10%       | 6%          | 10%           | 3%         | 12%        | 91%      | 9%    | 52%            | 41%         | 41%               | 59%         |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                                                 | Total      | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|-------------------------------------------------|------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                                                 |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                         |            |                      |                      |                       |             |                    |                        |
| Unweighted total                                | 2464       | 1389                 | 978                  | 2110                  | 2235        | 1290               | 2438                   |
| Effective Weighted Sample                       | 1718       | 962                  | 683                  | 1478                  | 1564        | 899                | 1703                   |
| Total                                           | 1379       | 782<br>57%           | 557<br>40%           | 1185<br>86%           | 1245<br>90% | 718<br>52%         | 1364<br>99%            |
| <b>PROMPTED RESPONSES</b>                       |            |                      |                      |                       |             |                    |                        |
| Playing music – e.g. Spotify                    | 805<br>58% | 462<br>59%           | 309<br>56%           | 710<br>60%            | 752<br>60%  | 451<br>63%         | 797<br>58%             |
|                                                 |            | 57%                  | 38%                  | 88%                   | 93%         | 56%                | 99%                    |
| Weather information                             | 769<br>56% | 428<br>55%           | 328<br>59%           | 666<br>56%            | 710<br>57%  | 419<br>58%         | 761<br>56%             |
|                                                 |            | 56%                  | 43%                  | 87%                   | 92%         | 55%                | 99%                    |
| Setting a reminder or alarm for a specific time | 610<br>44% | 322<br>41%           | 246<br>44%           | 536<br>45%            | 577<br>46%  | 356<br>50%         | 606<br>44%             |
|                                                 |            | 53%                  | 40%                  | 88%                   | 95%         | 58%                | 99%                    |
| Starting/ opening up a radio station            | 497<br>36% | 305<br>39%           | 216<br>39%           | 461<br>39%            | 463<br>37%  | 257<br>36%         | 494<br>36%             |
|                                                 |            | 61%                  | 43%                  | 93%                   | 93%         | 52%                | 100%                   |
| Controlling lighting or heating in your home    | 287<br>21% | 170<br>22%           | 109<br>20%           | 253<br>21%            | 277<br>22%  | 171<br>24%         | 287<br>21%             |
|                                                 |            | 59%                  | 38%                  | 88%                   | 96%         | 60%                | 100%                   |
| Getting the news headlines                      | 280<br>20% | 153<br>20%           | 135<br>24%           | 254<br>21%            | 264<br>21%  | 167<br>23%         | 277<br>20%             |
|                                                 |            | 55%                  | 48%                  | 91%                   | 94%         | 60%                | 99%                    |
| Travel information                              | 270<br>20% | 164<br>21%           | 116<br>21%           | 237<br>20%            | 254<br>20%  | 157<br>22%         | 268<br>20%             |
|                                                 |            | 61%                  | 43%                  | 88%                   | 94%         | 58%                | 99%                    |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                                                        | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|--------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                                        |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                |       |                      |                      |                       |           |                    |                        |
| Unweighted total                                       | 2464  | 1389                 | 978                  | 2110                  | 2235      | 1290               | 2438                   |
| Effective Weighted Sample                              | 1718  | 962                  | 683                  | 1478                  | 1564      | 899                | 1703                   |
| Total                                                  | 1379  | 782                  | 557                  | 1185                  | 1245      | 718                | 1364                   |
|                                                        |       | 57%                  | 40%                  | 86%                   | 90%       | 52%                | 99%                    |
| Getting 'how to' instructions                          | 266   | 141                  | 117                  | 233                   | 248       | 169                | 264                    |
|                                                        | 19%   | 18%                  | 21%                  | 20%                   | 20%       | 24%                | 19%                    |
|                                                        |       |                      |                      |                       |           | acdf               |                        |
|                                                        |       | 53%                  | 44%                  | 88%                   | 93%       | 64%                | 99%                    |
| Finding out which music is being played                | 262   | 143                  | 116                  | 229                   | 249       | 172                | 261                    |
|                                                        | 19%   | 18%                  | 21%                  | 19%                   | 20%       | 24%                | 19%                    |
|                                                        |       |                      |                      |                       |           | acdf               |                        |
|                                                        |       | 55%                  | 44%                  | 88%                   | 95%       | 66%                | 100%                   |
| Starting/ opening up a TV programme                    | 201   | 137                  | 79                   | 189                   | 193       | 120                | 201                    |
|                                                        | 15%   | 17%                  | 14%                  | 16%                   | 15%       | 17%                | 15%                    |
|                                                        |       | 68%                  | 39%                  | 94%                   | 96%       | 60%                | 100%                   |
| Starting/ opening up an on-demand service like Netflix | 166   | 105                  | 70                   | 150                   | 164       | 106                | 166                    |
|                                                        | 12%   | 13%                  | 12%                  | 13%                   | 13%       | 15%                | 12%                    |
|                                                        |       | 63%                  | 42%                  | 91%                   | 99%       | 64%                | 100%                   |
| Finding a TV programme or channel or on-demand service | 162   | 122                  | 62                   | 153                   | 154       | 99                 | 162                    |
|                                                        | 12%   | 16%                  | 11%                  | 13%                   | 12%       | 14%                | 12%                    |
|                                                        |       | bdf                  |                      |                       |           |                    |                        |
|                                                        |       | 75%                  | 38%                  | 95%                   | 95%       | 61%                | 100%                   |
| Starting/ opening up a podcast                         | 132   | 70                   | 55                   | 119                   | 129       | 87                 | 132                    |
|                                                        | 10%   | 9%                   | 10%                  | 10%                   | 10%       | 12%                | 10%                    |
|                                                        |       |                      |                      |                       |           | af                 |                        |
|                                                        |       | 53%                  | 42%                  | 91%                   | 97%       | 66%                | 100%                   |
| Playing games                                          | 113   | 72                   | 39                   | 95                    | 108       | 66                 | 112                    |
|                                                        | 8%    | 9%                   | 7%                   | 8%                    | 9%        | 9%                 | 8%                     |
|                                                        |       | 63%                  | 34%                  | 84%                   | 95%       | 58%                | 99%                    |

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

## QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                               | Total | TV SERVICES |           |          |         |           |          |
|-------------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                               |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                               |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
|                               |       | a           | b         | c        | d       | e         | f        |
| Significance Level: 95%       |       |             |           |          |         |           |          |
| Unweighted total              | 2464  | 1389        | 978       | 2110     | 2235    | 1290      | 2438     |
| Effective Weighted Sample     | 1718  | 962         | 683       | 1478     | 1564    | 899       | 1703     |
| Total                         | 1379  | 782         | 557       | 1185     | 1245    | 718       | 1364     |
|                               |       | 57%         | 40%       | 86%      | 90%     | 52%       | 99%      |
| <b>SPONTANEOUS RESPONSES</b>  |       |             |           |          |         |           |          |
| General information/ search   | 31    | 15          | 12        | 27       | 23      | 15        | 28       |
|                               | 2%    | 2%          | 2%        | 2%       | 2%      | 2%        | 2%       |
|                               |       | 47%         | 39%       | 88%      | 73%     | 49%       | 91%      |
| Make a call                   | 8     | 6           | 3         | 6        | 6       | 6         | 8        |
|                               | 1%    | 1%          | 1%        | 1%       | *%      | 1%        | 1%       |
|                               |       | 73%         | 40%       | 80%      | 80%     | 79%       | 100%     |
| Dictionary/ spelling          | 4     | 3           | 2         | 3        | 4       | 2         | 4        |
|                               | *%    | *%          | *%        | *%       | *%      | *%        | *%       |
|                               |       | 70%         | 55%       | 69%      | 82%     | 51%       | 100%     |
| Shopping lists                | 4     | 3           | 3         | 4        | 4       | 2         | 4        |
|                               | *%    | *%          | *%        | *%       | *%      | *%        | *%       |
|                               |       | 59%         | 62%       | 100%     | 98%     | 37%       | 100%     |
| Annouce to others in the home | 3     | 2           | 1         | 2        | 2       | *         | 3        |
|                               | *%    | *%          | *%        | *%       | *%      | *%        | *%       |
|                               |       | 83%         | 45%       | 50%      | 72%     | 14%       | 100%     |
| Find a recipe                 | 2     | 1           | 1         | 2        | 2       | 2         | 2        |
|                               | *%    | *%          | *%        | *%       | *%      | *%        | *%       |
|                               |       | 40%         | 60%       | 82%      | 100%    | 72%       | 100%     |
| Jokes/ stories                | 2     | 1           | 1         | 2        | 2       | 1         | 2        |
|                               | *%    | *%          | *%        | *%       | *%      | *%        | *%       |
|                               |       | 70%         | 30%       | 100%     | 100%    | 70%       | 100%     |
| Send a text                   | 2     | 1           | 2         | 1        | 2       | 1         | 2        |
|                               | *%    | *%          | *%        | *%       | *%      | *%        | *%       |
|                               |       | 62%         | 91%       | 38%      | 100%    | 38%       | 100%     |
| Anything else                 | 2     | -           | *         | 2        | 2       | *         | 2        |
|                               | *%    | -%          | *%        | *%       | *%      | *%        | *%       |
|                               |       | -%          | 8%        | 92%      | 100%    | 8%        | 100%     |
| Columns Tested: a,b,c,d,e,f   |       |             |           |          |         |           |          |

**QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)**

Base : Those in a household where someone uses voice controls

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       | ANY SER-<br>VICES |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES |                   |
|                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |               |                   |
| Unweighted total          | 2464  | 1389            | 978             | 2110             | 2235 | 1290          | 2438              |
| Effective Weighted Sample | 1718  | 962             | 683             | 1478             | 1564 | 899           | 1703              |
| Total                     | 1379  | 782             | 557             | 1185             | 1245 | 718           | 1364              |
|                           |       | 57%             | 40%             | 86%              | 90%  | 52%           | 99%               |
| Don't know                | 44    | 20              | 20              | 33               | 36   | 18            | 44                |
|                           | 3%    | 3%              | 4%              | 3%               | 3%   | 3%            | 3%                |
|                           |       | 46%             | 46%             | 75%              | 81%  | 41%           | 99%               |

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



## QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total          | 2464  | 1141   | 1294   | 310       | 489   | 927   | 725 | 119              | 178              | 306              | 1236 | 719          | 877 | 292 | 499 | 1595        | 259          | 310   | 300 |
| Effective Weighted Sample | 1718  | 784    | 915    | 215       | 363   | 650   | 485 | 86               | 118              | 214              | 881  | 517          | 646 | 205 | 363 | 1337        | 149          | 217   | 253 |
| Total                     | 1379  | 626    | 737    | 152       | 306   | 507   | 403 | 58               | 108              | 164              | 706  | 416          | 401 | 229 | 283 | 1138        | 125          | 77    | 39  |
|                           |       | 45%    | 53%    | 11%       | 22%   | 37%   | 29% | 4%               | 8%               | 12%              | 51%  | 30%          | 29% | 17% | 21% | 83%         | 9%           | 6%    | 3%  |
| Child aged under 5        | 65    | 26     | 39     | 6         | 28    | 32    | -   | 7                | 5                | 13               | 29   | 13           | 17  | 15  | 19  | 51          | 4            | 8     | 2   |
|                           | 5%    | 4%     | 5%     | 4%        | 9%    | 6%    | -%  | 12%              | 4%               | 8%               | 4%   | 3%           | 4%  | 7%  | 7%  | 5%          | 3%           | 11%   | 5%  |
|                           |       |        |        | f         | cf    | f     |     | hj               |                  | j                |      |              |     | k   | k   |             |              | opr   |     |
|                           |       | 39%    | 60%    | 9%        | 42%   | 49%   | -%  | 11%              | 7%               | 20%              | 45%  | 20%          | 26% | 23% | 29% | 79%         | 6%           | 13%   | 3%  |
| Child aged 5-7            | 100   | 40     | 59     | 2         | 31    | 66    | *   | 2                | 8                | 16               | 58   | 29           | 23  | 20  | 23  | 83          | 8            | 6     | 2   |
|                           | 7%    | 6%     | 8%     | 1%        | 10%   | 13%   | *%  | 4%               | 7%               | 10%              | 8%   | 7%           | 6%  | 9%  | 8%  | 7%          | 7%           | 8%    | 6%  |
|                           |       |        |        | f         | cf    | cf    |     |                  |                  |                  |      |              |     |     |     |             |              |       |     |
|                           |       | 40%    | 60%    | 2%        | 31%   | 66%   | *%  | 3%               | 8%               | 16%              | 58%  | 29%          | 23% | 20% | 24% | 83%         | 9%           | 6%    | 2%  |
| Child aged 8-11           | 146   | 62     | 83     | 5         | 29    | 105   | 7   | 4                | 18               | 17               | 80   | 48           | 35  | 30  | 25  | 120         | 12           | 10    | 5   |
|                           | 11%   | 10%    | 11%    | 3%        | 10%   | 21%   | 2%  | 7%               | 16%              | 11%              | 11%  | 12%          | 9%  | 13% | 9%  | 11%         | 9%           | 13%   | 12% |
|                           |       |        |        | cf        | cdf   | cdf   |     |                  | g                |                  |      |              |     |     |     |             |              |       |     |
|                           |       | 42%    | 56%    | 3%        | 20%   | 72%   | 5%  | 3%               | 12%              | 12%              | 55%  | 33%          | 24% | 21% | 17% | 82%         | 8%           | 7%    | 3%  |
| Child aged 12-15          | 157   | 64     | 93     | 10        | 15    | 123   | 9   | 5                | 10               | 16               | 90   | 56           | 36  | 25  | 33  | 130         | 14           | 10    | 3   |
|                           | 11%   | 10%    | 13%    | 6%        | 5%    | 24%   | 2%  | 9%               | 9%               | 10%              | 13%  | 14%          | 9%  | 11% | 11% | 11%         | 11%          | 13%   | 9%  |
|                           |       |        |        | f         | f     | cdf   |     |                  |                  |                  |      | l            |     |     |     |             |              |       |     |
|                           |       | 41%    | 59%    | 6%        | 9%    | 78%   | 6%  | 3%               | 6%               | 10%              | 57%  | 36%          | 23% | 16% | 21% | 83%         | 9%           | 6%    | 2%  |
| Adult aged 16-24          | 296   | 122    | 171    | 133       | 20    | 103   | 41  | 22               | 20               | 36               | 133  | 74           | 105 | 44  | 66  | 243         | 24           | 20    | 9   |
|                           | 21%   | 20%    | 23%    | 87%       | 6%    | 20%   | 10% | 37%              | 18%              | 22%              | 19%  | 18%          | 26% | 19% | 23% | 21%         | 19%          | 26%   | 22% |
|                           |       |        |        | def       |       | df    |     | hij              |                  |                  |      |              | km  |     | k   |             |              |       |     |
|                           |       | 41%    | 58%    | 45%       | 7%    | 35%   | 14% | 7%               | 7%               | 12%              | 45%  | 25%          | 35% | 15% | 22% | 82%         | 8%           | 7%    | 3%  |
| Adult aged 25-44          | 616   | 272    | 337    | 26        | 280   | 266   | 41  | 21               | 35               | 73               | 358  | 169          | 203 | 112 | 110 | 514         | 49           | 35    | 17  |
|                           | 45%   | 43%    | 46%    | 17%       | 92%   | 52%   | 10% | 36%              | 32%              | 45%              | 51%  | 41%          | 51% | 49% | 39% | 45%         | 40%          | 46%   | 45% |
|                           |       |        |        | f         | cef   | cf    |     |                  |                  | h                | gh   |              | kn  | kn  |     |             |              |       |     |
|                           |       | 44%    | 55%    | 4%        | 45%   | 43%   | 7%  | 3%               | 6%               | 12%              | 58%  | 27%          | 33% | 18% | 18% | 83%         | 8%           | 6%    | 3%  |
| Adult aged 45-64          | 527   | 252    | 273    | 33        | 24    | 234   | 233 | 21               | 36               | 65               | 265  | 192          | 117 | 100 | 99  | 426         | 58           | 28    | 15  |
|                           | 38%   | 40%    | 37%    | 22%       | 8%    | 46%   | 58% | 36%              | 33%              | 40%              | 37%  | 46%          | 29% | 44% | 35% | 37%         | 46%          | 36%   | 39% |
|                           |       |        |        | d         |       | cd    | cde |                  |                  |                  |      | ln           |     | ln  |     |             | oq           |       |     |
|                           |       | 48%    | 52%    | 6%        | 4%    | 44%   | 44% | 4%               | 7%               | 12%              | 50%  | 36%          | 22% | 19% | 19% | 81%         | 11%          | 5%    | 3%  |
| Adult aged 65-74          | 179   | 92     | 87     | 3         | 9     | 9     | 157 | 4                | 18               | 28               | 69   | 64           | 34  | 30  | 48  | 147         | 18           | 9     | 5   |
|                           | 13%   | 15%    | 12%    | 2%        | 3%    | 2%    | 39% | 6%               | 17%              | 17%              | 10%  | 15%          | 9%  | 13% | 17% | 13%         | 14%          | 12%   | 12% |
|                           |       |        |        |           |       |       | cde |                  | gj               | gj               |      | l            |     |     | l   |             |              |       |     |
|                           |       | 51%    | 49%    | 2%        | 5%    | 5%    | 88% | 2%               | 10%              | 16%              | 39%  | 36%          | 19% | 17% | 27% | 82%         | 10%          | 5%    | 3%  |

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

## QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                             | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total            | 2464  | 1141   | 1294   | 310       | 489   | 927   | 725 | 119              | 178          | 306          | 1236 | 719          | 877 | 292 | 499 | 1595     | 259       | 310   | 300 |
| Effective Weighted Sample   | 1718  | 784    | 915    | 215       | 363   | 650   | 485 | 86               | 118          | 214          | 881  | 517          | 646 | 205 | 363 | 1337     | 149       | 217   | 253 |
| Total                       | 1379  | 626    | 737    | 152       | 306   | 507   | 403 | 58               | 108          | 164          | 706  | 416          | 401 | 229 | 283 | 1138     | 125       | 77    | 39  |
|                             |       | 45%    | 53%    | 11%       | 22%   | 37%   | 29% | 4%               | 8%           | 12%          | 51%  | 30%          | 29% | 17% | 21% | 83%      | 9%        | 6%    | 3%  |
| Adult aged 75 and over      | 48    | 24     | 23     | 1         | 2     | 1     | 44  | *                | 13           | 8            | 18   | 16           | 7   | 7   | 17  | 43       | 2         | 3     | *   |
|                             | 3%    | 4%     | 3%     | 1%        | 1%    | *%    | 11% | *%               | 12%          | 5%           | 3%   | 4%           | 2%  | 3%  | 6%  | 4%       | 2%        | 3%    | *%  |
|                             |       |        |        |           |       | cde   |     |                  | gij          | gj           |      | l            |     |     | l   | r        |           | r     |     |
|                             |       | 51%    | 49%    | 2%        | 4%    | 3%    | 92% | *%               | 27%          | 18%          | 37%  | 33%          | 14% | 14% | 35% | 90%      | 4%        | 5%    | *%  |
| Don't know                  | 17    | 7      | 7      | 3         | 6     | 3     | 3   | 2                | 1            | 1            | 3    | 4            | 4   | 2   | 3   | 15       | 1         | 1     | *   |
|                             | 1%    | 1%     | 1%     | 2%        | 2%    | 1%    | 1%  | 3%               | 1%           | 1%           | *%   | 1%           | 1%  | 1%  | 1%  | 1%       | *%        | 1%    | 1%  |
|                             |       |        |        |           |       | j     |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                             |       | 41%    | 42%    | 16%       | 33%   | 20%   | 20% | 11%              | 4%           | 5%           | 17%  | 24%          | 24% | 12% | 19% | 91%      | 3%        | 5%    | 1%  |
| Prefer not to say           | 7     | 3      | 2      | -         | 2     | 2     | -   | *                | 1            | *            | 1    | *            | 2   | 1   | 2   | 7        | -         | -     | *   |
|                             | 1%    | 1%     | *%     | -%        | 1%    | *%    | -%  | 1%               | 1%           | *%           | *%   | *%           | 1%  | 1%  | 1%  | 1%       | -%        | -%    | 1%  |
|                             |       |        |        |           | f     |       |     |                  | j            |              |      |              |     |     |     |          |           |       |     |
|                             |       | 45%    | 33%    | -%        | 33%   | 32%   | -%  | 5%               | 16%          | 6%           | 10%  | 2%           | 30% | 16% | 30% | 93%      | -%        | -%    | 7%  |
| ANY CHILDREN AGED UNDER 16  | 347   | 140    | 205    | 22        | 71    | 237   | 17  | 15               | 31           | 41           | 191  | 107          | 80  | 67  | 81  | 287      | 28        | 23    | 9   |
|                             | 25%   | 22%    | 28%    | 15%       | 23%   | 47%   | 4%  | 26%              | 28%          | 25%          | 27%  | 26%          | 20% | 29% | 29% | 25%      | 23%       | 30%   | 23% |
|                             |       | a      | f      | f         | cf    | cdf   |     |                  |              |              |      | l            |     | l   | l   |          |           |       |     |
|                             |       | 40%    | 59%    | 6%        | 21%   | 68%   | 5%  | 4%               | 9%           | 12%          | 55%  | 31%          | 23% | 19% | 23% | 83%      | 8%        | 7%    | 3%  |
| ANY ADULTS AGED 16 AND OVER | 1272  | 580    | 681    | 144       | 287   | 463   | 372 | 53               | 87           | 154          | 664  | 391          | 379 | 212 | 249 | 1046     | 118       | 73    | 36  |
|                             | 92%   | 93%    | 92%    | 95%       | 94%   | 91%   | 92% | 92%              | 81%          | 94%          | 94%  | 94%          | 95% | 93% | 88% | 92%      | 94%       | 94%   | 92% |
|                             |       |        |        |           |       | h     |     | h                | h            | h            | n    | n            | n   | n   | n   |          |           |       |     |
|                             |       | 46%    | 54%    | 11%       | 23%   | 36%   | 29% | 4%               | 7%           | 12%          | 52%  | 31%          | 30% | 17% | 20% | 82%      | 9%        | 6%    | 3%  |

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

## QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 2464  | 166             | 225        | 149        | 183       | 169       | 193         | 194           | 158        | 158        | 1895     | 569   | 1567           | 850         | 1264              | 1200         |
| Effective Weighted Sample | 1718  | 147             | 204        | 137        | 167       | 151       | 175         | 174           | 140        | 144        | 1464     | 258   | 1114           | 584         | 853               | 865          |
| Total                     | 1379  | 163             | 205        | 102        | 111       | 122       | 108         | 111           | 59         | 156        | 1196     | 182   | 937            | 413         | 701               | 678          |
|                           |       | 12%             | 15%        | 7%         | 8%        | 9%        | 8%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 51%               | 49%          |
| Child aged under 5        | 65    | 3               | 10         | 1          | 6         | 9         | 6           | 4             | 2          | 11         | 56       | 9     | 51             | 14          | 26                | 39           |
|                           | 5%    | 2%              | 5%         | 1%         | 6%        | 7%        | 5%          | 3%            | 4%         | 7%         | 5%       | 5%    | 5%             | 3%          | 4%                | 6%           |
|                           |       |                 | c          |            | c         | ac        | c           |               |            | ac         |          |       |                |             |                   |              |
|                           |       | 5%              | 16%        | 1%         | 10%       | 13%       | 9%          | 6%            | 3%         | 16%        | 86%      | 14%   | 77%            | 22%         | 40%               | 60%          |
| Child aged 5-7            | 100   | 7               | 18         | 5          | 10        | 6         | 11          | 10            | 4          | 12         | 83       | 16    | 80             | 19          | 47                | 52           |
|                           | 7%    | 4%              | 9%         | 5%         | 9%        | 5%        | 11%         | 9%            | 7%         | 8%         | 7%       | 9%    | 9%             | 5%          | 7%                | 8%           |
|                           |       |                 |            |            |           |           | a           |               |            |            |          |       | m              |             |                   |              |
|                           |       | 7%              | 18%        | 5%         | 10%       | 6%        | 11%         | 10%           | 4%         | 12%        | 84%      | 16%   | 80%            | 19%         | 47%               | 53%          |
| Child aged 8-11           | 146   | 14              | 18         | 7          | 11        | 17        | 19          | 18            | 7          | 9          | 127      | 19    | 116            | 28          | 68                | 78           |
|                           | 11%   | 8%              | 9%         | 7%         | 10%       | 14%       | 18%         | 16%           | 11%        | 6%         | 11%      | 11%   | 12%            | 7%          | 10%               | 11%          |
|                           |       |                 |            |            |           | i         | abcdi       | abci          |            |            |          |       | m              |             |                   |              |
|                           |       | 9%              | 12%        | 5%         | 7%        | 12%       | 13%         | 12%           | 5%         | 6%         | 87%      | 13%   | 80%            | 19%         | 47%               | 53%          |
| Child aged 12-15          | 157   | 20              | 22         | 12         | 9         | 23        | 14          | 10            | 6          | 15         | 134      | 23    | 124            | 31          | 84                | 73           |
|                           | 11%   | 12%             | 11%        | 11%        | 8%        | 19%       | 13%         | 9%            | 10%        | 9%         | 11%      | 13%   | 13%            | 7%          | 12%               | 11%          |
|                           |       |                 |            |            |           | bdghi     |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 13%             | 14%        | 7%         | 6%        | 15%       | 9%          | 6%            | 4%         | 9%         | 85%      | 15%   | 79%            | 19%         | 54%               | 46%          |
| Adult aged 16-24          | 296   | 28              | 41         | 20         | 30        | 33        | 18          | 22            | 16         | 35         | 265      | 31    | 181            | 112         | 124               | 172          |
|                           | 21%   | 17%             | 20%        | 19%        | 27%       | 27%       | 17%         | 20%           | 27%        | 22%        | 22%      | 17%   | 19%            | 27%         | 18%               | 25%          |
|                           |       |                 |            |            | af        | f         |             |               | f          |            |          |       |                | l           |                   | n            |
|                           |       | 10%             | 14%        | 7%         | 10%       | 11%       | 6%          | 7%            | 5%         | 12%        | 89%      | 11%   | 61%            | 38%         | 42%               | 58%          |
| Adult aged 25-44          | 616   | 84              | 95         | 39         | 46        | 49        | 50          | 57            | 26         | 67         | 552      | 65    | 502            | 101         | 260               | 357          |
|                           | 45%   | 51%             | 46%        | 38%        | 42%       | 40%       | 47%         | 51%           | 44%        | 43%        | 46%      | 36%   | 54%            | 24%         | 37%               | 53%          |
|                           |       | c               |            |            |           |           |             | ce            |            |            | k        |       | m              |             |                   | n            |
|                           |       | 14%             | 15%        | 6%         | 8%        | 8%        | 8%          | 9%            | 4%         | 11%        | 89%      | 11%   | 82%            | 16%         | 42%               | 58%          |
| Adult aged 45-64          | 527   | 44              | 84         | 41         | 46        | 56        | 43          | 33            | 22         | 58         | 448      | 79    | 375            | 142         | 318               | 209          |
|                           | 38%   | 27%             | 41%        | 40%        | 42%       | 46%       | 40%         | 30%           | 36%        | 37%        | 37%      | 43%   | 40%            | 34%         | 45%               | 31%          |
|                           |       |                 | ag         | a          | ag        | ag        | a           |               |            |            |          |       | m              |             | o                 |              |
|                           |       | 8%              | 16%        | 8%         | 9%        | 11%       | 8%          | 6%            | 4%         | 11%        | 85%      | 15%   | 71%            | 27%         | 60%               | 40%          |
| Adult aged 65-74          | 179   | 11              | 35         | 16         | 10        | 17        | 15          | 17            | 6          | 20         | 145      | 34    | 54             | 123         | 128               | 51           |
|                           | 13%   | 7%              | 17%        | 16%        | 9%        | 14%       | 14%         | 16%           | 11%        | 13%        | 12%      | 19%   | 6%             | 30%         | 18%               | 8%           |
|                           |       |                 | ad         | a          |           |           | a           | a             |            |            |          | j     |                | l           | o                 |              |
|                           |       | 6%              | 19%        | 9%         | 5%        | 9%        | 8%          | 10%           | 4%         | 11%        | 81%      | 19%   | 30%            | 69%         | 71%               | 29%          |

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

## QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total            | 2464  | 166             | 225        | 149        | 183       | 169       | 193         | 194           | 158        | 158        | 1895     | 569   | 1567           | 850         | 1264              | 1200         |
| Effective Weighted Sample   | 1718  | 147             | 204        | 137        | 167       | 151       | 175         | 174           | 140        | 144        | 1464     | 258   | 1114           | 584         | 853               | 865          |
| Total                       | 1379  | 163             | 205        | 102        | 111       | 122       | 108         | 111           | 59         | 156        | 1196     | 182   | 937            | 413         | 701               | 678          |
|                             |       | 12%             | 15%        | 7%         | 8%        | 9%        | 8%          | 8%            | 4%         | 11%        | 87%      | 13%   | 68%            | 30%         | 51%               | 49%          |
| Adult aged 75 and over      | 48    | 2               | 10         | 6          | 1         | 3         | 4           | 7             | 2          | 8          | 36       | 12    | 6              | 41          | 38                | 9            |
|                             | 3%    | 1%              | 5%         | 6%         | 1%        | 3%        | 4%          | 6%            | 3%         | 5%         | 3%       | 7%    | 1%             | 10%         | 5%                | 1%           |
|                             |       |                 | d          | d          |           |           |             | ad            |            |            |          | j     |                | l           | o                 |              |
|                             |       | 5%              | 21%        | 12%        | 3%        | 7%        | 9%          | 14%           | 3%         | 16%        | 75%      | 25%   | 13%            | 87%         | 80%               | 20%          |
| Don't know                  | 17    | 7               | 1          | 2          | -         | 2         | 1           | *             | 1          | 2          | 16       | 1     | 11             | 3           | 7                 | 10           |
|                             | 1%    | 4%              | *%         | 2%         | -%        | 2%        | 1%          | *%            | 2%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 2%           |
|                             |       | bdfg            |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                             |       | 40%             | 5%         | 10%        | -%        | 13%       | 3%          | 3%            | 6%         | 10%        | 94%      | 6%    | 62%            | 18%         | 40%               | 60%          |
| Prefer not to say           | 7     | 2               | 1          | -          | 1         | 2         | 1           | 1             | -          | -          | 6        | 1     | 5              | 1           | 1                 | 6            |
|                             | 1%    | 1%              | *%         | -%         | 1%        | 1%        | 1%          | *%            | -%         | -%         | 1%       | *%    | 1%             | *%          | *%                | 1%           |
|                             |       | 30%             | 11%        | -%         | 14%       | 21%       | 10%         | 7%            | -%         | -%         | 90%      | 10%   | 71%            | 7%          | 21%               | 79%          |
| ANY CHILDREN AGED UNDER 16  | 347   | 34              | 51         | 20         | 28        | 41        | 35          | 30            | 14         | 33         | 296      | 51    | 270            | 73          | 178               | 170          |
|                             | 25%   | 21%             | 25%        | 19%        | 26%       | 34%       | 33%         | 27%           | 23%        | 21%        | 25%      | 28%   | 29%            | 18%         | 25%               | 25%          |
|                             |       |                 |            |            |           | achi      | aci         |               |            |            |          |       | m              |             |                   |              |
|                             |       | 10%             | 15%        | 6%         | 8%        | 12%       | 10%         | 9%            | 4%         | 10%        | 85%      | 15%   | 78%            | 21%         | 51%               | 49%          |
| ANY ADULTS AGED 16 AND OVER | 1272  | 141             | 195        | 93         | 103       | 114       | 101         | 101           | 55         | 143        | 1108     | 164   | 878            | 369         | 648               | 624          |
|                             | 92%   | 87%             | 95%        | 91%        | 93%       | 93%       | 94%         | 91%           | 92%        | 91%        | 93%      | 90%   | 94%            | 89%         | 93%               | 92%          |
|                             |       | a               | a          |            |           |           | a           |               |            |            |          |       | m              |             |                   |              |
|                             |       | 11%             | 15%        | 7%         | 8%        | 9%        | 8%          | 8%            | 4%         | 11%        | 87%      | 13%   | 69%            | 29%         | 51%               | 49%          |

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

## QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total          | 2464  | 1389            | 978             | 2110             | 2235 | 1290          | 2438              |
| Effective Weighted Sample | 1718  | 962             | 683             | 1478             | 1564 | 899           | 1703              |
| Total                     | 1379  | 782             | 557             | 1185             | 1245 | 718           | 1364              |
|                           |       | 57%             | 40%             | 86%              | 90%  | 52%           | 99%               |
| Child aged under 5        | 65    | 37              | 20              | 59               | 64   | 43            | 65                |
|                           | 5%    | 5%              | 4%              | 5%               | 5%   | 6%            | 5%                |
|                           |       |                 |                 |                  |      | b             |                   |
|                           |       | 57%             | 30%             | 90%              | 97%  | 66%           | 100%              |
| Child aged 5-7            | 100   | 60              | 27              | 81               | 94   | 60            | 100               |
|                           | 7%    | 8%              | 5%              | 7%               | 8%   | 8%            | 7%                |
|                           |       | b               |                 |                  | b    | b             | b                 |
|                           |       | 60%             | 27%             | 81%              | 94%  | 61%           | 100%              |
| Child aged 8-11           | 146   | 84              | 50              | 124              | 133  | 83            | 145               |
|                           | 11%   | 11%             | 9%              | 10%              | 11%  | 12%           | 11%               |
|                           |       | 57%             | 34%             | 85%              | 91%  | 57%           | 99%               |
| Child aged 12-15          | 157   | 94              | 61              | 141              | 146  | 95            | 155               |
|                           | 11%   | 12%             | 11%             | 12%              | 12%  | 13%           | 11%               |
|                           |       | 60%             | 39%             | 90%              | 93%  | 60%           | 99%               |
| Adult aged 16-24          | 296   | 162             | 103             | 246              | 282  | 177           | 290               |
|                           | 21%   | 21%             | 18%             | 21%              | 23%  | 25%           | 21%               |
|                           |       |                 |                 |                  | b    | abcf          |                   |
|                           |       | 55%             | 35%             | 83%              | 95%  | 60%           | 98%               |
| Adult aged 25-44          | 616   | 324             | 216             | 527              | 584  | 353           | 610               |
|                           | 45%   | 41%             | 39%             | 44%              | 47%  | 49%           | 45%               |
|                           |       |                 |                 | b                | ab   | abcf          | b                 |
|                           |       | 52%             | 35%             | 85%              | 95%  | 57%           | 99%               |
| Adult aged 45-64          | 527   | 348             | 227             | 484              | 477  | 265           | 523               |
|                           | 38%   | 44%             | 41%             | 41%              | 38%  | 37%           | 38%               |
|                           |       | def             |                 |                  |      |               |                   |
|                           |       | 66%             | 43%             | 92%              | 90%  | 50%           | 99%               |
| Adult aged 65-74          | 179   | 124             | 101             | 164              | 153  | 75            | 178               |
|                           | 13%   | 16%             | 18%             | 14%              | 12%  | 10%           | 13%               |
|                           |       | def             | cdef            | e                |      |               |                   |
|                           |       | 69%             | 57%             | 92%              | 85%  | 42%           | 100%              |
| Adult aged 75 and over    | 48    | 28              | 29              | 38               | 33   | 16            | 47                |
|                           | 3%    | 4%              | 5%              | 3%               | 3%   | 2%            | 3%                |
|                           |       |                 | cdef            |                  |      |               |                   |
|                           |       | 58%             | 62%             | 79%              | 69%  | 33%           | 100%              |

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

## QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

|                             | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|-----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                             |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%     |       |                      |                      |                       |           |                    |                        |
| Unweighted total            | 2464  | 1389                 | 978                  | 2110                  | 2235      | 1290               | 2438                   |
| Effective Weighted Sample   | 1718  | 962                  | 683                  | 1478                  | 1564      | 899                | 1703                   |
| Total                       | 1379  | 782                  | 557                  | 1185                  | 1245      | 718                | 1364                   |
|                             |       | 57%                  | 40%                  | 86%                   | 90%       | 52%                | 99%                    |
| Don't know                  | 17    | 6                    | 7                    | 11                    | 11        | 5                  | 17                     |
|                             | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                             |       | 35%                  | 40%                  | 63%                   | 66%       | 32%                | 97%                    |
| Prefer not to say           | 7     | 2                    | 5                    | 5                     | 6         | 2                  | 7                      |
|                             | 1%    | *%                   | 1%                   | *%                    | *%        | *%                 | 1%                     |
|                             |       | 34%                  | 69%                  | 64%                   | 78%       | 25%                | 100%                   |
| ANY CHILDREN AGED UNDER 16  | 347   | 206                  | 117                  | 306                   | 323       | 209                | 345                    |
|                             | 25%   | 26%                  | 21%                  | 26%                   | 26%       | 29%                | 25%                    |
|                             |       | b                    | b                    | b                     | b         | bf                 | b                      |
|                             |       | 59%                  | 34%                  | 88%                   | 93%       | 60%                | 99%                    |
| ANY ADULTS AGED 16 AND OVER | 1272  | 732                  | 506                  | 1102                  | 1161      | 669                | 1258                   |
|                             | 92%   | 94%                  | 91%                  | 93%                   | 93%       | 93%                | 92%                    |
|                             |       | b                    | b                    | b                     | b         | b                  | b                      |
|                             |       | 58%                  | 40%                  | 87%                   | 91%       | 53%                | 99%                    |

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

## QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                              | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                      |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                             | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                    | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                        | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                              |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| No car used by someone in the household                                                                      | 365   | 149    | 201    | 78        | 109   | 85    | 85   | 46               | 49           | 60           | 95   | 49           | 113  | 41  | 131  | 307      | 41        | 9     | 8   |
|                                                                                                              | 13%   | 12%    | 14%    | 27%       | 19%   | 9%    | 9%   | 32%              | 24%          | 18%          | 8%   | 6%           | 15%  | 9%  | 21%  | 14%      | 16%       | 6%    | 9%  |
|                                                                                                              |       | a      | a      | def       | ef    |       |      | ij               | j            | j            |      |              | km   | klm |      | qr       | qr        |       |     |
|                                                                                                              |       | 41%    | 55%    | 21%       | 30%   | 23%   | 23%  | 13%              | 13%          | 16%          | 26%  | 13%          | 31%  | 11% | 36%  | 84%      | 11%       | 2%    | 2%  |
| <b>FEATURES IN CAR</b>                                                                                       |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth | 1449  | 716    | 727    | 103       | 268   | 510   | 559  | 41               | 75           | 151          | 826  | 543          | 376  | 264 | 233  | 1200     | 132       | 74    | 43  |
|                                                                                                              | 53%   | 56%    | 52%    | 36%       | 46%   | 56%   | 62%  | 28%              | 36%          | 46%          | 67%  | 70%          | 51%  | 57% | 38%  | 53%      | 53%       | 55%   | 53% |
|                                                                                                              |       | b      | b      |           | c     | cd    | cde  |                  |              | gh           | ghi  | lmn          | n    | ln  |      |          |           |       |     |
|                                                                                                              |       | 49%    | 50%    | 7%        | 19%   | 35%   | 39%  | 3%               | 5%           | 10%          | 57%  | 37%          | 26%  | 18% | 16%  | 83%      | 9%        | 5%    | 3%  |
| A DAB digital radio                                                                                          | 1307  | 651    | 641    | 92        | 241   | 474   | 491  | 44               | 65           | 133          | 757  | 503          | 338  | 236 | 199  | 1083     | 118       | 69    | 36  |
|                                                                                                              | 48%   | 51%    | 46%    | 32%       | 41%   | 52%   | 55%  | 30%              | 31%          | 40%          | 62%  | 65%          | 46%  | 51% | 33%  | 48%      | 47%       | 51%   | 45% |
|                                                                                                              |       | b      | b      |           | c     | cd    | cd   |                  |              | gh           | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                                                                                                              |       | 50%    | 49%    | 7%        | 18%   | 36%   | 38%  | 3%               | 5%           | 10%          | 58%  | 38%          | 26%  | 18% | 15%  | 83%      | 9%        | 5%    | 3%  |
| The ability to stream music and other audio content from a phone through the car's audio system (CC)         | 1011  | 512    | 497    | 86        | 212   | 367   | 339  | 30               | 44           | 93           | 625  | 395          | 270  | 191 | 137  | 839      | 94        | 52    | 27  |
|                                                                                                              | 37%   | 40%    | 35%    | 30%       | 36%   | 40%   | 38%  | 20%              | 21%          | 28%          | 51%  | 51%          | 37%  | 41% | 22%  | 37%      | 38%       | 38%   | 33% |
|                                                                                                              |       | b      | b      |           | c     | c     | c    |                  |              | gh           | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                                                                                                              |       | 51%    | 49%    | 9%        | 21%   | 36%   | 34%  | 3%               | 4%           | 9%           | 62%  | 39%          | 27%  | 19% | 14%  | 83%      | 9%        | 5%    | 3%  |
| Built-in satellite navigation with a screen in the car's dashboard (CC)                                      | 928   | 491    | 432    | 63        | 136   | 332   | 389  | 21               | 36           | 88           | 577  | 380          | 227  | 166 | 133  | 779      | 83        | 43    | 23  |
|                                                                                                              | 34%   | 39%    | 31%    | 22%       | 23%   | 36%   | 43%  | 14%              | 17%          | 27%          | 47%  | 49%          | 31%  | 36% | 22%  | 34%      | 33%       | 32%   | 28% |
|                                                                                                              |       | b      | b      |           |       | cd    | cde  |                  |              | gh           | ghi  | lmn          | n    | n   |      | r        |           |       |     |
|                                                                                                              |       | 53%    | 47%    | 7%        | 15%   | 36%   | 42%  | 2%               | 4%           | 9%           | 62%  | 41%          | 24%  | 18% | 14%  | 84%      | 9%        | 5%    | 2%  |

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

## QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                          | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                                  |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                                         | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                                                                | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                                                                    | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                                                                          |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)                                 | 831   | 399    | 429    | 48        | 145   | 299   | 334  | 23               | 35           | 79           | 501  | 344          | 211  | 143 | 112  | 690      | 78        | 40    | 23  |
|                                                                                                                                                          | 30%   | 31%    | 31%    | 17%       | 25%   | 33%   | 37%  | 16%              | 17%          | 24%          | 41%  | 45%          | 29%  | 31% | 18%  | 31%      | 31%       | 30%   | 28% |
|                                                                                                                                                          |       | 48%    | 52%    | 6%        | 17%   | 36%   | 40%  | 3%               | 4%           | 9%           | 60%  | 41%          | 25%  | 17% | 14%  | 83%      | 9%        | 5%    | 3%  |
| An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)                                                    | 805   | 428    | 372    | 64        | 134   | 288   | 312  | 23               | 30           | 68           | 493  | 317          | 205  | 143 | 118  | 666      | 79        | 39    | 21  |
|                                                                                                                                                          | 30%   | 34%    | 27%    | 22%       | 23%   | 32%   | 35%  | 15%              | 15%          | 21%          | 40%  | 41%          | 28%  | 31% | 19%  | 29%      | 32%       | 29%   | 25% |
|                                                                                                                                                          |       | b      |        |           |       | cd    | cd   |                  |              |              | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                                                                                                                                                          |       | 53%    | 46%    | 8%        | 17%   | 36%   | 39%  | 3%               | 4%           | 8%           | 61%  | 39%          | 25%  | 18% | 15%  | 83%      | 10%       | 5%    | 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) | 460   | 236    | 224    | 39        | 90    | 171   | 157  | 9                | 19           | 43           | 283  | 179          | 117  | 85  | 64   | 384      | 40        | 24    | 12  |
|                                                                                                                                                          | 17%   | 19%    | 16%    | 14%       | 15%   | 19%   | 17%  | 6%               | 9%           | 13%          | 23%  | 23%          | 16%  | 18% | 10%  | 17%      | 16%       | 18%   | 15% |
|                                                                                                                                                          |       |        |        |           |       | c     |      |                  |              | g            | ghi  | ln           | n    | n   |      |          |           |       |     |
|                                                                                                                                                          |       | 51%    | 49%    | 9%        | 20%   | 37%   | 34%  | 2%               | 4%           | 9%           | 62%  | 39%          | 25%  | 19% | 14%  | 83%      | 9%        | 5%    | 3%  |
| A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead                                                                     | 356   | 197    | 157    | 28        | 61    | 117   | 148  | 14               | 24           | 48           | 185  | 97           | 87   | 90  | 76   | 295      | 33        | 17    | 11  |
|                                                                                                                                                          | 13%   | 15%    | 11%    | 10%       | 10%   | 13%   | 16%  | 9%               | 11%          | 15%          | 15%  | 13%          | 12%  | 19% | 12%  | 13%      | 13%       | 12%   | 14% |
|                                                                                                                                                          |       | b      |        |           |       |       | cde  |                  |              |              | g    |              |      | kln |      |          |           |       |     |
|                                                                                                                                                          |       | 55%    | 44%    | 8%        | 17%   | 33%   | 42%  | 4%               | 7%           | 14%          | 52%  | 27%          | 24%  | 25% | 21%  | 83%      | 9%        | 5%    | 3%  |

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



## QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                                                                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                                                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                                                                                     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                                                                                            | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                                                                                                                                                                   | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                                                                                                                                                       | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                                                                                                                                                             |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)                                                                                                        | 161   | 96     | 64     | 8         | 29    | 59    | 66   | 6                | 3            | 23           | 94   | 63           | 45   | 25  | 20   | 137      | 14        | 7     | 4   |
|                                                                                                                                                                                                             | 6%    | 8%     | 5%     | 3%        | 5%    | 6%    | 7%   | 4%               | 1%           | 7%           | 8%   | 8%           | 6%   | 5%  | 3%   | 6%       | 6%        | 5%    | 4%  |
|                                                                                                                                                                                                             |       | b      |        |           |       | c     | c    |                  |              | h            | h    | n            | n    |     |      |          |           |       |     |
|                                                                                                                                                                                                             |       | 60%    | 40%    | 5%        | 18%   | 36%   | 41%  | 4%               | 2%           | 14%          | 58%  | 39%          | 28%  | 16% | 12%  | 85%      | 9%        | 4%    | 2%  |
| Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC) | 156   | 93     | 63     | 9         | 24    | 60    | 63   | 6                | 3            | 13           | 106  | 83           | 32   | 21  | 13   | 135      | 12        | 6     | 4   |
|                                                                                                                                                                                                             | 6%    | 7%     | 5%     | 3%        | 4%    | 7%    | 7%   | 4%               | 2%           | 4%           | 9%   | 11%          | 4%   | 4%  | 2%   | 6%       | 5%        | 4%    | 4%  |
|                                                                                                                                                                                                             |       | b      |        |           |       | cd    | cd   |                  |              |              | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                                                                                                                                                                                                             |       | 60%    | 40%    | 6%        | 15%   | 38%   | 40%  | 4%               | 2%           | 8%           | 68%  | 53%          | 21%  | 13% | 8%   | 86%      | 8%        | 4%    | 2%  |
| None of these                                                                                                                                                                                               | 448   | 211    | 227    | 43        | 104   | 156   | 139  | 34               | 51           | 55           | 146  | 81           | 138  | 65  | 133  | 365      | 46        | 23    | 14  |
|                                                                                                                                                                                                             | 16%   | 17%    | 16%    | 15%       | 18%   | 17%   | 15%  | 23%              | 25%          | 17%          | 12%  | 10%          | 19%  | 14% | 22%  | 16%      | 18%       | 17%   | 17% |
|                                                                                                                                                                                                             |       |        |        |           |       |       |      | ij               | ij           | j            |      |              | km   | km  |      |          |           |       |     |
|                                                                                                                                                                                                             |       | 47%    | 51%    | 10%       | 23%   | 35%   | 31%  | 8%               | 12%          | 12%          | 33%  | 18%          | 31%  | 15% | 30%  | 81%      | 10%       | 5%    | 3%  |
| Don't know                                                                                                                                                                                                  | 132   | 44     | 73     | 30        | 27    | 35    | 28   | 3                | 5            | 11           | 21   | 11           | 27   | 24  | 40   | 112      | 8         | 8     | 4   |
|                                                                                                                                                                                                             | 5%    | 3%     | 5%     | 10%       | 5%    | 4%    | 3%   | 2%               | 2%           | 3%           | 2%   | 1%           | 4%   | 5%  | 7%   | 5%       | 3%        | 6%    | 5%  |
|                                                                                                                                                                                                             |       |        | a      | def       |       |       |      |                  |              | j            |      |              | k    | k   | kl   |          |           |       |     |
|                                                                                                                                                                                                             |       | 34%    | 55%    | 22%       | 20%   | 26%   | 21%  | 3%               | 4%           | 8%           | 16%  | 8%           | 21%  | 18% | 30%  | 85%      | 6%        | 6%    | 3%  |
| ANY CONNECTED CAR FEATURES (CC)                                                                                                                                                                             | 1447  | 718    | 721    | 111       | 272   | 507   | 545  | 45               | 71           | 151          | 835  | 535          | 376  | 270 | 228  | 1201     | 133       | 74    | 40  |
|                                                                                                                                                                                                             | 53%   | 57%    | 51%    | 39%       | 47%   | 56%   | 60%  | 31%              | 34%          | 46%          | 68%  | 69%          | 51%  | 58% | 37%  | 53%      | 53%       | 55%   | 49% |
|                                                                                                                                                                                                             |       | b      |        |           | c     | cd    | cde  |                  |              | gh           | ghi  | lmn          | n    | ln  |      |          |           |       |     |
|                                                                                                                                                                                                             |       | 50%    | 50%    | 8%        | 19%   | 35%   | 38%  | 3%               | 5%           | 10%          | 58%  | 37%          | 26%  | 19% | 16%  | 83%      | 9%        | 5%    | 3%  |

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

## QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                      |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                             | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                    | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                        | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                              |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| No car used by someone in the household                                                                      | 365   | 82              | 35         | 21         | 28        | 28        | 23          | 25            | 19         | 45         | 353      | 11    | 189            | 153         | 70                | 295          |
|                                                                                                              | 13%   | 24%             | 9%         | 10%        | 13%       | 11%       | 12%         | 12%           | 16%        | 14%        | 15%      | 3%    | 11%            | 16%         | 5%                | 22%          |
|                                                                                                              |       | bcdefghi        |            |            |           |           |             |               | bc         |            | k        |       | l              |             | n                 |              |
|                                                                                                              |       | 23%             | 10%        | 6%         | 8%        | 8%        | 6%          | 7%            | 5%         | 12%        | 97%      | 3%    | 52%            | 42%         | 19%               | 81%          |
| <b>FEATURES IN CAR</b>                                                                                       |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth | 1449  | 152             | 222        | 130        | 109       | 126       | 110         | 119           | 56         | 176        | 1192     | 257   | 1001           | 431         | 907               | 542          |
|                                                                                                              | 53%   | 44%             | 57%        | 58%        | 52%       | 50%       | 57%         | 55%           | 46%        | 55%        | 51%      | 69%   | 59%            | 46%         | 67%               | 39%          |
|                                                                                                              |       |                 | ah         | ae         | a         |           | ah          | ah            |            | ah         |          | j     | m              |             | o                 |              |
|                                                                                                              |       | 10%             | 15%        | 9%         | 8%        | 9%        | 8%          | 8%            | 4%         | 12%        | 82%      | 18%   | 69%            | 30%         | 63%               | 37%          |
| A DAB digital radio                                                                                          | 1307  | 131             | 213        | 123        | 95        | 116       | 93          | 105           | 57         | 150        | 1073     | 234   | 903            | 387         | 813               | 494          |
|                                                                                                              | 48%   | 38%             | 55%        | 56%        | 46%       | 46%       | 48%         | 49%           | 47%        | 47%        | 46%      | 63%   | 53%            | 42%         | 60%               | 36%          |
|                                                                                                              |       |                 | adehi      | adehi      |           |           | a           | a             | a          | a          |          | j     | m              |             | o                 |              |
|                                                                                                              |       | 10%             | 16%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 82%      | 18%   | 69%            | 30%         | 62%               | 38%          |
| The ability to stream music and other audio content from a phone through the car's audio system (CC)         | 1011  | 100             | 150        | 97         | 78        | 98        | 75          | 82            | 46         | 113        | 843      | 168   | 734            | 269         | 605               | 407          |
|                                                                                                              | 37%   | 29%             | 39%        | 44%        | 37%       | 39%       | 39%         | 38%           | 38%        | 35%        | 36%      | 45%   | 43%            | 29%         | 45%               | 30%          |
|                                                                                                              |       |                 | a          | ai         | a         | a         | a           | a             | a          |            |          | j     | m              |             | o                 |              |
|                                                                                                              |       | 10%             | 15%        | 10%        | 8%        | 10%       | 7%          | 8%            | 5%         | 11%        | 83%      | 17%   | 73%            | 27%         | 60%               | 40%          |
| Built-in satellite navigation with a screen in the car's dashboard (CC)                                      | 928   | 88              | 149        | 80         | 68        | 87        | 73          | 83            | 36         | 112        | 741      | 187   | 630            | 286         | 634               | 294          |
|                                                                                                              | 34%   | 26%             | 39%        | 36%        | 33%       | 35%       | 38%         | 38%           | 30%        | 35%        | 31%      | 50%   | 37%            | 31%         | 47%               | 21%          |
|                                                                                                              |       |                 | ah         | a          |           | a         | ah          | ah            |            | a          |          | j     | m              |             | o                 |              |
|                                                                                                              |       | 10%             | 16%        | 9%         | 7%        | 9%        | 8%          | 9%            | 4%         | 12%        | 80%      | 20%   | 68%            | 31%         | 68%               | 32%          |

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

**QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                                                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                                         | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                                                                | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                                                                    | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                                                                          |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)                                 | 831   | 84              | 125        | 76         | 65        | 79        | 63          | 63            | 34         | 100        | 662      | 169   | 558            | 262         | 548               | 282          |
|                                                                                                                                                          | 30%   | 25%             | 32%        | 34%        | 31%       | 31%       | 33%         | 29%           | 28%        | 31%        | 28%      | 45%   | 33%            | 28%         | 40%               | 21%          |
|                                                                                                                                                          |       | 10%             | a          | a          | 8%        | 10%       | a           | 8%            | 4%         | 12%        | 80%      | j     | m              | 32%         | o                 | 34%          |
|                                                                                                                                                          |       |                 | 15%        | 9%         |           |           | 8%          |               |            |            |          | 20%   | 67%            |             | 66%               |              |
| An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)                                                    | 805   | 85              | 122        | 62         | 58        | 81        | 62          | 67            | 32         | 98         | 652      | 153   | 543            | 249         | 522               | 283          |
|                                                                                                                                                          | 30%   | 25%             | 31%        | 28%        | 28%       | 32%       | 32%         | 31%           | 26%        | 31%        | 28%      | 41%   | 32%            | 27%         | 39%               | 21%          |
|                                                                                                                                                          |       |                 | a          |            |           |           | a           |               |            |            |          | j     | m              |             | o                 |              |
|                                                                                                                                                          |       | 11%             | 15%        | 8%         | 7%        | 10%       | 8%          | 8%            | 4%         | 12%        | 81%      | 19%   | 67%            | 31%         | 65%               | 35%          |
| 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) | 460   | 52              | 72         | 33         | 32        | 45        | 34          | 37            | 22         | 58         | 377      | 83    | 321            | 133         | 281               | 179          |
|                                                                                                                                                          | 17%   | 15%             | 19%        | 15%        | 15%       | 18%       | 17%         | 17%           | 18%        | 18%        | 16%      | 22%   | 19%            | 14%         | 21%               | 13%          |
|                                                                                                                                                          |       |                 | a          |            |           |           | a           |               |            |            |          | j     | m              |             | o                 |              |
|                                                                                                                                                          |       | 11%             | 16%        | 7%         | 7%        | 10%       | 7%          | 8%            | 5%         | 13%        | 82%      | 18%   | 70%            | 29%         | 61%               | 39%          |
| A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead                                                                     | 356   | 27              | 52         | 29         | 36        | 32        | 21          | 35            | 21         | 41         | 305      | 51    | 237            | 114         | 192               | 164          |
|                                                                                                                                                          | 13%   | 8%              | 14%        | 13%        | 17%       | 13%       | 11%         | 16%           | 17%        | 13%        | 13%      | 14%   | 14%            | 12%         | 14%               | 12%          |
|                                                                                                                                                          |       |                 | a          | a          | af        |           |             | af            | af         | a          |          |       |                |             |                   |              |
|                                                                                                                                                          |       | 8%              | 15%        | 8%         | 10%       | 9%        | 6%          | 10%           | 6%         | 12%        | 86%      | 14%   | 66%            | 32%         | 54%               | 46%          |

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

**QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                                                                                                     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                                                                                            | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                                                                                                                                                                   | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                                                                                                                                                       | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                                                                                                                                                             |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)                                                                                                        | 161   | 17              | 34         | 12         | 10        | 18        | 7           | 15            | 8          | 16         | 133      | 29    | 118            | 43          | 100               | 62           |
|                                                                                                                                                                                                             | 6%    | 5%              | 9%         | 5%         | 5%        | 7%        | 4%          | 7%            | 7%         | 5%         | 6%       | 8%    | 7%             | 5%          | 7%                | 5%           |
|                                                                                                                                                                                                             |       |                 | adfi       |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                                                                                                                                             |       | 11%             | 21%        | 7%         | 6%        | 11%       | 4%          | 9%            | 5%         | 10%        | 82%      | 18%   | 73%            | 26%         | 62%               | 38%          |
| 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) | 156   | 20              | 27         | 10         | 18        | 16        | 15          | 9             | 5          | 15         | 124      | 33    | 106            | 49          | 102               | 54           |
|                                                                                                                                                                                                             | 6%    | 6%              | 7%         | 5%         | 9%        | 6%        | 8%          | 4%            | 4%         | 5%         | 5%       | 9%    | 6%             | 5%          | 8%                | 4%           |
|                                                                                                                                                                                                             |       |                 |            |            | cgh       |           |             |               |            |            |          | j     |                |             | o                 |              |
|                                                                                                                                                                                                             |       | 12%             | 17%        | 6%         | 11%       | 10%       | 9%          | 6%            | 3%         | 10%        | 79%      | 21%   | 68%            | 31%         | 65%               | 35%          |
| None of these                                                                                                                                                                                               | 448   | 59              | 57         | 34         | 37        | 44        | 28          | 41            | 18         | 46         | 398      | 49    | 249            | 177         | 170               | 277          |
|                                                                                                                                                                                                             | 16%   | 17%             | 15%        | 15%        | 18%       | 17%       | 15%         | 19%           | 15%        | 14%        | 17%      | 13%   | 15%            | 19%         | 13%               | 20%          |
|                                                                                                                                                                                                             |       |                 |            |            |           |           |             |               |            |            | k        |       |                | l           |                   | n            |
|                                                                                                                                                                                                             |       | 13%             | 13%        | 8%         | 8%        | 10%       | 6%          | 9%            | 4%         | 10%        | 89%      | 11%   | 56%            | 39%         | 38%               | 62%          |
| Don't know                                                                                                                                                                                                  | 132   | 15              | 21         | 8          | 5         | 18        | 7           | 7             | 11         | 20         | 121      | 11    | 50             | 57          | 45                | 88           |
|                                                                                                                                                                                                             | 5%    | 4%              | 5%         | 4%         | 2%        | 7%        | 4%          | 3%            | 9%         | 6%         | 5%       | 3%    | 3%             | 6%          | 3%                | 6%           |
|                                                                                                                                                                                                             |       |                 |            |            |           | dfg       |             |               | acdfg      | d          | k        |       |                | l           |                   | n            |
|                                                                                                                                                                                                             |       | 11%             | 16%        | 6%         | 4%        | 14%       | 5%          | 5%            | 9%         | 15%        | 92%      | 8%    | 38%            | 43%         | 34%               | 66%          |
| ANY CONNECTED CAR FEATURES (CC)                                                                                                                                                                             | 1447  | 147             | 217        | 131        | 111       | 132       | 110         | 123           | 57         | 174        | 1191     | 256   | 984            | 441         | 893               | 554          |
|                                                                                                                                                                                                             | 53%   | 43%             | 56%        | 59%        | 53%       | 52%       | 57%         | 57%           | 47%        | 54%        | 51%      | 69%   | 58%            | 47%         | 66%               | 40%          |
|                                                                                                                                                                                                             |       |                 | ah         | ah         | a         | a         | ah          | ah            |            | a          |          | j     | m              |             | o                 |              |
|                                                                                                                                                                                                             |       | 10%             | 15%        | 9%         | 8%        | 9%        | 8%          | 8%            | 4%         | 12%        | 82%      | 18%   | 68%            | 31%         | 62%               | 38%          |

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

**QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                              | Total | TV SERVICES |           |          |         |           |          |
|--------------------------------------------------------------------------------------------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                                                                                                              |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                                                                                                              |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
| Significance Level: 95%                                                                                      |       | a           | b         | c        | d       | e         | f        |
| Unweighted total                                                                                             | 4805  | 2292        | 1983      | 3752     | 3860    | 2105      | 4617     |
| Effective Weighted Sample                                                                                    | 3295  | 1574        | 1368      | 2622     | 2677    | 1471      | 3193     |
| Total                                                                                                        | 2727  | 1297        | 1118      | 2110     | 2174    | 1176      | 2595     |
|                                                                                                              |       | 48%         | 41%       | 77%      | 80%     | 43%       | 95%      |
| No car used by someone in the household                                                                      | 365   | 117         | 116       | 229      | 277     | 170       | 336      |
|                                                                                                              | 13%   | 9%          | 10%       | 11%      | 13%     | 14%       | 13%      |
|                                                                                                              |       |             |           |          | abc     | abc       | abc      |
|                                                                                                              |       | 32%         | 32%       | 63%      | 76%     | 47%       | 92%      |
| <b>FEATURES IN CAR</b>                                                                                       |       |             |           |          |         |           |          |
| The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth | 1449  | 828         | 655       | 1272     | 1250    | 668       | 1439     |
|                                                                                                              | 53%   | 64%         | 59%       | 60%      | 58%     | 57%       | 55%      |
|                                                                                                              |       | bcdef       |           | def      |         |           |          |
|                                                                                                              |       | 57%         | 45%       | 88%      | 86%     | 46%       | 99%      |
| A DAB digital radio                                                                                          | 1307  | 720         | 595       | 1141     | 1106    | 608       | 1293     |
|                                                                                                              | 48%   | 55%         | 53%       | 54%      | 51%     | 52%       | 50%      |
|                                                                                                              |       | def         | f         | df       |         |           |          |
|                                                                                                              |       | 55%         | 46%       | 87%      | 85%     | 47%       | 99%      |
| The ability to stream music and other audio content from a phone through the car's audio system (CC)         | 1011  | 567         | 458       | 900      | 908     | 515       | 1006     |
|                                                                                                              | 37%   | 44%         | 41%       | 43%      | 42%     | 44%       | 39%      |
|                                                                                                              |       | f           |           | f        | f       | f         |          |
|                                                                                                              |       | 56%         | 45%       | 89%      | 90%     | 51%       | 100%     |
| Built-in satellite navigation with a screen in the car's dashboard (CC)                                      | 928   | 534         | 435       | 825      | 793     | 432       | 919      |
|                                                                                                              | 34%   | 41%         | 39%       | 39%      | 36%     | 37%       | 35%      |
|                                                                                                              |       | def         | f         | f        |         |           |          |
|                                                                                                              |       | 57%         | 47%       | 89%      | 85%     | 47%       | 99%      |
| Columns Tested: a,b,c,d,e,f                                                                                  |       |             |           |          |         |           |          |

**QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                          | Total      | TV SERVICES             |                      |                        |                   |                               |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------------|----------------------|------------------------|-------------------|-------------------------------|------------------------|
|                                                                                                                                                          |            | PAID TRAD<br>TV<br>a    | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c  | SVOD<br>d         | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                                  |            |                         |                      |                        |                   |                               |                        |
| Unweighted total                                                                                                                                         | 4805       | 2292                    | 1983                 | 3752                   | 3860              | 2105                          | 4617                   |
| Effective Weighted Sample                                                                                                                                | 3295       | 1574                    | 1368                 | 2622                   | 2677              | 1471                          | 3193                   |
| Total                                                                                                                                                    | 2727       | 1297<br>48%             | 1118<br>41%          | 2110<br>77%            | 2174<br>80%       | 1176<br>43%                   | 2595<br>95%            |
| Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)                                 | 831<br>30% | 474<br>37%<br>df<br>57% | 380<br>34%<br>46%    | 731<br>35%<br>f<br>88% | 708<br>33%<br>85% | 379<br>32%<br>46%             | 824<br>32%<br>99%      |
| An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)                                                    | 805<br>30% | 461<br>36%<br>df<br>57% | 367<br>33%<br>46%    | 717<br>34%<br>f<br>89% | 695<br>32%<br>86% | 383<br>33%<br>48%             | 800<br>31%<br>99%      |
| 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) | 460<br>17% | 280<br>22%<br>df<br>61% | 214<br>19%<br>47%    | 418<br>20%<br>f<br>91% | 412<br>19%<br>90% | 235<br>20%<br>51%             | 459<br>18%<br>100%     |
| A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead                                                                     | 356<br>13% | 212<br>16%<br>f<br>60%  | 162<br>14%<br>45%    | 307<br>15%<br>86%      | 308<br>14%<br>87% | 169<br>14%<br>47%             | 353<br>14%<br>99%      |

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

## QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                                                                                                                                                             | Total       | TV SERVICES              |                        |                          |                    |                               |                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------------|------------------------|--------------------------|--------------------|-------------------------------|------------------------|
|                                                                                                                                                                                                             |             | PAID TRAD<br>TV<br>a     | FREE TRAD<br>TV<br>b   | FREE<br>CATCH-UP<br>c    | SVOD<br>d          | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                                                                                     |             |                          |                        |                          |                    |                               |                        |
| Unweighted total                                                                                                                                                                                            | 4805        | 2292                     | 1983                   | 3752                     | 3860               | 2105                          | 4617                   |
| Effective Weighted Sample                                                                                                                                                                                   | 3295        | 1574                     | 1368                   | 2622                     | 2677               | 1471                          | 3193                   |
| Total                                                                                                                                                                                                       | 2727        | 1297<br>48%              | 1118<br>41%            | 2110<br>77%              | 2174<br>80%        | 1176<br>43%                   | 2595<br>95%            |
| In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)                                                                                                        | 161<br>6%   | 107<br>8%<br>bf<br>66%   | 65<br>6%<br>40%        | 151<br>7%<br>94%         | 146<br>7%<br>91%   | 85<br>7%<br>52%               | 161<br>6%<br>100%      |
| 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) | 156<br>6%   | 96<br>7%<br>61%          | 76<br>7%<br>49%        | 142<br>7%<br>91%         | 139<br>6%<br>89%   | 81<br>7%<br>52%               | 156<br>6%<br>100%      |
| None of these                                                                                                                                                                                               | 448<br>16%  | 165<br>13%               | 170<br>15%             | 290<br>14%               | 311<br>14%         | 175<br>15%                    | 409<br>16%             |
| Don't know                                                                                                                                                                                                  | 132<br>5%   | 33<br>3%<br>25%          | 39<br>3%<br>29%        | 64<br>3%<br>49%          | 77<br>4%<br>58%    | 33<br>3%<br>25%               | 95<br>4%<br>72%        |
| ANY CONNECTED CAR FEATURES (CC)                                                                                                                                                                             | 1447<br>53% | 804<br>62%<br>def<br>56% | 660<br>59%<br>f<br>46% | 1262<br>60%<br>ef<br>87% | 1243<br>57%<br>86% | 662<br>56%<br>46%             | 1432<br>55%<br>99%     |

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

## QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

|                                                                                                                          | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|--------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                  |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                                                         | 4199  | 2017   | 2118   | 401       | 773   | 1486  | 1487 | 209              | 285          | 515          | 1981 | 1259         | 1389 | 523 | 856 | 2668     | 445       | 534   | 552 |
| Effective Weighted Sample                                                                                                | 2851  | 1361   | 1456   | 263       | 548   | 1019  | 988  | 141              | 187          | 348          | 1381 | 895          | 1003 | 373 | 594 | 2212     | 248       | 364   | 459 |
| Total                                                                                                                    | 2362  | 1120   | 1200   | 210       | 474   | 827   | 816  | 100              | 159          | 270          | 1134 | 723          | 624  | 423 | 480 | 1954     | 208       | 126   | 74  |
|                                                                                                                          |       | 47%    | 51%    | 9%        | 20%   | 35%   | 35%  | 4%               | 7%           | 11%          | 48%  | 31%          | 26%  | 18% | 20% | 83%      | 9%        | 5%    | 3%  |
| <b>FEATURES IN CAR</b>                                                                                                   |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |     |          |           |       |     |
| The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth             | 1449  | 716    | 727    | 103       | 268   | 510   | 559  | 41               | 75           | 151          | 826  | 543          | 376  | 264 | 233 | 1200     | 132       | 74    | 43  |
|                                                                                                                          | 61%   | 64%    | 61%    | 49%       | 57%   | 62%   | 69%  | 41%              | 47%          | 56%          | 73%  | 75%          | 60%  | 62% | 49% | 61%      | 64%       | 58%   | 59% |
|                                                                                                                          |       |        |        |           | c     | c     | cde  |                  |              | gh           | ghi  | lmn          | n    | n   |     |          |           |       |     |
|                                                                                                                          |       | 49%    | 50%    | 7%        | 19%   | 35%   | 39%  | 3%               | 5%           | 10%          | 57%  | 37%          | 26%  | 18% | 16% | 83%      | 9%        | 5%    | 3%  |
| A DAB digital radio                                                                                                      | 1307  | 651    | 641    | 92        | 241   | 474   | 491  | 44               | 65           | 133          | 757  | 503          | 338  | 236 | 199 | 1083     | 118       | 69    | 36  |
|                                                                                                                          | 55%   | 58%    | 53%    | 44%       | 51%   | 57%   | 60%  | 44%              | 41%          | 49%          | 67%  | 70%          | 54%  | 56% | 41% | 55%      | 57%       | 55%   | 50% |
|                                                                                                                          |       | b      |        |           |       | cd    | cd   |                  |              |              | ghi  | lmn          | n    | n   |     | r        |           |       |     |
|                                                                                                                          |       | 50%    | 49%    | 7%        | 18%   | 36%   | 38%  | 3%               | 5%           | 10%          | 58%  | 38%          | 26%  | 18% | 15% | 83%      | 9%        | 5%    | 3%  |
| The ability to stream music and other audio content from a phone through the car's audio system (CC)                     | 1011  | 512    | 497    | 86        | 212   | 367   | 339  | 30               | 44           | 93           | 625  | 395          | 270  | 191 | 137 | 839      | 94        | 52    | 27  |
|                                                                                                                          | 43%   | 46%    | 41%    | 41%       | 45%   | 44%   | 42%  | 30%              | 28%          | 34%          | 55%  | 55%          | 43%  | 45% | 29% | 43%      | 45%       | 41%   | 37% |
|                                                                                                                          |       | b      |        |           |       |       |      |                  |              |              | ghi  | lmn          | n    | n   |     | r        | r         |       |     |
|                                                                                                                          |       | 51%    | 49%    | 9%        | 21%   | 36%   | 34%  | 3%               | 4%           | 9%           | 62%  | 39%          | 27%  | 19% | 14% | 83%      | 9%        | 5%    | 3%  |
| Built-in satellite navigation with a screen in the car's dashboard (CC)                                                  | 928   | 491    | 432    | 63        | 136   | 332   | 389  | 21               | 36           | 88           | 577  | 380          | 227  | 166 | 133 | 779      | 83        | 43    | 23  |
|                                                                                                                          | 39%   | 44%    | 36%    | 30%       | 29%   | 40%   | 48%  | 21%              | 22%          | 33%          | 51%  | 53%          | 36%  | 39% | 28% | 40%      | 40%       | 34%   | 31% |
|                                                                                                                          |       | b      |        |           |       | cd    | cde  |                  |              | gh           | ghi  | lmn          | n    | n   |     | qr       | r         |       |     |
|                                                                                                                          |       | 53%    | 47%    | 7%        | 15%   | 36%   | 42%  | 2%               | 4%           | 9%           | 62%  | 41%          | 24%  | 18% | 14% | 84%      | 9%        | 5%    | 2%  |
| Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC) | 831   | 399    | 429    | 48        | 145   | 299   | 334  | 23               | 35           | 79           | 501  | 344          | 211  | 143 | 112 | 690      | 78        | 40    | 23  |
|                                                                                                                          | 35%   | 36%    | 36%    | 23%       | 31%   | 36%   | 41%  | 23%              | 22%          | 29%          | 44%  | 48%          | 34%  | 34% | 23% | 35%      | 37%       | 32%   | 31% |
|                                                                                                                          |       |        |        |           | c     | cd    | cde  |                  |              |              | ghi  | lmn          | n    | n   |     |          |           |       |     |
|                                                                                                                          |       | 48%    | 52%    | 6%        | 17%   | 36%   | 40%  | 3%               | 4%           | 9%           | 60%  | 41%          | 25%  | 17% | 14% | 83%      | 9%        | 5%    | 3%  |

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



**QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)**

Base : Those in a household where someone uses a car

|                                                                                                                                                          | Total      | GENDER          |                 | AGE GROUP      |                 |                 |                 | HOUSEHOLD INCOME |                |                |                 | SOCIAL GROUP    |                 |                 |                 | NATION          |                |                |                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|------------------|----------------|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------|----------------|----------------|
|                                                                                                                                                          |            | MALE            | FEMALE          | 16-24          | 25-34           | 35-54           | 55+             | UNDER 10.4K      | 10.4K-15.59K   | 15.6K-25.99K   | 26K+            | AB              | C1              | C2              | DE              | ENG LAND        | SCOT LAND      | WALES          | NI             |
| Significance Level: 95%                                                                                                                                  |            | a               | b               | c              | d               | e               | f               | g                | h              | i              | j               | k               | l               | m               | n               | o               | p              | q              | r              |
| Unweighted total                                                                                                                                         | 4199       | 2017            | 2118            | 401            | 773             | 1486            | 1487            | 209              | 285            | 515            | 1981            | 1259            | 1389            | 523             | 856             | 2668            | 445            | 534            | 552            |
| Effective Weighted Sample                                                                                                                                | 2851       | 1361            | 1456            | 263            | 548             | 1019            | 988             | 141              | 187            | 348            | 1381            | 895             | 1003            | 373             | 594             | 2212            | 248            | 364            | 459            |
| Total                                                                                                                                                    | 2362       | 1120            | 1200            | 210            | 474             | 827             | 816             | 100              | 159            | 270            | 1134            | 723             | 624             | 423             | 480             | 1954            | 208            | 126            | 74             |
|                                                                                                                                                          |            | 47%             | 51%             | 9%             | 20%             | 35%             | 35%             | 4%               | 7%             | 11%            | 48%             | 31%             | 26%             | 18%             | 20%             | 83%             | 9%             | 5%             | 3%             |
| An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)                                                    | 805<br>34% | 428<br>38%<br>b | 372<br>31%<br>a | 64<br>31%<br>c | 134<br>28%<br>d | 288<br>35%<br>e | 312<br>38%<br>f | 23<br>22%<br>g   | 30<br>19%<br>h | 68<br>25%<br>i | 493<br>43%<br>j | 317<br>44%<br>k | 205<br>33%<br>l | 143<br>34%<br>m | 118<br>25%<br>n | 666<br>34%<br>o | 79<br>38%<br>p | 39<br>31%<br>q | 21<br>28%<br>r |
|                                                                                                                                                          |            | 53%             | 46%             | 8%             | 17%             | 36%             | 39%             | 3%               | 4%             | 8%             | 61%             | 39%             | 25%             | 18%             | 15%             | 83%             | 10%            | 5%             | 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) | 460<br>19% | 236<br>21%<br>b | 224<br>19%<br>a | 39<br>19%<br>c | 90<br>19%<br>d  | 171<br>21%<br>e | 157<br>19%<br>f | 9<br>9%<br>g     | 19<br>12%<br>h | 43<br>16%<br>i | 283<br>25%<br>j | 179<br>25%<br>k | 117<br>19%<br>l | 85<br>20%<br>m  | 64<br>13%<br>n  | 384<br>20%<br>o | 40<br>19%<br>p | 24<br>19%<br>q | 12<br>16%<br>r |
|                                                                                                                                                          |            | 51%             | 49%             | 9%             | 20%             | 37%             | 34%             | 2%               | 4%             | 9%             | 62%             | 39%             | 25%             | 19%             | 14%             | 83%             | 9%             | 5%             | 3%             |
| A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead                                                                     | 356<br>15% | 197<br>18%<br>b | 157<br>13%<br>a | 28<br>13%<br>c | 61<br>13%<br>d  | 117<br>14%<br>e | 148<br>18%<br>f | 14<br>14%<br>g   | 24<br>15%<br>h | 48<br>18%<br>i | 185<br>16%<br>j | 97<br>13%<br>k  | 87<br>14%<br>l  | 90<br>21%<br>m  | 76<br>16%<br>n  | 295<br>15%<br>o | 33<br>16%<br>p | 17<br>13%<br>q | 11<br>15%<br>r |
|                                                                                                                                                          |            | 55%             | 44%             | 8%             | 17%             | 33%             | 42%             | 4%               | 7%             | 14%            | 52%             | 27%             | 24%             | 25%             | 21%             | 83%             | 9%             | 5%             | 3%             |
| In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)                                                     | 161<br>7%  | 96<br>9%<br>b   | 64<br>5%<br>a   | 8<br>4%<br>c   | 29<br>6%<br>d   | 59<br>7%<br>e   | 66<br>8%<br>f   | 6<br>6%<br>g     | 3<br>2%<br>h   | 23<br>8%<br>i  | 94<br>8%<br>j   | 63<br>9%<br>k   | 45<br>7%<br>l   | 25<br>6%<br>m   | 20<br>4%<br>n   | 137<br>7%<br>o  | 14<br>7%<br>p  | 7<br>5%<br>q   | 4<br>5%<br>r   |
|                                                                                                                                                          |            | 60%             | 40%             | 5%             | 18%             | 36%             | 41%             | 4%               | 2%             | 14%            | 58%             | 39%             | 28%             | 16%             | 12%             | 85%             | 9%             | 4%             | 2%             |

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

## QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

|                                                                                                                                                                                                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                                                                                                                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                                                                                     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                                                                                                                                            | 4199  | 2017   | 2118   | 401       | 773   | 1486  | 1487 | 209              | 285          | 515          | 1981 | 1259         | 1389 | 523 | 856 | 2668     | 445       | 534   | 552 |
| Effective Weighted Sample                                                                                                                                                                                   | 2851  | 1361   | 1456   | 263       | 548   | 1019  | 988  | 141              | 187          | 348          | 1381 | 895          | 1003 | 373 | 594 | 2212     | 248       | 364   | 459 |
| Total                                                                                                                                                                                                       | 2362  | 1120   | 1200   | 210       | 474   | 827   | 816  | 100              | 159          | 270          | 1134 | 723          | 624  | 423 | 480 | 1954     | 208       | 126   | 74  |
|                                                                                                                                                                                                             |       | 47%    | 51%    | 9%        | 20%   | 35%   | 35%  | 4%               | 7%           | 11%          | 48%  | 31%          | 26%  | 18% | 20% | 83%      | 9%        | 5%    | 3%  |
| Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC) | 156   | 93     | 63     | 9         | 24    | 60    | 63   | 6                | 3            | 13           | 106  | 83           | 32   | 21  | 13  | 135      | 12        | 6     | 4   |
|                                                                                                                                                                                                             | 7%    | 8%     | 5%     | 4%        | 5%    | 7%    | 8%   | 6%               | 2%           | 5%           | 9%   | 11%          | 5%   | 5%  | 3%  | 7%       | 6%        | 5%    | 5%  |
|                                                                                                                                                                                                             |       | b      |        |           |       |       |      |                  |              |              | hi   | lmn          | n    |     |     |          |           |       |     |
|                                                                                                                                                                                                             |       | 60%    | 40%    | 6%        | 15%   | 38%   | 40%  | 4%               | 2%           | 8%           | 68%  | 53%          | 21%  | 13% | 8%  | 86%      | 8%        | 4%    | 2%  |
| None of these                                                                                                                                                                                               | 448   | 211    | 227    | 43        | 104   | 156   | 139  | 34               | 51           | 55           | 146  | 81           | 138  | 65  | 133 | 365      | 46        | 23    | 14  |
|                                                                                                                                                                                                             | 19%   | 19%    | 19%    | 21%       | 22%   | 19%   | 17%  | 34%              | 32%          | 20%          | 13%  | 11%          | 22%  | 15% | 28% | 19%      | 22%       | 18%   | 19% |
|                                                                                                                                                                                                             |       |        |        | f         |       |       |      | ij               | ij           | j            |      |              | km   | k   | klm |          |           |       |     |
|                                                                                                                                                                                                             |       | 47%    | 51%    | 10%       | 23%   | 35%   | 31%  | 8%               | 12%          | 12%          | 33%  | 18%          | 31%  | 15% | 30% | 81%      | 10%       | 5%    | 3%  |
| Don't know                                                                                                                                                                                                  | 132   | 44     | 73     | 30        | 27    | 35    | 28   | 3                | 5            | 11           | 21   | 11           | 27   | 24  | 40  | 112      | 8         | 8     | 4   |
|                                                                                                                                                                                                             | 6%    | 4%     | 6%     | 14%       | 6%    | 4%    | 3%   | 3%               | 3%           | 4%           | 2%   | 1%           | 4%   | 6%  | 8%  | 6%       | 4%        | 6%    | 6%  |
|                                                                                                                                                                                                             |       | a      |        | def       | f     |       |      |                  |              | j            |      |              | k    | k   | kl  |          |           |       |     |
|                                                                                                                                                                                                             |       | 34%    | 55%    | 22%       | 20%   | 26%   | 21%  | 3%               | 4%           | 8%           | 16%  | 8%           | 21%  | 18% | 30% | 85%      | 6%        | 6%    | 3%  |
| ANY CONNECTED CAR FEATURES (CC)                                                                                                                                                                             | 1447  | 718    | 721    | 111       | 272   | 507   | 545  | 45               | 71           | 151          | 835  | 535          | 376  | 270 | 228 | 1201     | 133       | 74    | 40  |
|                                                                                                                                                                                                             | 61%   | 64%    | 60%    | 53%       | 57%   | 61%   | 67%  | 45%              | 45%          | 56%          | 74%  | 74%          | 60%  | 64% | 47% | 61%      | 64%       | 58%   | 54% |
|                                                                                                                                                                                                             |       | b      |        |           |       | c     | cde  |                  |              | gh           | ghi  | lmn          | n    | n   |     | r        | r         |       |     |
|                                                                                                                                                                                                             |       | 50%    | 50%    | 8%        | 19%   | 35%   | 38%  | 3%               | 5%           | 10%          | 58%  | 37%          | 26%  | 19% | 16% | 83%      | 9%        | 5%    | 3%  |

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

## QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

|                                                                                                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                                                                                                                          |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%                                                                                                  |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total                                                                                                         | 4199  | 260             | 380        | 284        | 296       | 290       | 302         | 320           | 258        | 278        | 3126     | 1073  | 2533           | 1549        | 2306              | 1893         |
| Effective Weighted Sample                                                                                                | 2851  | 231             | 334        | 256        | 266       | 251       | 275         | 282           | 222        | 248        | 2369     | 488   | 1755           | 1047        | 1524              | 1328         |
| Total                                                                                                                    | 2362  | 259             | 352        | 200        | 181       | 225       | 170         | 190           | 102        | 275        | 2002     | 361   | 1507           | 778         | 1285              | 1077         |
|                                                                                                                          |       | 11%             | 15%        | 8%         | 8%        | 10%       | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 64%            | 33%         | 54%               | 46%          |
| <b>FEATURES IN CAR</b>                                                                                                   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth             | 1449  | 152             | 222        | 130        | 109       | 126       | 110         | 119           | 56         | 176        | 1192     | 257   | 1001           | 431         | 907               | 542          |
|                                                                                                                          | 61%   | 58%             | 63%        | 65%        | 61%       | 56%       | 65%         | 62%           | 55%        | 64%        | 60%      | 71%   | 66%            | 55%         | 71%               | 50%          |
|                                                                                                                          |       | 10%             | 15%        | 9%         | 8%        | 9%        | 8%          | 8%            | 4%         | 12%        | 82%      | 18%   | 69%            | 30%         | 63%               | 37%          |
| A DAB digital radio                                                                                                      | 1307  | 131             | 213        | 123        | 95        | 116       | 93          | 105           | 57         | 150        | 1073     | 234   | 903            | 387         | 813               | 494          |
|                                                                                                                          | 55%   | 51%             | 61%        | 61%        | 53%       | 52%       | 55%         | 55%           | 56%        | 54%        | 54%      | 65%   | 60%            | 50%         | 63%               | 46%          |
|                                                                                                                          |       | 10%             | 16%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 82%      | 18%   | 69%            | 30%         | 62%               | 38%          |
| The ability to stream music and other audio content from a phone through the car's audio system (CC)                     | 1011  | 100             | 150        | 97         | 78        | 98        | 75          | 82            | 46         | 113        | 843      | 168   | 734            | 269         | 605               | 407          |
|                                                                                                                          | 43%   | 38%             | 43%        | 48%        | 43%       | 43%       | 44%         | 43%           | 45%        | 41%        | 42%      | 47%   | 49%            | 35%         | 47%               | 38%          |
|                                                                                                                          |       | 10%             | 15%        | 10%        | 8%        | 10%       | 7%          | 8%            | 5%         | 11%        | 83%      | 17%   | 73%            | 27%         | 60%               | 40%          |
| Built-in satellite navigation with a screen in the car's dashboard (CC)                                                  | 928   | 88              | 149        | 80         | 68        | 87        | 73          | 83            | 36         | 112        | 741      | 187   | 630            | 286         | 634               | 294          |
|                                                                                                                          | 39%   | 34%             | 42%        | 40%        | 38%       | 39%       | 43%         | 44%           | 36%        | 41%        | 37%      | 52%   | 42%            | 37%         | 49%               | 27%          |
|                                                                                                                          |       | 10%             | 16%        | 9%         | 7%        | 9%        | 8%          | 9%            | 4%         | 12%        | 80%      | 20%   | 68%            | 31%         | 68%               | 32%          |
| Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC) | 831   | 84              | 125        | 76         | 65        | 79        | 63          | 63            | 34         | 100        | 662      | 169   | 558            | 262         | 548               | 282          |
|                                                                                                                          | 35%   | 32%             | 36%        | 38%        | 36%       | 35%       | 37%         | 33%           | 33%        | 36%        | 33%      | 47%   | 37%            | 34%         | 43%               | 26%          |
|                                                                                                                          |       | 10%             | 15%        | 9%         | 8%        | 10%       | 8%          | 8%            | 4%         | 12%        | 80%      | 20%   | 67%            | 32%         | 66%               | 34%          |

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

## QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

|                                                                                                                                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                                                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                                         | 4199  | 260             | 380        | 284        | 296       | 290       | 302         | 320           | 258        | 278        | 3126     | 1073  | 2533           | 1549        | 2306              | 1893         |
| Effective Weighted Sample                                                                                                                                | 2851  | 231             | 334        | 256        | 266       | 251       | 275         | 282           | 222        | 248        | 2369     | 488   | 1755           | 1047        | 1524              | 1328         |
| Total                                                                                                                                                    | 2362  | 259             | 352        | 200        | 181       | 225       | 170         | 190           | 102        | 275        | 2002     | 361   | 1507           | 778         | 1285              | 1077         |
|                                                                                                                                                          |       | 11%             | 15%        | 8%         | 8%        | 10%       | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 64%            | 33%         | 54%               | 46%          |
| An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)                                                    | 805   | 85              | 122        | 62         | 58        | 81        | 62          | 67            | 32         | 98         | 652      | 153   | 543            | 249         | 522               | 283          |
|                                                                                                                                                          | 34%   | 33%             | 35%        | 31%        | 32%       | 36%       | 36%         | 35%           | 31%        | 36%        | 33%      | 42%   | 36%            | 32%         | 41%               | 26%          |
|                                                                                                                                                          |       | 11%             | 15%        | 8%         | 7%        | 10%       | 8%          | 8%            | 4%         | 12%        | 81%      | 19%   | 67%            | 31%         | 65%               | 35%          |
| 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) | 460   | 52              | 72         | 33         | 32        | 45        | 34          | 37            | 22         | 58         | 377      | 83    | 321            | 133         | 281               | 179          |
|                                                                                                                                                          | 19%   | 20%             | 20%        | 17%        | 18%       | 20%       | 20%         | 19%           | 21%        | 21%        | 19%      | 23%   | 21%            | 17%         | 22%               | 17%          |
|                                                                                                                                                          |       | 11%             | 16%        | 7%         | 7%        | 10%       | 7%          | 8%            | 5%         | 13%        | 82%      | 18%   | 70%            | 29%         | 61%               | 39%          |
| A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead                                                                     | 356   | 27              | 52         | 29         | 36        | 32        | 21          | 35            | 21         | 41         | 305      | 51    | 237            | 114         | 192               | 164          |
|                                                                                                                                                          | 15%   | 10%             | 15%        | 15%        | 20%       | 14%       | 12%         | 19%           | 21%        | 15%        | 15%      | 14%   | 16%            | 15%         | 15%               | 15%          |
|                                                                                                                                                          |       | 8%              | 15%        | 8%         | 10%       | 9%        | 6%          | 10%           | 6%         | 12%        | 86%      | 14%   | 66%            | 32%         | 54%               | 46%          |
| In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)                                                     | 161   | 17              | 34         | 12         | 10        | 18        | 7           | 15            | 8          | 16         | 133      | 29    | 118            | 43          | 100               | 62           |
|                                                                                                                                                          | 7%    | 7%              | 10%        | 6%         | 5%        | 8%        | 4%          | 8%            | 8%         | 6%         | 7%       | 8%    | 8%             | 5%          | 8%                | 6%           |
|                                                                                                                                                          |       | 11%             | 21%        | 7%         | 6%        | 11%       | 4%          | 9%            | 5%         | 10%        | 82%      | 18%   | 73%            | 26%         | 62%               | 38%          |

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

**QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)**

Base : Those in a household where someone uses a car

|                                                                                                                                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                                                                                                     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                                                                                                            | 4199  | 260             | 380        | 284        | 296       | 290       | 302         | 320           | 258        | 278        | 3126     | 1073  | 2533           | 1549        | 2306              | 1893         |
| Effective Weighted Sample                                                                                                                                                                                   | 2851  | 231             | 334        | 256        | 266       | 251       | 275         | 282           | 222        | 248        | 2369     | 488   | 1755           | 1047        | 1524              | 1328         |
| Total                                                                                                                                                                                                       | 2362  | 259             | 352        | 200        | 181       | 225       | 170         | 190           | 102        | 275        | 2002     | 361   | 1507           | 778         | 1285              | 1077         |
|                                                                                                                                                                                                             |       | 11%             | 15%        | 8%         | 8%        | 10%       | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 64%            | 33%         | 54%               | 46%          |
| 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) | 156   | 20              | 27         | 10         | 18        | 16        | 15          | 9             | 5          | 15         | 124      | 33    | 106            | 49          | 102               | 54           |
|                                                                                                                                                                                                             | 7%    | 8%              | 8%         | 5%         | 10%       | 7%        | 9%          | 5%            | 5%         | 6%         | 6%       | 9%    | 7%             | 6%          | 8%                | 5%           |
|                                                                                                                                                                                                             |       | 12%             | 17%        | 6%         | 11%       | 10%       | 9%          | 6%            | 3%         | 10%        | 79%      | 21%   | 68%            | 31%         | 65%               | 35%          |
| None of these                                                                                                                                                                                               | 448   | 59              | 57         | 34         | 37        | 44        | 28          | 41            | 18         | 46         | 398      | 49    | 249            | 177         | 170               | 277          |
|                                                                                                                                                                                                             | 19%   | 23%             | 16%        | 17%        | 21%       | 20%       | 17%         | 21%           | 18%        | 17%        | 20%      | 14%   | 17%            | 23%         | 13%               | 26%          |
|                                                                                                                                                                                                             |       | 13%             | 13%        | 8%         | 8%        | 10%       | 6%          | 9%            | 4%         | 10%        | 89%      | 11%   | 56%            | 39%         | 38%               | 62%          |
| Don't know                                                                                                                                                                                                  | 132   | 15              | 21         | 8          | 5         | 18        | 7           | 7             | 11         | 20         | 121      | 11    | 50             | 57          | 45                | 88           |
|                                                                                                                                                                                                             | 6%    | 6%              | 6%         | 4%         | 3%        | 8%        | 4%          | 4%            | 11%        | 7%         | 6%       | 3%    | 3%             | 7%          | 3%                | 8%           |
|                                                                                                                                                                                                             |       | 11%             | 16%        | 6%         | 4%        | 14%       | 5%          | 5%            | 9%         | 15%        | 92%      | 8%    | 38%            | 43%         | 34%               | 66%          |
| ANY CONNECTED CAR FEATURES (CC)                                                                                                                                                                             | 1447  | 147             | 217        | 131        | 111       | 132       | 110         | 123           | 57         | 174        | 1191     | 256   | 984            | 441         | 893               | 554          |
|                                                                                                                                                                                                             | 61%   | 57%             | 62%        | 65%        | 61%       | 59%       | 65%         | 64%           | 56%        | 63%        | 60%      | 71%   | 65%            | 57%         | 69%               | 51%          |
|                                                                                                                                                                                                             |       | 10%             | 15%        | 9%         | 8%        | 9%        | 8%          | 8%            | 4%         | 12%        | 82%      | 18%   | 68%            | 31%         | 62%               | 38%          |

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

**QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)**

Base : Those in a household where someone uses a car

|                                                                                                                          | Total       | TV SERVICES               |                      |                         |                        |                               |                        |
|--------------------------------------------------------------------------------------------------------------------------|-------------|---------------------------|----------------------|-------------------------|------------------------|-------------------------------|------------------------|
|                                                                                                                          |             | PAID TRAD<br>TV<br>a      | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c   | SVOD<br>d              | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                  |             |                           |                      |                         |                        |                               |                        |
| Unweighted total                                                                                                         | 4199        | 2091                      | 1796                 | 3375                    | 3397                   | 1820                          | 4052                   |
| Effective Weighted Sample                                                                                                | 2851        | 1423                      | 1230                 | 2334                    | 2330                   | 1259                          | 2773                   |
| Total                                                                                                                    | 2362        | 1180<br>50%               | 1002<br>42%          | 1881<br>80%             | 1897<br>80%            | 1006<br>43%                   | 2260<br>96%            |
| <b>FEATURES IN CAR</b>                                                                                                   |             |                           |                      |                         |                        |                               |                        |
| The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth             | 1449<br>61% | 828<br>70%<br>bdef<br>57% | 655<br>65%<br>45%    | 1272<br>68%<br>f<br>88% | 1250<br>66%<br>86%     | 668<br>66%<br>46%             | 1439<br>64%<br>99%     |
| A DAB digital radio                                                                                                      | 1307<br>55% | 720<br>61%<br>f<br>55%    | 595<br>59%<br>46%    | 1141<br>61%<br>f<br>87% | 1106<br>58%<br>85%     | 608<br>60%<br>47%             | 1293<br>57%<br>99%     |
| The ability to stream music and other audio content from a phone through the car's audio system (CC)                     | 1011<br>43% | 567<br>48%<br>f<br>56%    | 458<br>46%<br>45%    | 900<br>48%<br>f<br>89%  | 908<br>48%<br>f<br>90% | 515<br>51%<br>bf<br>51%       | 1006<br>45%<br>100%    |
| Built-in satellite navigation with a screen in the car's dashboard (CC)                                                  | 928<br>39%  | 534<br>45%<br>df<br>57%   | 435<br>43%<br>47%    | 825<br>44%<br>f<br>89%  | 793<br>42%<br>85%      | 432<br>43%<br>47%             | 919<br>41%<br>99%      |
| Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC) | 831<br>35%  | 474<br>40%<br>f<br>57%    | 380<br>38%<br>46%    | 731<br>39%<br>88%       | 708<br>37%<br>85%      | 379<br>38%<br>46%             | 824<br>36%<br>99%      |

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

|                                                                                                                                                          | Total      | TV SERVICES            |                      |                        |                   |                               |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------------------|----------------------|------------------------|-------------------|-------------------------------|------------------------|
|                                                                                                                                                          |            | PAID TRAD<br>TV<br>a   | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c  | SVOD<br>d         | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                                  |            |                        |                      |                        |                   |                               |                        |
| Unweighted total                                                                                                                                         | 4199       | 2091                   | 1796                 | 3375                   | 3397              | 1820                          | 4052                   |
| Effective Weighted Sample                                                                                                                                | 2851       | 1423                   | 1230                 | 2334                   | 2330              | 1259                          | 2773                   |
| Total                                                                                                                                                    | 2362       | 1180<br>50%            | 1002<br>42%          | 1881<br>80%            | 1897<br>80%       | 1006<br>43%                   | 2260<br>96%            |
| An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)                                                    | 805<br>34% | 461<br>39%<br>f<br>57% | 367<br>37%<br>46%    | 717<br>38%<br>f<br>89% | 695<br>37%<br>86% | 383<br>38%<br>48%             | 800<br>35%<br>99%      |
| 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) | 460<br>19% | 280<br>24%<br>f<br>61% | 214<br>21%<br>47%    | 418<br>22%<br>91%      | 412<br>22%<br>90% | 235<br>23%<br>f<br>51%        | 459<br>20%<br>100%     |
| A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead                                                                     | 356<br>15% | 212<br>18%<br>60%      | 162<br>16%<br>45%    | 307<br>16%<br>86%      | 308<br>16%<br>87% | 169<br>17%<br>47%             | 353<br>16%<br>99%      |
| In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)                                                     | 161<br>7%  | 107<br>9%<br>bf<br>66% | 65<br>6%<br>40%      | 151<br>8%<br>94%       | 146<br>8%<br>91%  | 85<br>8%<br>52%               | 161<br>7%<br>100%      |

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

|                                                                                                                                                                                                             | Total       | TV SERVICES          |                      |                       |                  |                               |                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------|----------------------|-----------------------|------------------|-------------------------------|------------------------|
|                                                                                                                                                                                                             |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d        | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                                                                                     |             |                      |                      |                       |                  |                               |                        |
| Unweighted total                                                                                                                                                                                            | 4199        | 2091                 | 1796                 | 3375                  | 3397             | 1820                          | 4052                   |
| Effective Weighted Sample                                                                                                                                                                                   | 2851        | 1423                 | 1230                 | 2334                  | 2330             | 1259                          | 2773                   |
| Total                                                                                                                                                                                                       | 2362        | 1180<br>50%          | 1002<br>42%          | 1881<br>80%           | 1897<br>80%      | 1006<br>43%                   | 2260<br>96%            |
| 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) | 156<br>7%   | 96<br>8%<br>61%      | 76<br>8%<br>49%      | 142<br>8%<br>91%      | 139<br>7%<br>89% | 81<br>8%<br>52%               | 156<br>7%<br>100%      |
| None of these                                                                                                                                                                                               | 448<br>19%  | 165<br>14%           | 170<br>17%           | 290<br>15%            | 311<br>16%       | 175<br>17%                    | 409<br>18%             |
|                                                                                                                                                                                                             |             | a<br>37%             | a<br>38%             | a<br>65%              | a<br>70%         | a<br>39%                      | ac<br>91%              |
| Don't know                                                                                                                                                                                                  | 132<br>6%   | 33<br>3%             | 39<br>4%             | 64<br>3%              | 77<br>4%<br>a    | 33<br>3%                      | 95<br>4%<br>a          |
|                                                                                                                                                                                                             |             | 25%                  | 29%                  | 49%                   | 58%              | 25%                           | 72%                    |
| ANY CONNECTED CAR FEATURES (CC)                                                                                                                                                                             | 1447<br>61% | 804<br>68%<br>f      | 660<br>66%           | 1262<br>67%<br>f      | 1243<br>66%      | 662<br>66%                    | 1432<br>63%            |
|                                                                                                                                                                                                             |             | 56%                  | 46%                  | 87%                   | 86%              | 46%                           | 99%                    |

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



QP24. Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                      | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                      |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                              |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                     | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                                            | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                                                | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                                      |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| DAB radio                                                            | 2022  | 982    | 1011   | 158       | 397   | 703   | 745  | 82               | 132          | 237          | 1054 | 663          | 565  | 348 | 374  | 1671     | 192       | 103   | 56  |
|                                                                      | 74%   | 77%    | 72%    | 55%       | 68%   | 77%   | 83%  | 56%              | 64%          | 72%          | 86%  | 86%          | 77%  | 75% | 61%  | 74%      | 77%       | 76%   | 69% |
|                                                                      |       | b      |        |           | c     | cd    | cde  |                  |              | gh           | ghi  | lmn          | n    | n   |      | r        | r         | r     |     |
|                                                                      |       | 49%    | 50%    | 8%        | 20%   | 35%   | 37%  | 4%               | 7%           | 12%          | 52%  | 33%          | 28%  | 17% | 18%  | 83%      | 9%        | 5%    | 3%  |
| Online via an app or web browser on a smartphone, tablet or computer | 1722  | 830    | 878    | 189       | 376   | 611   | 535  | 70               | 112          | 199          | 925  | 563          | 548  | 277 | 287  | 1422     | 169       | 86    | 46  |
|                                                                      | 63%   | 65%    | 63%    | 66%       | 65%   | 67%   | 59%  | 48%              | 54%          | 60%          | 75%  | 73%          | 74%  | 60% | 47%  | 63%      | 68%       | 63%   | 56% |
|                                                                      |       |        |        | f         | f     | f     |      |                  |              | g            | ghi  | mn           | mn   | n   |      | r        | r         | r     |     |
|                                                                      |       | 48%    | 51%    | 11%       | 22%   | 35%   | 31%  | 4%               | 6%           | 12%          | 54%  | 33%          | 32%  | 16% | 17%  | 83%      | 10%       | 5%    | 3%  |
| On TV via Freeview, cable or satellite TV services                   | 1714  | 827    | 874    | 149       | 332   | 576   | 643  | 79               | 127          | 207          | 872  | 531          | 495  | 296 | 339  | 1412     | 168       | 87    | 46  |
|                                                                      | 63%   | 65%    | 62%    | 52%       | 57%   | 63%   | 71%  | 54%              | 61%          | 63%          | 71%  | 69%          | 67%  | 64% | 55%  | 62%      | 67%       | 64%   | 57% |
|                                                                      |       |        |        |           |       | cd    | cde  |                  |              | g            | ghi  | n            | n    | n   |      | r        | r         | r     |     |
|                                                                      |       | 48%    | 51%    | 9%        | 19%   | 34%   | 38%  | 5%               | 7%           | 12%          | 51%  | 31%          | 29%  | 17% | 20%  | 82%      | 10%       | 5%    | 3%  |
| On a smart speaker such as Amazon Echo, Google Home                  | 1477  | 702    | 767    | 164       | 323   | 520   | 464  | 59               | 99           | 171          | 808  | 475          | 438  | 247 | 276  | 1218     | 142       | 77    | 40  |
|                                                                      | 54%   | 55%    | 55%    | 57%       | 55%   | 57%   | 52%  | 40%              | 48%          | 52%          | 66%  | 62%          | 59%  | 53% | 45%  | 54%      | 57%       | 57%   | 49% |
|                                                                      |       |        |        |           |       | f     |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          | r         | r     |     |
|                                                                      |       | 48%    | 52%    | 11%       | 22%   | 35%   | 31%  | 4%               | 7%           | 12%          | 55%  | 32%          | 30%  | 17% | 19%  | 82%      | 10%       | 5%    | 3%  |
| I wasn't aware of digital radio before today                         | 252   | 105    | 125    | 43        | 64    | 67    | 58   | 19               | 26           | 28           | 44   | 32           | 52   | 37  | 86   | 210      | 21        | 11    | 10  |
|                                                                      | 9%    | 8%     | 9%     | 15%       | 11%   | 7%    | 6%   | 13%              | 13%          | 9%           | 4%   | 4%           | 7%   | 8%  | 14%  | 9%       | 8%        | 8%    | 13% |
|                                                                      |       |        |        | ef        | ef    |       |      | j                | j            | j            |      |              | k    | k   | klm  |          |           |       | opq |
|                                                                      |       | 42%    | 50%    | 17%       | 25%   | 27%   | 23%  | 8%               | 10%          | 11%          | 17%  | 13%          | 21%  | 15% | 34%  | 83%      | 8%        | 4%    | 4%  |

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

QP24. Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                      | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                      |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                              |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                     | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                                            | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                                                | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                                      |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| DAB radio                                                            | 2022  | 226             | 299        | 180        | 163       | 176       | 147         | 161           | 89         | 230        | 1702     | 320   | 1347           | 630         | 1124              | 898          |
|                                                                      | 74%   | 66%             | 77%        | 81%        | 78%       | 70%       | 76%         | 75%           | 73%        | 72%        | 72%      | 86%   | 79%            | 68%         | 83%               | 65%          |
|                                                                      |       |                 | ae         | ae         | ae        |           | a           | a             |            |            |          | j     | m              |             | o                 |              |
|                                                                      |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 84%      | 16%   | 67%            | 31%         | 56%               | 44%          |
| Online via an app or web browser on a smartphone, tablet or computer | 1722  | 228             | 258        | 149        | 129       | 141       | 127         | 130           | 73         | 187        | 1477     | 245   | 1184           | 509         | 903               | 819          |
|                                                                      | 63%   | 67%             | 67%        | 67%        | 62%       | 56%       | 66%         | 60%           | 60%        | 59%        | 63%      | 66%   | 70%            | 55%         | 67%               | 60%          |
|                                                                      |       | ei              | ei         | ei         |           |           | e           |               |            |            |          |       | m              |             | o                 |              |
|                                                                      |       | 13%             | 15%        | 9%         | 7%        | 8%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 69%            | 30%         | 52%               | 48%          |
| On TV via Freeview, cable or satellite TV services                   | 1714  | 188             | 256        | 149        | 135       | 145       | 123         | 135           | 76         | 204        | 1455     | 259   | 1124           | 560         | 919               | 794          |
|                                                                      | 63%   | 55%             | 66%        | 67%        | 65%       | 58%       | 64%         | 63%           | 62%        | 64%        | 62%      | 70%   | 66%            | 60%         | 68%               | 58%          |
|                                                                      |       |                 | ae         | ae         | a         |           | a           |               |            | a          |          | j     | m              |             | o                 |              |
|                                                                      |       | 11%             | 15%        | 9%         | 8%        | 8%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 66%            | 33%         | 54%               | 46%          |
| On a smart speaker such as Amazon Echo, Google Home                  | 1477  | 171             | 225        | 131        | 116       | 128       | 106         | 114           | 64         | 163        | 1250     | 227   | 1032           | 424         | 804               | 673          |
|                                                                      | 54%   | 50%             | 58%        | 59%        | 55%       | 51%       | 55%         | 53%           | 53%        | 51%        | 53%      | 61%   | 61%            | 45%         | 59%               | 49%          |
|                                                                      |       |                 | a          | ae         |           |           |             |               |            |            |          | j     | m              |             | o                 |              |
|                                                                      |       | 12%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 85%      | 15%   | 70%            | 29%         | 54%               | 46%          |
| I wasn't aware of digital radio before today                         | 252   | 42              | 23         | 15         | 16        | 39        | 17          | 18            | 10         | 31         | 235      | 17    | 97             | 119         | 80                | 172          |
|                                                                      | 9%    | 12%             | 6%         | 7%         | 8%        | 15%       | 9%          | 8%            | 8%         | 10%        | 10%      | 5%    | 6%             | 13%         | 6%                | 13%          |
|                                                                      |       | bc              |            |            |           | bcd       | fghi        |               |            |            | k        |       | l              |             | n                 |              |
|                                                                      |       | 17%             | 9%         | 6%         | 6%        | 15%       | 7%          | 7%            | 4%         | 12%        | 93%      | 7%    | 38%            | 47%         | 32%               | 68%          |

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

QP24. Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                                      | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|----------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                                                      |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
|                                                                      |       | a            | b            | c             | d    | e         | f             |
| Significance Level: 95%                                              |       |              |              |               |      |           |               |
| Unweighted total                                                     | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample                                            | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                                                                | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                                                      |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| DAB radio                                                            | 2022  | 1029         | 911          | 1713          | 1664 | 900       | 1984          |
|                                                                      | 74%   | 79%          | 81%          | 81%           | 77%  | 77%       | 76%           |
|                                                                      |       | df           | def          | def           |      |           |               |
|                                                                      |       | 51%          | 45%          | 85%           | 82%  | 45%       | 98%           |
| Online via an app or web browser on a smartphone, tablet or computer | 1722  | 854          | 769          | 1476          | 1491 | 887       | 1704          |
|                                                                      | 63%   | 66%          | 69%          | 70%           | 69%  | 75%       | 66%           |
|                                                                      |       |              | f            | af            | f    | abcdf     |               |
|                                                                      |       | 50%          | 45%          | 86%           | 87%  | 51%       | 99%           |
| On TV via Freeview, cable or satellite TV services                   | 1714  | 872          | 833          | 1505          | 1437 | 829       | 1697          |
|                                                                      | 63%   | 67%          | 75%          | 71%           | 66%  | 70%       | 65%           |
|                                                                      |       |              | acdef        | adf           |      | df        |               |
|                                                                      |       | 51%          | 49%          | 88%           | 84%  | 48%       | 99%           |
| On a smart speaker such as Amazon Echo, Google Home                  | 1477  | 792          | 640          | 1287          | 1307 | 746       | 1465          |
|                                                                      | 54%   | 61%          | 57%          | 61%           | 60%  | 63%       | 56%           |
|                                                                      |       | bf           |              | bf            | f    | bdf       |               |
|                                                                      |       | 54%          | 43%          | 87%           | 89%  | 50%       | 99%           |
| I wasn't aware of digital radio before today                         | 252   | 63           | 41           | 81            | 138  | 65        | 182           |
|                                                                      | 9%    | 5%           | 4%           | 4%            | 6%   | 6%        | 7%            |
|                                                                      |       |              |              |               | abc  | bc        | abc           |
|                                                                      |       | 25%          | 16%          | 32%           | 55%  | 26%       | 72%           |
| Columns Tested: a,b,c,d,e,f                                          |       |              |              |               |      |           |               |

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                     | Total       | GENDER      |             | AGE GROUP  |            |            |            | HOUSEHOLD INCOME    |                       |                       |             | SOCIAL GROUP |            |            |            | NATION           |                   |            |           |
|-------------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|---------------------|-----------------------|-----------------------|-------------|--------------|------------|------------|------------|------------------|-------------------|------------|-----------|
|                                     |             | MALE<br>a   | FEMALE<br>b | 16-24<br>c | 25-34<br>d | 35-54<br>e | 55+<br>f   | UNDER<br>10.4K<br>g | 10.4K-<br>15.59K<br>h | 15.6K-<br>25.99K<br>i | 26K+<br>j   | AB<br>k      | C1<br>l    | C2<br>m    | DE<br>n    | ENG<br>LAND<br>o | SCOT<br>LAND<br>p | WALES<br>q | NI<br>r   |
| Significance Level: 95%             |             |             |             |            |            |            |            |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
| Unweighted total                    | 4805        | 2271        | 2449        | 537        | 933        | 1651       | 1623       | 304                 | 357                   | 615                   | 2132        | 1324         | 1618       | 572        | 1082       | 3112             | 520               | 568        | 605       |
| Effective Weighted Sample           | 3295        | 1546        | 1702        | 362        | 672        | 1138       | 1084       | 209                 | 242                   | 419                   | 1502        | 949          | 1185       | 409        | 762        | 2567             | 304               | 385        | 500       |
| Total                               | 2727        | 1269<br>47% | 1401<br>51% | 288<br>11% | 583<br>21% | 912<br>33% | 901<br>33% | 146<br>5%           | 208<br>8%             | 330<br>12%            | 1229<br>45% | 772<br>28%   | 737<br>27% | 463<br>17% | 612<br>22% | 2261<br>83%      | 249<br>9%         | 135<br>5%  | 81<br>3%  |
| Kitchen/ kitchen diner/ dining room | 1002<br>37% | 473<br>37%  | 518<br>37%  | 64<br>22%  | 156<br>27% | 318<br>35% | 456<br>51% | 45<br>31%           | 64<br>31%             | 117<br>35%            | 511<br>42%  | 342<br>44%   | 259<br>35% | 169<br>36% | 202<br>33% | 829<br>37%       | 84<br>34%         | 54<br>40%  | 35<br>43% |
|                                     |             | 47%         | 52%         | 6%         | 16%        | 32%        | 45%        | 5%                  | 6%                    | 12%                   | 51%         | 34%          | 26%        | 17%        | 20%        | 83%              | 8%                | 5%         | 3%        |
| Bedroom                             | 922<br>34%  | 434<br>34%  | 479<br>34%  | 63<br>22%  | 110<br>19% | 304<br>33% | 437<br>49% | 35<br>24%           | 77<br>37%             | 115<br>35%            | 447<br>36%  | 319<br>41%   | 223<br>30% | 154<br>33% | 194<br>32% | 764<br>34%       | 91<br>37%         | 41<br>31%  | 26<br>32% |
|                                     |             | 47%         | 52%         | 7%         | 12%        | 33%        | 47%        | 4%                  | 8%                    | 12%                   | 48%         | 35%          | 24%        | 17%        | 21%        | 83%              | 10%               | 4%         | 3%        |
| Living room/ lounge                 | 868<br>32%  | 438<br>34%  | 418<br>30%  | 52<br>18%  | 139<br>24% | 271<br>30% | 395<br>44% | 45<br>31%           | 84<br>40%             | 118<br>36%            | 374<br>30%  | 258<br>33%   | 196<br>27% | 162<br>35% | 215<br>35% | 710<br>31%       | 92<br>37%         | 45<br>34%  | 21<br>26% |
|                                     |             | 50%         | 48%         | 6%         | 16%        | 31%        | 46%        | 5%                  | 10%                   | 14%                   | 43%         | 30%          | 23%        | 19%        | 25%        | 82%              | 11%               | 5%         | 2%        |
| Study/ home office                  | 239<br>9%   | 133<br>10%  | 104<br>7%   | 15<br>5%   | 28<br>5%   | 74<br>8%   | 121<br>13% | 4<br>3%             | 11<br>5%              | 18<br>5%              | 147<br>12%  | 126<br>16%   | 64<br>9%   | 15<br>3%   | 27<br>4%   | 198<br>9%        | 23<br>9%          | 12<br>9%   | 5<br>7%   |
|                                     |             | 56%         | 43%         | 6%         | 12%        | 31%        | 51%        | 2%                  | 5%                    | 8%                    | 62%         | 53%          | 27%        | 6%         | 11%        | 83%              | 10%               | 5%         | 2%        |
| Garage/ shed                        | 231<br>8%   | 138<br>11%  | 92<br>7%    | 7<br>2%    | 20<br>3%   | 69<br>8%   | 132<br>15% | 7<br>5%             | 21<br>10%             | 26<br>8%              | 116<br>9%   | 88<br>11%    | 50<br>7%   | 47<br>10%  | 36<br>6%   | 187<br>8%        | 19<br>8%          | 14<br>11%  | 10<br>12% |
|                                     |             | 60%         | 40%         | 3%         | 9%         | 30%        | 57%        | 3%                  | 9%                    | 11%                   | 50%         | 38%          | 22%        | 20%        | 16%        | 81%              | 8%                | 6%         | 4%        |
| Bathroom/ shower room               | 157<br>6%   | 87<br>7%    | 70<br>5%    | 12<br>4%   | 27<br>5%   | 50<br>6%   | 67<br>7%   | 6<br>4%             | 14<br>7%              | 24<br>7%              | 81<br>7%    | 62<br>8%     | 39<br>5%   | 26<br>6%   | 27<br>4%   | 138<br>6%        | 10<br>4%          | 6<br>4%    | 4<br>5%   |
|                                     |             | 55%         | 45%         | 8%         | 17%        | 32%        | 43%        | 4%                  | 9%                    | 15%                   | 51%         | 39%          | 25%        | 16%        | 17%        | 87%              | 6%                | 4%         | 2%        |
| Hallway/ landing                    | 47<br>2%    | 25<br>2%    | 22<br>2%    | 3<br>1%    | 13<br>2%   | 18<br>2%   | 13<br>1%   | 5<br>4%             | 1<br>1%               | 7<br>2%               | 22<br>2%    | 16<br>2%     | 17<br>2%   | 7<br>1%    | 4<br>1%    | 39<br>2%         | 5<br>2%           | 2<br>1%    | 1<br>1%   |
|                                     |             | 53%         | 46%         | 7%         | 28%        | 38%        | 28%        | 11%                 | 3%                    | 16%                   | 46%         | 34%          | 37%        | 14%        | 9%         | 82%              | 11%               | 4%         | 2%        |
| Move around as needed/ portable     | 294<br>11%  | 145<br>11%  | 147<br>10%  | 19<br>7%   | 36<br>6%   | 78<br>9%   | 157<br>17% | 14<br>9%            | 20<br>10%             | 35<br>11%             | 137<br>11%  | 110<br>14%   | 79<br>11%  | 47<br>10%  | 45<br>7%   | 250<br>11%       | 25<br>10%         | 13<br>9%   | 6<br>8%   |
|                                     |             | 49%         | 50%         | 7%         | 12%        | 27%        | 53%        | 5%                  | 7%                    | 12%                   | 47%         | 38%          | 27%        | 16%        | 15%        | 85%              | 8%                | 4%         | 2%        |

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

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                      | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample             | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                 | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                       |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Other                                 | 28    | 13     | 15     | 2         | 1     | 8     | 16   | 1                | 2            | 5            | 12   | 9            | 5    | 5   | 10   | 25       | 1         | 2     | *   |
|                                       | 1%    | 1%     | 1%     | 1%        | *%    | 1%    | 2%   | *%               | 1%           | 2%           | 1%   | 1%           | 1%   | 1%  | 2%   | 1%       | *%        | 1%    | *%  |
|                                       |       |        |        |           |       |       | d    |                  |              |              |      |              |      |     | l    | r        |           |       |     |
|                                       |       | 45%    | 55%    | 9%        | 3%    | 28%   | 58%  | 3%               | 8%           | 19%          | 44%  | 31%          | 17%  | 17% | 36%  | 89%      | 4%        | 6%    | 1%  |
| None – do not have any radios at home | 925   | 413    | 483    | 146       | 280   | 322   | 152  | 61               | 69           | 90           | 386  | 201          | 290  | 153 | 210  | 775      | 79        | 43    | 27  |
|                                       | 34%   | 33%    | 34%    | 51%       | 48%   | 35%   | 17%  | 42%              | 33%          | 27%          | 31%  | 26%          | 39%  | 33% | 34%  | 34%      | 32%       | 32%   | 33% |
|                                       |       |        |        | ef        | ef    | f     |      | ij               |              |              |      |              | kmn  | k   | k    |          |           |       |     |
|                                       |       | 45%    | 52%    | 16%       | 30%   | 35%   | 16%  | 7%               | 7%           | 10%          | 42%  | 22%          | 31%  | 17% | 23%  | 84%      | 9%        | 5%    | 3%  |

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

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                     | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                     |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%             |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                    | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample           | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                               | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                     |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Kitchen/ kitchen diner/ dining room | 1002  | 114             | 150        | 90         | 97        | 86        | 66          | 75            | 46         | 106        | 827      | 175   | 615            | 367         | 604               | 398          |
|                                     | 37%   | 33%             | 39%        | 41%        | 46%       | 34%       | 34%         | 35%           | 38%        | 33%        | 35%      | 47%   | 36%            | 39%         | 45%               | 29%          |
|                                     |       | 11%             | 15%        | 9%         | 10%       | 9%        | 7%          | 7%            | 5%         | 11%        | 83%      | 17%   | 61%            | 37%         | 60%               | 40%          |
| Bedroom                             | 922   | 91              | 150        | 83         | 71        | 86        | 70          | 71            | 34         | 106        | 762      | 161   | 541            | 369         | 531               | 391          |
|                                     | 34%   | 27%             | 39%        | 38%        | 34%       | 34%       | 36%         | 33%           | 28%        | 33%        | 32%      | 43%   | 32%            | 40%         | 39%               | 28%          |
|                                     |       | 10%             | 16%        | 9%         | 8%        | 9%        | 8%          | 8%            | 4%         | 12%        | 83%      | 17%   | 59%            | 40%         | 58%               | 42%          |
| Living room/ lounge                 | 868   | 105             | 125        | 78         | 73        | 81        | 58          | 66            | 39         | 85         | 743      | 126   | 506            | 338         | 439               | 429          |
|                                     | 32%   | 31%             | 32%        | 35%        | 35%       | 32%       | 30%         | 31%           | 32%        | 26%        | 32%      | 34%   | 30%            | 36%         | 32%               | 31%          |
|                                     |       | 12%             | 14%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 10%        | 86%      | 14%   | 58%            | 39%         | 51%               | 49%          |
| Study/ home office                  | 239   | 21              | 43         | 29         | 26        | 22        | 20          | 14            | 7          | 16         | 187      | 52    | 150            | 85          | 161               | 78           |
|                                     | 9%    | 6%              | 11%        | 13%        | 12%       | 9%        | 10%         | 7%            | 6%         | 5%         | 8%       | 14%   | 9%             | 9%          | 12%               | 6%           |
|                                     |       | 9%              | 18%        | 12%        | 11%       | 9%        | 8%          | 6%            | 3%         | 7%         | 78%      | 22%   | 63%            | 35%         | 67%               | 33%          |
| Garage/ shed                        | 231   | 13              | 41         | 19         | 26        | 18        | 18          | 14            | 9          | 30         | 171      | 60    | 133            | 94          | 168               | 62           |
|                                     | 8%    | 4%              | 11%        | 8%         | 12%       | 7%        | 9%          | 6%            | 8%         | 9%         | 7%       | 16%   | 8%             | 10%         | 12%               | 5%           |
|                                     |       | 5%              | 18%        | 8%         | 11%       | 8%        | 8%          | 6%            | 4%         | 13%        | 74%      | 26%   | 58%            | 41%         | 73%               | 27%          |
| Bathroom/ shower room               | 157   | 27              | 29         | 10         | 13        | 17        | 14          | 9             | 5          | 13         | 129      | 28    | 98             | 57          | 96                | 62           |
|                                     | 6%    | 8%              | 8%         | 5%         | 6%        | 7%        | 7%          | 4%            | 4%         | 4%         | 5%       | 8%    | 6%             | 6%          | 7%                | 5%           |
|                                     |       | 17%             | 19%        | 6%         | 8%        | 11%       | 9%          | 6%            | 3%         | 8%         | 82%      | 18%   | 62%            | 36%         | 61%               | 39%          |
| Hallway/ landing                    | 47    | 6               | 9          | 3          | 4         | 5         | 4           | 3             | 1          | 5          | 41       | 6     | 31             | 12          | 25                | 22           |
|                                     | 2%    | 2%              | 2%         | 1%         | 2%        | 2%        | 2%          | 2%            | 1%         | 1%         | 2%       | 2%    | 2%             | 1%          | 2%                | 2%           |
|                                     |       | 13%             | 18%        | 6%         | 8%        | 10%       | 8%          | 7%            | 2%         | 10%        | 87%      | 13%   | 66%            | 26%         | 53%               | 47%          |
| Move around as needed/ portable     | 294   | 35              | 41         | 27         | 24        | 32        | 21          | 23            | 11         | 35         | 239      | 55    | 164            | 123         | 182               | 111          |
|                                     | 11%   | 10%             | 11%        | 12%        | 12%       | 13%       | 11%         | 11%           | 9%         | 11%        | 10%      | 15%   | 10%            | 13%         | 13%               | 8%           |
|                                     |       | 12%             | 14%        | 9%         | 8%        | 11%       | 7%          | 8%            | 4%         | 12%        | 81%      | 19%   | 56%            | 42%         | 62%               | 38%          |

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

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                      | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |
| Effective Weighted Sample             | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |
| Total                                 | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |
|                                       |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |
| Other                                 | 28    | -               | 6          | 1          | 3         | 2         | 2           | 3             | 2          | 6          | 20       | 8     | 12             | 16          | 19                | 9           |
|                                       | 1%    | -%              | 2%         | 1%         | 1%        | 1%        | 1%          | 2%            | 2%         | 2%         | 1%       | 2%    | 1%             | 2%          | 1%                | 1%          |
|                                       |       |                 | a          | a          | a         | a         | a           | a             | a          | a          |          | j     | l              | l           | o                 |             |
|                                       |       | -%              | 22%        | 4%         | 10%       | 8%        | 6%          | 12%           | 7%         | 21%        | 72%      | 28%   | 44%            | 56%         | 67%               | 33%         |
| None – do not have any radios at home | 925   | 139             | 124        | 64         | 59        | 81        | 73          | 77            | 39         | 119        | 842      | 82    | 597            | 270         | 353               | 571         |
|                                       | 34%   | 41%             | 32%        | 29%        | 28%       | 32%       | 38%         | 36%           | 32%        | 37%        | 36%      | 22%   | 35%            | 29%         | 26%               | 42%         |
|                                       |       | bcdeh           |            |            |           |           | cd          | d             | cd         | cd         | k        |       | m              |             |                   | n           |
|                                       |       | 15%             | 13%        | 7%         | 6%        | 9%        | 8%          | 8%            | 4%         | 13%        | 91%      | 9%    | 65%            | 29%         | 38%               | 62%         |

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

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                     | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|-------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                     |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%             |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                    | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample           | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                               | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                     |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| Kitchen/ kitchen diner/ dining room | 1002  | 523          | 496          | 882           | 804  | 405       | 987           |
|                                     | 37%   | 40%          | 44%          | 42%           | 37%  | 34%       | 38%           |
|                                     |       | de           | adef         | def           |      |           | e             |
|                                     |       | 52%          | 50%          | 88%           | 80%  | 40%       | 99%           |
| Bedroom                             | 922   | 501          | 466          | 818           | 732  | 384       | 905           |
|                                     | 34%   | 39%          | 42%          | 39%           | 34%  | 33%       | 35%           |
|                                     |       | def          | def          | def           |      |           |               |
|                                     |       | 54%          | 51%          | 89%           | 79%  | 42%       | 98%           |
| Living room/ lounge                 | 868   | 449          | 429          | 719           | 673  | 375       | 844           |
|                                     | 32%   | 35%          | 38%          | 34%           | 31%  | 32%       | 33%           |
|                                     |       | d            | acdef        | d             |      |           |               |
|                                     |       | 52%          | 49%          | 83%           | 78%  | 43%       | 97%           |
| Study/ home office                  | 239   | 116          | 140          | 222           | 200  | 118       | 237           |
|                                     | 9%    | 9%           | 13%          | 10%           | 9%   | 10%       | 9%            |
|                                     |       |              | adef         |               |      |           |               |
|                                     |       | 48%          | 59%          | 93%           | 84%  | 49%       | 99%           |
| Garage/ shed                        | 231   | 116          | 140          | 205           | 180  | 94        | 228           |
|                                     | 8%    | 9%           | 13%          | 10%           | 8%   | 8%        | 9%            |
|                                     |       |              | acdef        |               |      |           |               |
|                                     |       | 50%          | 61%          | 89%           | 78%  | 41%       | 99%           |
| Bathroom/ shower room               | 157   | 83           | 91           | 137           | 131  | 75        | 154           |
|                                     | 6%    | 6%           | 8%           | 7%            | 6%   | 6%        | 6%            |
|                                     |       |              | df           |               |      |           |               |
|                                     |       | 53%          | 58%          | 87%           | 83%  | 48%       | 98%           |
| Hallway/ landing                    | 47    | 26           | 18           | 39            | 40   | 18        | 47            |
|                                     | 2%    | 2%           | 2%           | 2%            | 2%   | 2%        | 2%            |
|                                     |       | 56%          | 38%          | 84%           | 85%  | 39%       | 100%          |
| Move around as needed/ portable     | 294   | 152          | 151          | 256           | 225  | 120       | 289           |
|                                     | 11%   | 12%          | 14%          | 12%           | 10%  | 10%       | 11%           |
|                                     |       |              | def          | d             |      |           |               |
|                                     |       | 52%          | 51%          | 87%           | 77%  | 41%       | 98%           |

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



QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                       | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|---------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                       |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%               |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                      | 4805  | 2292         | 1983         | 3752          | 3860 | 2105      | 4617          |
| Effective Weighted Sample             | 3295  | 1574         | 1368         | 2622          | 2677 | 1471      | 3193          |
| Total                                 | 2727  | 1297         | 1118         | 2110          | 2174 | 1176      | 2595          |
|                                       |       | 48%          | 41%          | 77%           | 80%  | 43%       | 95%           |
| Other                                 | 28    | 13           | 17           | 25            | 22   | 14        | 28            |
|                                       | 1%    | 1%           | 1%           | 1%            | 1%   | 1%        | 1%            |
|                                       |       | 45%          | 59%          | 89%           | 78%  | 51%       | 100%          |
| None – do not have any radios at home | 925   | 358          | 273          | 601           | 745  | 435       | 845           |
|                                       | 34%   | 28%          | 24%          | 28%           | 34%  | 37%       | 33%           |
|                                       |       |              |              | b             | abc  | abcf      | abc           |
|                                       |       | 39%          | 30%          | 65%           | 81%  | 47%       | 91%           |

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

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

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| None                       | 1136  | 521    | 584    | 166       | 312   | 389   | 237  | 85               | 84           | 116          | 473  | 253          | 341  | 189 | 274  | 951      | 99        | 54    | 32  |
|                            | 38%   | 37%    | 38%    | 57%       | 53%   | 42%   | 21%  | 44%              | 33%          | 32%          | 37%  | 32%          | 44%  | 37% | 37%  | 38%      | 37%       | 36%   | 35% |
|                            |       | 46%    | 51%    | ef        | ef    | f     |      | hi               |              |              | i    |              | k    | k   |      | 84%      | 9%        | 5%    | 3%  |
| 1                          | 827   | 365    | 445    | 69        | 158   | 260   | 322  | 60               | 65           | 120          | 355  | 214          | 197  | 151 | 212  | 673      | 76        | 53    | 25  |
|                            | 28%   | 26%    | 29%    | 24%       | 27%   | 28%   | 29%  | 31%              | 26%          | 33%          | 28%  | 27%          | 26%  | 30% | 29%  | 27%      | 28%       | 35%   | 28% |
|                            |       | 44%    | 54%    | 8%        | 19%   | 31%   | 39%  | 7%               | 8%           | 14%          | 43%  | 26%          | 24%  | 18% | 26%  | 81%      | 9%        | opr   | 3%  |
| 2-3                        | 744   | 359    | 376    | 34        | 69    | 213   | 413  | 36               | 77           | 97           | 317  | 235          | 166  | 126 | 181  | 619      | 71        | 30    | 24  |
|                            | 25%   | 26%    | 24%    | 12%       | 12%   | 23%   | 37%  | 18%              | 31%          | 27%          | 25%  | 30%          | 22%  | 25% | 25%  | 25%      | 26%       | 20%   | 26% |
|                            |       | 48%    | 50%    | 5%        | 9%    | 29%   | 55%  | 5%               | 10%          | 13%          | 43%  | 32%          | 22%  | 17% | 24%  | 83%      | 10%       | 4%    | 3%  |
| 4-5                        | 151   | 86     | 65     | 4         | 11    | 38    | 95   | 6                | 17           | 20           | 70   | 57           | 35   | 17  | 34   | 125      | 14        | 8     | 4   |
|                            | 5%    | 6%     | 4%     | 1%        | 2%    | 4%    | 9%   | 3%               | 7%           | 5%           | 6%   | 7%           | 5%   | 3%  | 5%   | 5%       | 5%        | 5%    | 5%  |
|                            |       | 57%    | 43%    | 3%        | 7%    | 25%   | 63%  | 4%               | 11%          | 13%          | 46%  | 38%          | 23%  | 11% | 22%  | 83%      | 9%        | 5%    | 3%  |
| 6-10                       | 28    | 17     | 10     | 1         | -     | 9     | 17   | 1                | 2            | 2            | 21   | 15           | 4    | 4   | 3    | 24       | 2         | 1     | 1   |
|                            | 1%    | 1%     | 1%     | *%        | -%    | 1%    | 2%   | *%               | 1%           | 1%           | 2%   | 2%           | 1%   | 1%  | *%   | 1%       | 1%        | *%    | 1%  |
|                            |       | 63%    | 37%    | 5%        | -%    | 31%   | 60%  | 3%               | 8%           | 8%           | 76%  | 55%          | 16%  | 14% | 10%  | 87%      | 6%        | 2%    | 4%  |
| 11 or more                 | 3     | 2      | 1      | -         | 1     | -     | 1    | 1                | -            | *            | 1    | 1            | *    | *   | 2    | 3        | -         | -     | *   |
|                            | *%    | *%     | *%     | -%        | *%    | -%    | *%   | *%               | -%           | *%           | *%   | *%           | *%   | *%  | *%   | *%       | -%        | -%    | *%  |
|                            |       | 63%    | 37%    | -%        | 20%   | -%    | 34%  | 20%              | -%           | 5%           | 25%  | 25%          | 3%   | 6%  | 66%  | 86%      | -%        | -%    | o   |
| Don't know                 | 109   | 45     | 58     | 17        | 36    | 30    | 23   | 5                | 6            | 8            | 31   | 21           | 28   | 20  | 25   | 94       | 8         | 4     | 2   |
|                            | 4%    | 3%     | 4%     | 6%        | 6%    | 3%    | 2%   | 2%               | 3%           | 2%           | 2%   | 3%           | 4%   | 4%  | 3%   | 4%       | 3%        | 3%    | 3%  |
|                            |       | 41%    | 54%    | ef        | ef    | 27%   | 21%  | 4%               | 6%           | 8%           | 29%  | 19%          | 26%  | 18% | 23%  | 87%      | 7%        | 4%    | 2%  |
| NOT ANSWERED [POSTAL ONLY] | 3     | 1      | 2      | -         | -     | *     | 2    | 1                | -            | *            | *    | *            | -    | 1   | 1    | 1        | *         | 1     | 1   |
|                            | *%    | *%     | *%     | -%        | -%    | *%    | *%   | 1%               | -%           | *%           | *%   | *%           | -%   | *%  | *%   | *%       | *%        | 1%    | 1%  |
|                            |       | 25%    | 75%    | -%        | -%    | 10%   | 57%  | j                | -%           | 9%           | 5%   | 13%          | -%   | 22% | 23%  | 29%      | 7%        | o     | o   |

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

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

Base : All respondents

|                                     | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                     |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%             |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                    | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample           | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                               | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                     |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| ANY 'ACTIVE' RADIO SETS IN THE HOME | 1752  | 829    | 897    | 108       | 238   | 519   | 848  | 103              | 161          | 238          | 764  | 523          | 403  | 298 | 431  | 1443     | 163       | 91    | 55  |
|                                     | 58%   | 59%    | 58%    | 37%       | 41%   | 55%   | 76%  | 53%              | 64%          | 66%          | 60%  | 66%          | 52%  | 59% | 59%  | 58%      | 60%       | 61%   | 61% |
|                                     |       |        |        |           |       | cd    | cde  |                  | g            | gj           | g    | lmn          |      | l   | l    |          |           |       |     |
|                                     |       | 47%    | 51%    | 6%        | 14%   | 30%   | 48%  | 6%               | 9%           | 14%          | 44%  | 30%          | 23%  | 17% | 25%  | 82%      | 9%        | 5%    | 3%  |
| NO 'ACTIVE' RADIO SETS IN THE HOME  | 1136  | 521    | 584    | 166       | 312   | 389   | 237  | 85               | 84           | 116          | 473  | 253          | 341  | 189 | 274  | 951      | 99        | 54    | 32  |
|                                     | 38%   | 37%    | 38%    | 57%       | 53%   | 42%   | 21%  | 44%              | 33%          | 32%          | 37%  | 32%          | 44%  | 37% | 37%  | 38%      | 37%       | 36%   | 35% |
|                                     |       |        |        | ef        | ef    | f     |      | hi               |              |              | i    |              | kmn  | k   | k    |          |           |       |     |
|                                     |       | 46%    | 51%    | 15%       | 27%   | 34%   | 21%  | 7%               | 7%           | 10%          | 42%  | 22%          | 30%  | 17% | 24%  | 84%      | 9%        | 5%    | 3%  |

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

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

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                            |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%    |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| None                       | 1136  | 158             | 156        | 77         | 74        | 105       | 87          | 99            | 50         | 144        | 1028     | 107   | 720            | 354         | 456               | 680          |
|                            | 38%   | 44%             | 36%        | 31%        | 34%       | 37%       | 42%         | 41%           | 38%        | 40%        | 40%      | 26%   | 41%            | 31%         | 31%               | 45%          |
|                            |       | bcd             |            |            |           |           | cd          | cd            |            | c          | k        |       | m              |             |                   | n            |
|                            |       | 14%             | 14%        | 7%         | 7%        | 9%        | 8%          | 9%            | 4%         | 13%        | 91%      | 9%    | 63%            | 31%         | 40%               | 60%          |
| 1                          | 827   | 91              | 90         | 76         | 57        | 85        | 50          | 65            | 37         | 122        | 711      | 116   | 485            | 312         | 439               | 388          |
|                            | 28%   | 25%             | 21%        | 30%        | 26%       | 30%       | 24%         | 27%           | 28%        | 34%        | 27%      | 28%   | 28%            | 28%         | 29%               | 26%          |
|                            |       |                 |            | b          |           | b         |             | b             | b          | abdf       |          |       |                |             | o                 |              |
|                            |       | 11%             | 11%        | 9%         | 7%        | 10%       | 6%          | 8%            | 4%         | 15%        | 86%      | 14%   | 59%            | 38%         | 53%               | 47%          |
| 2-3                        | 744   | 67              | 140        | 74         | 68        | 65        | 50          | 54            | 34         | 67         | 601      | 142   | 394            | 330         | 427               | 317          |
|                            | 25%   | 19%             | 32%        | 29%        | 31%       | 23%       | 24%         | 22%           | 26%        | 19%        | 23%      | 35%   | 23%            | 29%         | 29%               | 21%          |
|                            |       |                 | aefgi      | agi        | aefgi     |           |             |               | ai         |            |          | j     |                | l           | o                 |              |
|                            |       | 9%              | 19%        | 10%        | 9%        | 9%        | 7%          | 7%            | 5%         | 9%         | 81%      | 19%   | 53%            | 44%         | 57%               | 43%          |
| 4-5                        | 151   | 18              | 25         | 14         | 14        | 7         | 14          | 12            | 4          | 17         | 124      | 27    | 73             | 75          | 96                | 55           |
|                            | 5%    | 5%              | 6%         | 5%         | 6%        | 2%        | 7%          | 5%            | 3%         | 5%         | 5%       | 7%    | 4%             | 7%          | 6%                | 4%           |
|                            |       |                 | e          | e          | e         |           | eh          |               |            |            |          |       |                | l           | o                 |              |
|                            |       | 12%             | 17%        | 9%         | 9%        | 4%        | 10%         | 8%            | 3%         | 11%        | 82%      | 18%   | 49%            | 49%         | 63%               | 37%          |
| 6-10                       | 28    | 3               | 8          | 3          | 1         | 2         | 2           | 2             | 1          | 2          | 23       | 5     | 14             | 14          | 16                | 12           |
|                            | 1%    | 1%              | 2%         | 1%         | *%        | 1%        | 1%          | 1%            | 1%         | *%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                            |       | 12%             | 29%        | 12%        | 4%        | 6%        | 8%          | 7%            | 3%         | 6%         | 82%      | 18%   | 50%            | 50%         | 57%               | 43%          |
| 11 or more                 | 3     | 1               | -          | -          | -         | 1         | 1           | -             | -          | -          | 3        | *     | -              | 3           | *                 | 3            |
|                            | *%    | *%              | -%         | -%         | -%        | *%        | *%          | -%            | -%         | -%         | *%       | *%    | -%             | *%          | *%                | *%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                            |       | 40%             | -%         | -%         | -%        | 20%       | 25%         | -%            | -%         | -%         | 95%      | 5%    | -%             | 100%        | 14%               | 86%          |
| Don't know                 | 109   | 21              | 15         | 8          | 6         | 17        | 4           | 8             | 5          | 10         | 94       | 14    | 57             | 42          | 54                | 55           |
|                            | 4%    | 6%              | 3%         | 3%         | 3%        | 6%        | 2%          | 3%            | 4%         | 3%         | 4%       | 3%    | 3%             | 4%          | 4%                | 4%           |
|                            |       | dfi             |            |            |           | dfi       |             |               |            |            |          |       |                |             |                   |              |
|                            |       | 20%             | 14%        | 7%         | 5%        | 16%       | 3%          | 7%            | 5%         | 9%         | 87%      | 13%   | 52%            | 39%         | 50%               | 50%          |
| NOT ANSWERED [POSTAL ONLY] | 3     | -               | -          | -          | -         | -         | -           | -             | 1          | -          | 3        | *     | *              | 2           | 1                 | 2            |
|                            | *%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | 1%         | -%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                            |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | 29%        | -%         | 86%      | 14%   | 7%             | 57%         | 44%               | 56%          |

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

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

Base : All respondents

|                                     | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                     |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%             |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                    | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample           | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                               | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                     |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| ANY 'ACTIVE' RADIO SETS IN THE HOME | 1752  | 180             | 264        | 167        | 140       | 159       | 118         | 133           | 75         | 208        | 1462     | 290   | 967            | 733         | 978               | 774          |
|                                     | 58%   | 50%             | 61%        | 66%        | 64%       | 57%       | 56%         | 55%           | 57%        | 57%        | 56%      | 70%   | 55%            | 65%         | 66%               | 51%          |
|                                     |       |                 | a          | aefghi     | ag        |           |             |               |            |            |          | j     |                | l           | o                 |              |
|                                     |       | 10%             | 15%        | 10%        | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 83%      | 17%   | 55%            | 42%         | 56%               | 44%          |
| NO 'ACTIVE' RADIO SETS IN THE HOME  | 1136  | 158             | 156        | 77         | 74        | 105       | 87          | 99            | 50         | 144        | 1028     | 107   | 720            | 354         | 456               | 680          |
|                                     | 38%   | 44%             | 36%        | 31%        | 34%       | 37%       | 42%         | 41%           | 38%        | 40%        | 40%      | 26%   | 41%            | 31%         | 31%               | 45%          |
|                                     |       | bcd             |            |            |           |           | cd          | cd            |            | c          | k        |       | m              |             | n                 |              |
|                                     |       | 14%             | 14%        | 7%         | 7%        | 9%        | 8%          | 9%            | 4%         | 13%        | 91%      | 9%    | 63%            | 31%         | 40%               | 60%          |

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

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

Base : All respondents

|                                     | Total       | TV SERVICES          |                      |                       |             |                               |                        |
|-------------------------------------|-------------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                                     |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%             |             |                      |                      |                       |             |                               |                        |
| Unweighted total                    | 5233        | 2461                 | 2214                 | 3966                  | 3991        | 2172                          | 5004                   |
| Effective Weighted Sample           | 3539        | 1661                 | 1497                 | 2748                  | 2752        | 1500                          | 3413                   |
| Total                               | 3000        | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75% | 1215<br>41%                   | 2832<br>94%            |
| None                                | 1136<br>38% | 462<br>33%           | 362<br>29%           | 761<br>34%            | 896<br>40%  | 513<br>42%                    | 1045<br>37%            |
|                                     |             | b<br>41%             |                      | b<br>67%              | abcf<br>79% | abcf<br>45%                   | abc<br>92%             |
| 1                                   | 827<br>28%  | 404<br>29%           | 376<br>30%           | 618<br>28%            | 609<br>27%  | 318<br>26%                    | 782<br>28%             |
|                                     |             |                      | e<br>49%             |                       |             |                               |                        |
|                                     |             |                      | 45%                  | 75%                   | 74%         | 38%                           | 95%                    |
| 2-3                                 | 744<br>25%  | 381<br>27%           | 393<br>31%           | 608<br>27%            | 521<br>23%  | 280<br>23%                    | 725<br>26%             |
|                                     |             | de<br>51%            | acdef<br>53%         | de<br>82%             |             |                               | d<br>97%               |
| 4-5                                 | 151<br>5%   | 75<br>5%             | 78<br>6%             | 129<br>6%             | 110<br>5%   | 49<br>4%                      | 148<br>5%              |
|                                     |             |                      | e<br>50%             | e<br>85%              |             |                               |                        |
|                                     |             |                      | 52%                  | 73%                   | 33%         | 98%                           |                        |
| 6-10                                | 28<br>1%    | 14<br>1%             | 16<br>1%             | 26<br>1%              | 22<br>1%    | 14<br>1%                      | 27<br>1%               |
|                                     |             | 50%                  | 58%                  | 94%                   | 81%         | 49%                           | 98%                    |
| 11 or more                          | 3<br>*%     | 1<br>*%              | 2<br>*%              | 2<br>*%               | 2<br>*%     | 2<br>*%                       | 3<br>*%                |
|                                     |             | 25%                  | 70%                  | 75%                   | 75%         | 58%                           | 95%                    |
| Don't know                          | 109<br>4%   | 57<br>4%             | 40<br>3%             | 82<br>4%              | 83<br>4%    | 40<br>3%                      | 100<br>4%              |
|                                     |             | 53%                  | 37%                  | 76%                   | 77%         | 37%                           | 92%                    |
| NOT ANSWERED [POSTAL ONLY]          | 3<br>*%     | 1<br>*%              | 1<br>*%              | 1<br>*%               | *<br>*%     | -<br>-%                       | 2<br>*%                |
|                                     |             | 15%                  | 38%                  | 29%                   | 8%          | -%                            | 59%                    |
| ANY 'ACTIVE' RADIO SETS IN THE HOME | 1752<br>58% | 876<br>63%           | 865<br>68%           | 1384<br>62%           | 1264<br>56% | 662<br>55%                    | 1684<br>59%            |
|                                     |             | def<br>50%           | acdef<br>49%         | def<br>79%            |             |                               | de<br>96%              |
|                                     |             |                      |                      |                       | 72%         | 38%                           |                        |

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

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

Base : All respondents

|                                    | Total | TV SERVICES     |                 |                  |      |                          |                   |
|------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                    |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                                    |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%            |       |                 |                 |                  |      |                          |                   |
| Unweighted total                   | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample          | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                              | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                                    |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| NO 'ACTIVE' RADIO SETS IN THE HOME | 1136  | 462             | 362             | 761              | 896  | 513                      | 1045              |
|                                    | 38%   | 33%             | 29%             | 34%              | 40%  | 42%                      | 37%               |
|                                    |       | b               | b               | b                | abcf | abcf                     | abc               |
|                                    |       | 41%             | 32%             | 67%              | 79%  | 45%                      | 92%               |

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

|                                         | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                        | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample               | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                   | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                         |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| None                                    | 348   | 167    | 180    | 19        | 41    | 95    | 183  | 23               | 48           | 49           | 122  | 85           | 70   | 56  | 103  | 269      | 40        | 23    | 17  |
|                                         | 12%   | 12%    | 12%    | 6%        | 7%    | 10%   | 16%  | 12%              | 19%          | 14%          | 10%  | 11%          | 9%   | 11% | 14%  | 11%      | 15%       | 16%   | 19% |
|                                         |       |        |        |           |       | cd    | cde  |                  | gij          | j            |      |              |      |     | kl   |          | o         | o     | o   |
|                                         |       | 48%    | 52%    | 5%        | 12%   | 27%   | 53%  | 6%               | 14%          | 14%          | 35%  | 24%          | 20%  | 16% | 30%  | 77%      | 11%       | 7%    | 5%  |
| 1                                       | 780   | 369    | 396    | 50        | 119   | 237   | 359  | 51               | 53           | 120          | 358  | 221          | 193  | 150 | 184  | 648      | 70        | 41    | 22  |
|                                         | 26%   | 26%    | 26%    | 17%       | 20%   | 25%   | 32%  | 27%              | 21%          | 33%          | 28%  | 28%          | 25%  | 30% | 25%  | 26%      | 26%       | 27%   | 24% |
|                                         |       |        |        |           |       | cd    | cde  |                  |              | hj           | h    |              |      |     |      |          |           |       |     |
|                                         |       | 47%    | 51%    | 6%        | 15%   | 30%   | 46%  | 7%               | 7%           | 15%          | 46%  | 28%          | 25%  | 19% | 24%  | 83%      | 9%        | 5%    | 3%  |
| 2-3                                     | 384   | 197    | 184    | 15        | 37    | 117   | 211  | 16               | 36           | 41           | 189  | 147          | 90   | 62  | 72   | 328      | 30        | 16    | 10  |
|                                         | 13%   | 14%    | 12%    | 5%        | 6%    | 12%   | 19%  | 8%               | 14%          | 11%          | 15%  | 18%          | 12%  | 12% | 10%  | 13%      | 11%       | 11%   | 11% |
|                                         |       |        |        |           |       | cd    | cde  |                  | g            |              | gi   | lmn          |      |     |      |          |           |       |     |
|                                         |       | 51%    | 48%    | 4%        | 10%   | 30%   | 55%  | 4%               | 9%           | 11%          | 49%  | 38%          | 23%  | 16% | 19%  | 85%      | 8%        | 4%    | 3%  |
| 4-5                                     | 53    | 32     | 21     | *         | 8     | 19    | 27   | *                | 5            | 5            | 32   | 22           | 15   | 9   | 7    | 44       | 5         | 3     | 1   |
|                                         | 2%    | 2%     | 1%     | *%        | 1%    | 2%    | 2%   | *%               | 2%           | 1%           | 3%   | 3%           | 2%   | 2%  | 1%   | 2%       | 2%        | 2%    | 1%  |
|                                         |       |        |        |           | c     | c     | c    |                  |              |              | g    | n            |      |     |      |          |           |       |     |
|                                         |       | 61%    | 39%    | *%        | 14%   | 35%   | 50%  | 1%               | 9%           | 9%           | 60%  | 42%          | 28%  | 16% | 13%  | 83%      | 10%       | 5%    | 2%  |
| 6-10                                    | 9     | 5      | 5      | -         | -     | 4     | 5    | *                | -            | -            | 9    | 6            | -    | 1   | 2    | 9        | *         | -     | *   |
|                                         | *%    | *%     | *%     | -%        | -%    | *%    | *%   | *%               | -%           | -%           | 1%   | 1%           | -%   | *%  | *%   | *%       | *%        | -%    | *%  |
|                                         |       |        |        |           |       |       |      |                  |              |              |      | l            |      |     |      |          |           |       |     |
|                                         |       | 49%    | 51%    | -%        | -%    | 47%   | 53%  | 1%               | -%           | -%           | 99%  | 62%          | -%   | 15% | 23%  | 98%      | 1%        | -%    | 1%  |
| Don't know                              | 160   | 54     | 99     | 24        | 34    | 48    | 50   | 11               | 15           | 20           | 52   | 39           | 31   | 21  | 52   | 132      | 12        | 9     | 6   |
|                                         | 5%    | 4%     | 6%     | 8%        | 6%    | 5%    | 5%   | 6%               | 6%           | 6%           | 4%   | 5%           | 4%   | 4%  | 7%   | 5%       | 5%        | 6%    | 7%  |
|                                         |       |        | a      | ef        |       |       |      |                  |              |              |      |              |      |     | klm  |          |           |       |     |
|                                         |       | 34%    | 62%    | 15%       | 22%   | 30%   | 31%  | 7%               | 9%           | 13%          | 32%  | 24%          | 19%  | 13% | 32%  | 83%      | 8%        | 5%    | 4%  |
| NOT ANSWERED [POSTAL ONLY]              | 22    | 8      | 14     | 1         | -     | 1     | 17   | 3                | 5            | 4            | 2    | 3            | 3    | *   | 12   | 15       | 5         | 1     | *   |
|                                         | 1%    | 1%     | 1%     | *%        | -%    | *%    | 2%   | 2%               | 2%           | 1%           | *%   | *%           | *%   | *%  | 2%   | 1%       | 2%        | 1%    | *%  |
|                                         |       |        |        |           |       |       | de   | j                | j            | j            |      |              |      |     | klm  |          | or        |       |     |
|                                         |       | 36%    | 61%    | 4%        | -%    | 3%    | 76%  | 15%              | 21%          | 18%          | 9%   | 14%          | 15%  | 1%  | 55%  | 69%      | 25%       | 6%    | 1%  |
| ANY 'ACTIVE' DAB RADIO SETS IN THE HOME | 1227  | 604    | 606    | 65        | 163   | 377   | 601  | 68               | 93           | 166          | 589  | 396          | 298  | 222 | 266  | 1030     | 105       | 59    | 33  |
|                                         | 41%   | 43%    | 39%    | 22%       | 28%   | 40%   | 54%  | 35%              | 37%          | 46%          | 46%  | 50%          | 39%  | 44% | 36%  | 41%      | 39%       | 40%   | 36% |
|                                         |       | b      |        |           |       | cd    | cde  |                  |              | gh           | gh   | lmn          |      | n   |      | r        |           |       |     |
|                                         |       | 49%    | 49%    | 5%        | 13%   | 31%   | 49%  | 6%               | 8%           | 13%          | 48%  | 32%          | 24%  | 18% | 22%  | 84%      | 9%        | 5%    | 3%  |

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



QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

|                                                                                                     | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                     |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                             |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                    | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                                           | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                                               | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                                     |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| NO 'ACTIVE' RADIO SETS IN THE HOME                                                                  | 1136  | 521    | 584    | 166       | 312   | 389   | 237  | 85               | 84           | 116          | 473  | 253          | 341  | 189 | 274  | 951      | 99        | 54    | 32  |
|                                                                                                     | 38%   | 37%    | 38%    | 57%       | 53%   | 42%   | 21%  | 44%              | 33%          | 32%          | 37%  | 32%          | 44%  | 37% | 37%  | 38%      | 37%       | 36%   | 35% |
|                                                                                                     |       |        |        | ef        | ef    | f     |      | hi               |              |              | i    |              | kmn  | k   | k    |          |           |       |     |
|                                                                                                     |       | 46%    | 51%    | 15%       | 27%   | 34%   | 21%  | 7%               | 7%           | 10%          | 42%  | 22%          | 30%  | 17% | 24%  | 84%      | 9%        | 5%    | 3%  |
| DON'T KNOW NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME                                                | 109   | 45     | 58     | 17        | 36    | 30    | 23   | 5                | 6            | 8            | 31   | 21           | 28   | 20  | 25   | 94       | 8         | 4     | 2   |
|                                                                                                     | 4%    | 3%     | 4%     | 6%        | 6%    | 3%    | 2%   | 2%               | 3%           | 2%           | 2%   | 3%           | 4%   | 4%  | 3%   | 4%       | 3%        | 3%    | 3%  |
|                                                                                                     |       |        |        | ef        | ef    |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                                                                     |       | 41%    | 54%    | 16%       | 33%   | 27%   | 21%  | 4%               | 6%           | 8%           | 29%  | 19%          | 26%  | 18% | 23%  | 87%      | 7%        | 4%    | 2%  |
| NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME                                             | 1484  | 688    | 765    | 184       | 353   | 484   | 420  | 107              | 132          | 165          | 595  | 338          | 411  | 245 | 377  | 1220     | 139       | 77    | 48  |
|                                                                                                     | 49%   | 49%    | 50%    | 63%       | 60%   | 52%   | 38%  | 55%              | 52%          | 45%          | 47%  | 42%          | 53%  | 48% | 52%  | 49%      | 51%       | 51%   | 54% |
|                                                                                                     |       |        |        | ef        | ef    | f     |      | ij               |              |              |      |              | k    | k   | k    |          |           |       | o   |
|                                                                                                     |       | 46%    | 52%    | 12%       | 24%   | 33%   | 28%  | 7%               | 9%           | 11%          | 40%  | 23%          | 28%  | 17% | 25%  | 82%      | 9%        | 5%    | 3%  |
| DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME | 268   | 98     | 158    | 41        | 71    | 78    | 73   | 15               | 21           | 29           | 83   | 60           | 59   | 41  | 77   | 227      | 21        | 13    | 9   |
|                                                                                                     | 9%    | 7%     | 10%    | 14%       | 12%   | 8%    | 7%   | 8%               | 8%           | 8%           | 7%   | 8%           | 8%   | 8%  | 11%  | 9%       | 8%        | 8%    | 10% |
|                                                                                                     |       |        | a      | ef        | ef    |       |      |                  |              |              |      |              |      | kl  |      |          |           |       |     |
|                                                                                                     |       | 37%    | 59%    | 15%       | 26%   | 29%   | 27%  | 6%               | 8%           | 11%          | 31%  | 22%          | 22%  | 15% | 29%  | 84%      | 8%        | 5%    | 3%  |

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

|                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                 |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                        | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample               | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                   | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                         |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| None                                    | 348   | 26              | 48         | 43         | 21        | 25        | 22          | 28            | 11         | 45         | 284      | 64    | 169            | 164         | 193               | 155          |
|                                         | 12%   | 7%              | 11%        | 17%        | 10%       | 9%        | 10%         | 12%           | 8%         | 12%        | 11%      | 16%   | 10%            | 14%         | 13%               | 10%          |
|                                         |       |                 |            | abdefgh    |           |           |             |               |            | a          |          | j     |                | l           | o                 |              |
|                                         |       | 7%              | 14%        | 12%        | 6%        | 7%        | 6%          | 8%            | 3%         | 13%        | 82%      | 18%   | 49%            | 47%         | 55%               | 45%          |
| 1                                       | 780   | 85              | 111        | 66         | 60        | 73        | 47          | 64            | 41         | 102        | 662      | 118   | 453            | 303         | 438               | 342          |
|                                         | 26%   | 24%             | 25%        | 26%        | 28%       | 26%       | 22%         | 27%           | 31%        | 28%        | 26%      | 29%   | 26%            | 27%         | 29%               | 23%          |
|                                         |       |                 |            |            |           |           |             |               | af         |            |          |       |                |             | o                 |              |
|                                         |       | 11%             | 14%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 13%        | 85%      | 15%   | 58%            | 39%         | 56%               | 44%          |
| 2-3                                     | 384   | 42              | 73         | 36         | 36        | 37        | 32          | 23            | 11         | 39         | 308      | 77    | 221            | 159         | 227               | 157          |
|                                         | 13%   | 12%             | 17%        | 14%        | 16%       | 13%       | 15%         | 10%           | 9%         | 11%        | 12%      | 19%   | 13%            | 14%         | 15%               | 10%          |
|                                         |       |                 | ghi        | h          | ghi       |           | gh          |               |            |            |          | j     |                |             | o                 |              |
|                                         |       | 11%             | 19%        | 9%         | 9%        | 10%       | 8%          | 6%            | 3%         | 10%        | 80%      | 20%   | 57%            | 41%         | 59%               | 41%          |
| 4-5                                     | 53    | 7               | 3          | 7          | 7         | 3         | 6           | 6             | 2          | 3          | 47       | 6     | 34             | 17          | 35                | 18           |
|                                         | 2%    | 2%              | 1%         | 3%         | 3%        | 1%        | 3%          | 2%            | 1%         | 1%         | 2%       | 2%    | 2%             | 1%          | 2%                | 1%           |
|                                         |       |                 |            |            | bi        |           | b           |               |            |            |          |       |                |             | o                 |              |
|                                         |       | 13%             | 7%         | 12%        | 13%       | 6%        | 12%         | 11%           | 4%         | 6%         | 88%      | 12%   | 64%            | 32%         | 65%               | 35%          |
| 6-10                                    | 9     | 1               | 5          | -          | -         | -         | 2           | 1             | -          | 1          | 9        | *     | 5              | 4           | 3                 | 6            |
|                                         | *%    | *%              | 1%         | -%         | -%        | -%        | 1%          | *%            | -%         | *%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                         |       | 15%             | 51%        | -%         | -%        | -%        | 17%         | 6%            | -%         | 9%         | 98%      | 2%    | 57%            | 43%         | 34%               | 66%          |
| Don't know                              | 160   | 18              | 22         | 12         | 16        | 17        | 9           | 12            | 11         | 16         | 139      | 20    | 84             | 70          | 71                | 89           |
|                                         | 5%    | 5%              | 5%         | 5%         | 7%        | 6%        | 4%          | 5%            | 9%         | 4%         | 5%       | 5%    | 5%             | 6%          | 5%                | 6%           |
|                                         |       |                 |            |            |           |           |             |               | fi         |            |          |       |                |             |                   |              |
|                                         |       | 11%             | 14%        | 8%         | 10%       | 11%       | 6%          | 7%            | 7%         | 10%        | 87%      | 13%   | 52%            | 44%         | 45%               | 55%          |
| NOT ANSWERED [POSTAL ONLY]              | 22    | 2               | 3          | 3          | -         | 4         | 1           | 1             | 1          | 2          | 17       | 5     | 1              | 19          | 12                | 11           |
|                                         | 1%    | *%              | 1%         | 1%         | -%        | 1%        | *%          | *%            | *%         | 1%         | 1%       | 1%    | *%             | 2%          | 1%                | 1%           |
|                                         |       |                 |            | d          |           | d         |             |               |            |            |          |       |                | l           |                   |              |
|                                         |       | 7%              | 12%        | 14%        | -%        | 16%       | 3%          | 5%            | 3%         | 8%         | 77%      | 23%   | 6%             | 85%         | 53%               | 47%          |
| ANY 'ACTIVE' DAB RADIO SETS IN THE HOME | 1227  | 135             | 192        | 109        | 103       | 113       | 86          | 93            | 54         | 145        | 1026     | 201   | 714            | 484         | 704               | 524          |
|                                         | 41%   | 38%             | 44%        | 43%        | 47%       | 40%       | 41%         | 39%           | 41%        | 40%        | 40%      | 49%   | 41%            | 43%         | 47%               | 35%          |
|                                         |       |                 |            |            | ag        |           |             |               |            |            |          | j     |                |             | o                 |              |
|                                         |       | 11%             | 16%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 84%      | 16%   | 58%            | 39%         | 57%               | 43%          |

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

|                                                                                                     | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                     |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                             |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                    | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                                           | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                                               | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                                     |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| NO 'ACTIVE' RADIO SETS IN THE HOME                                                                  | 1136  | 158             | 156        | 77         | 74        | 105       | 87          | 99            | 50         | 144        | 1028     | 107   | 720            | 354         | 456               | 680          |
|                                                                                                     | 38%   | 44%             | 36%        | 31%        | 34%       | 37%       | 42%         | 41%           | 38%        | 40%        | 40%      | 26%   | 41%            | 31%         | 31%               | 45%          |
|                                                                                                     |       | bcd             |            |            |           |           | cd          | cd            |            | c          | k        |       | m              |             |                   | n            |
|                                                                                                     |       | 14%             | 14%        | 7%         | 7%        | 9%        | 8%          | 9%            | 4%         | 13%        | 91%      | 9%    | 63%            | 31%         | 40%               | 60%          |
| DON'T KNOW NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME                                                | 109   | 21              | 15         | 8          | 6         | 17        | 4           | 8             | 5          | 10         | 94       | 14    | 57             | 42          | 54                | 55           |
|                                                                                                     | 4%    | 6%              | 3%         | 3%         | 3%        | 6%        | 2%          | 3%            | 4%         | 3%         | 4%       | 3%    | 3%             | 4%          | 4%                | 4%           |
|                                                                                                     |       | d               |            |            |           | d         |             |               |            |            |          |       |                |             |                   |              |
|                                                                                                     |       | 20%             | 14%        | 7%         | 5%        | 16%       | 3%          | 7%            | 5%         | 9%         | 87%      | 13%   | 52%            | 39%         | 50%               | 50%          |
| NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME                                             | 1484  | 184             | 204        | 120        | 95        | 131       | 109         | 127           | 61         | 189        | 1313     | 171   | 889            | 518         | 649               | 835          |
|                                                                                                     | 49%   | 51%             | 47%        | 48%        | 43%       | 47%       | 52%         | 53%           | 46%        | 52%        | 51%      | 42%   | 51%            | 46%         | 44%               | 55%          |
|                                                                                                     |       | d               |            |            |           |           | d           | d             |            | d          | k        |       | m              |             |                   | n            |
|                                                                                                     |       | 12%             | 14%        | 8%         | 6%        | 9%        | 7%          | 9%            | 4%         | 13%        | 88%      | 12%   | 60%            | 35%         | 44%               | 56%          |
| DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME | 268   | 40              | 37         | 20         | 22        | 34        | 13          | 20            | 17         | 25         | 234      | 35    | 140            | 112         | 125               | 143          |
|                                                                                                     | 9%    | 11%             | 8%         | 8%         | 10%       | 12%       | 6%          | 8%            | 13%        | 7%         | 9%       | 8%    | 8%             | 10%         | 8%                | 9%           |
|                                                                                                     |       | f               |            |            |           | fi        |             |               | fi         |            |          |       |                |             |                   |              |
|                                                                                                     |       | 15%             | 14%        | 7%         | 8%        | 13%       | 5%          | 7%            | 6%         | 9%         | 87%      | 13%   | 52%            | 42%         | 47%               | 53%          |

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

|                                         | Total | TV SERVICES       |                   |                    |           |                        |                    |
|-----------------------------------------|-------|-------------------|-------------------|--------------------|-----------|------------------------|--------------------|
|                                         |       | PAID TRAD TV<br>a | FREE TRAD TV<br>b | FREE CATCH-UP<br>c | SVOD<br>d | YOUTUBE SERV-ICES<br>e | ANY SER-VICES<br>f |
| Significance Level: 95%                 |       |                   |                   |                    |           |                        |                    |
| Unweighted total                        | 5233  | 2461              | 2214              | 3966               | 3991      | 2172                   | 5004               |
| Effective Weighted Sample               | 3539  | 1661              | 1497              | 2748               | 2752      | 1500                   | 3413               |
| Total                                   | 3000  | 1396              | 1269              | 2228               | 2243      | 1215                   | 2832               |
|                                         |       | 47%               | 42%               | 74%                | 75%       | 41%                    | 94%                |
| None                                    | 348   | 157               | 175               | 239                | 221       | 119                    | 324                |
|                                         | 12%   | 11%               | 14%               | 11%                | 10%       | 10%                    | 11%                |
|                                         |       |                   | acdef             |                    |           |                        | d                  |
|                                         |       | 45%               | 50%               | 69%                | 64%       | 34%                    | 93%                |
| 1                                       | 780   | 400               | 372               | 634                | 573       | 294                    | 752                |
|                                         | 26%   | 29%               | 29%               | 28%                | 26%       | 24%                    | 27%                |
|                                         |       | de                | def               | de                 |           |                        |                    |
|                                         |       | 51%               | 48%               | 81%                | 73%       | 38%                    | 96%                |
| 2-3                                     | 384   | 203               | 210               | 332                | 288       | 157                    | 383                |
|                                         | 13%   | 15%               | 17%               | 15%                | 13%       | 13%                    | 14%                |
|                                         |       |                   | def               | d                  |           |                        |                    |
|                                         |       | 53%               | 55%               | 86%                | 75%       | 41%                    | 100%               |
| 4-5                                     | 53    | 28                | 30                | 51                 | 45        | 22                     | 53                 |
|                                         | 2%    | 2%                | 2%                | 2%                 | 2%        | 2%                     | 2%                 |
|                                         |       | 53%               | 56%               | 95%                | 85%       | 41%                    | 100%               |
| 6-10                                    | 9     | 6                 | 4                 | 9                  | 9         | 6                      | 9                  |
|                                         | *%    | *%                | *%                | *%                 | *%        | 1%                     | *%                 |
|                                         |       | 61%               | 44%               | 94%                | 94%       | 66%                    | 100%               |
| Don't know                              | 160   | 77                | 63                | 113                | 125       | 61                     | 149                |
|                                         | 5%    | 6%                | 5%                | 5%                 | 6%        | 5%                     | 5%                 |
|                                         |       | 48%               | 40%               | 71%                | 78%       | 38%                    | 93%                |
| NOT ANSWERED [POSTAL ONLY]              | 22    | 6                 | 13                | 9                  | 3         | 3                      | 19                 |
|                                         | 1%    | *%                | 1%                | *%                 | *%        | *%                     | 1%                 |
|                                         |       |                   | cde               |                    |           |                        | d                  |
|                                         |       | 29%               | 58%               | 39%                | 16%       | 15%                    | 85%                |
| ANY 'ACTIVE' DAB RADIO SETS IN THE HOME | 1227  | 637               | 616               | 1026               | 915       | 479                    | 1197               |
|                                         | 41%   | 46%               | 49%               | 46%                | 41%       | 39%                    | 42%                |
|                                         |       | def               | def               | def                |           |                        |                    |
|                                         |       | 52%               | 50%               | 84%                | 75%       | 39%                    | 98%                |

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

|                                                                                                     | Total | TV SERVICES          |                      |                       |           |                               |                        |
|-----------------------------------------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                                                                                     |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                             |       |                      |                      |                       |           |                               |                        |
| Unweighted total                                                                                    | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample                                                                           | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                                                                                               | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                                                                                                     |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| NO 'ACTIVE' RADIO SETS IN THE HOME                                                                  | 1136  | 462                  | 362                  | 761                   | 896       | 513                           | 1045                   |
|                                                                                                     | 38%   | 33%                  | 29%                  | 34%                   | 40%       | 42%                           | 37%                    |
|                                                                                                     |       | b                    | b                    | b                     | abcf      | abcf                          | abc                    |
|                                                                                                     |       | 41%                  | 32%                  | 67%                   | 79%       | 45%                           | 92%                    |
| DON'T KNOW NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME                                                | 109   | 57                   | 40                   | 82                    | 83        | 40                            | 100                    |
|                                                                                                     | 4%    | 4%                   | 3%                   | 4%                    | 4%        | 3%                            | 4%                     |
|                                                                                                     |       | 53%                  | 37%                  | 76%                   | 77%       | 37%                           | 92%                    |
| NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME                                             | 1484  | 619                  | 538                  | 999                   | 1117      | 632                           | 1369                   |
|                                                                                                     | 49%   | 44%                  | 42%                  | 45%                   | 50%       | 52%                           | 48%                    |
|                                                                                                     |       |                      |                      |                       | abc       | abcf                          | abc                    |
|                                                                                                     |       | 42%                  | 36%                  | 67%                   | 75%       | 43%                           | 92%                    |
| DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME | 268   | 135                  | 104                  | 195                   | 208       | 101                           | 249                    |
|                                                                                                     | 9%    | 10%                  | 8%                   | 9%                    | 9%        | 8%                            | 9%                     |
|                                                                                                     |       | 50%                  | 39%                  | 73%                   | 77%       | 38%                           | 93%                    |

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

|                                         | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|-----------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                        | 3100  | 1484   | 1577   | 206       | 380   | 959   | 1503 | 198              | 260          | 442          | 1338 | 917          | 910 | 379 | 759 | 1957     | 346       | 391   | 406 |
| Effective Weighted Sample               | 2063  | 987    | 1050   | 138       | 272   | 654   | 973  | 123              | 169          | 295          | 911  | 645          | 652 | 255 | 521 | 1588     | 195       | 261   | 336 |
| Total                                   | 1752  | 829    | 897    | 108       | 238   | 519   | 848  | 103              | 161          | 238          | 764  | 523          | 403 | 298 | 431 | 1443     | 163       | 91    | 55  |
|                                         |       | 47%    | 51%    | 6%        | 14%   | 30%   | 48%  | 6%               | 9%           | 14%          | 44%  | 30%          | 23% | 17% | 25% | 82%      | 9%        | 5%    | 3%  |
| None                                    | 347   | 166    | 180    | 19        | 41    | 94    | 182  | 22               | 48           | 49           | 122  | 85           | 70  | 55  | 103 | 268      | 40        | 23    | 16  |
|                                         | 20%   | 20%    | 20%    | 17%       | 17%   | 18%   | 21%  | 21%              | 30%          | 21%          | 16%  | 16%          | 17% | 19% | 24% | 19%      | 24%       | 25%   | 29% |
|                                         |       |        |        |           |       |       |      |                  | ij           |              |      |              |     |     | kl  |          |           | o     | o   |
|                                         |       | 48%    | 52%    | 5%        | 12%   | 27%   | 53%  | 6%               | 14%          | 14%          | 35%  | 25%          | 20% | 16% | 30% | 77%      | 11%       | 7%    | 5%  |
| 1                                       | 780   | 369    | 396    | 50        | 119   | 237   | 359  | 51               | 53           | 120          | 358  | 221          | 193 | 150 | 184 | 648      | 70        | 41    | 22  |
|                                         | 45%   | 45%    | 44%    | 47%       | 50%   | 46%   | 42%  | 50%              | 33%          | 50%          | 47%  | 42%          | 48% | 50% | 43% | 45%      | 43%       | 45%   | 40% |
|                                         |       |        |        |           | f     |       |      | h                |              | h            | h    |              | k   | kn  |     |          |           |       |     |
|                                         |       | 47%    | 51%    | 6%        | 15%   | 30%   | 46%  | 7%               | 7%           | 15%          | 46%  | 28%          | 25% | 19% | 24% | 83%      | 9%        | 5%    | 3%  |
| 2-3                                     | 384   | 197    | 184    | 15        | 37    | 117   | 211  | 16               | 36           | 41           | 189  | 147          | 90  | 62  | 72  | 328      | 30        | 16    | 10  |
|                                         | 22%   | 24%    | 21%    | 13%       | 15%   | 23%   | 25%  | 16%              | 22%          | 17%          | 25%  | 28%          | 22% | 21% | 17% | 23%      | 19%       | 17%   | 18% |
|                                         |       |        |        |           |       | cd    | cd   |                  |              |              | gi   | lmn          | n   |     |     | r        |           |       |     |
|                                         |       | 51%    | 48%    | 4%        | 10%   | 30%   | 55%  | 4%               | 9%           | 11%          | 49%  | 38%          | 23% | 16% | 19% | 85%      | 8%        | 4%    | 3%  |
| 4-5                                     | 53    | 32     | 21     | *         | 8     | 19    | 27   | *                | 5            | 5            | 32   | 22           | 15  | 9   | 7   | 44       | 5         | 3     | 1   |
|                                         | 3%    | 4%     | 2%     | *%        | 3%    | 4%    | 3%   | *%               | 3%           | 2%           | 4%   | 4%           | 4%  | 3%  | 2%  | 3%       | 3%        | 3%    | 2%  |
|                                         |       | b      |        |           | c     | c     | c    |                  |              |              | g    | n            | n   |     |     |          |           |       |     |
|                                         |       | 61%    | 39%    | *%        | 14%   | 35%   | 50%  | 1%               | 9%           | 9%           | 60%  | 42%          | 28% | 16% | 13% | 83%      | 10%       | 5%    | 2%  |
| 6-10                                    | 9     | 5      | 5      | -         | -     | 4     | 5    | *                | -            | -            | 9    | 6            | -   | 1   | 2   | 9        | *         | -     | *   |
|                                         | 1%    | 1%     | 1%     | -%        | -%    | 1%    | 1%   | *%               | -%           | -%           | 1%   | 1%           | -%  | *%  | *%  | 1%       | *%        | -%    | *%  |
|                                         |       |        |        |           |       |       |      |                  |              |              |      | l            |     |     |     |          |           |       |     |
|                                         |       | 49%    | 51%    | -%        | -%    | 47%   | 53%  | 1%               | -%           | -%           | 99%  | 62%          | -%  | 15% | 23% | 98%      | 1%        | -%    | 1%  |
| Don't know                              | 158   | 53     | 99     | 24        | 34    | 47    | 49   | 11               | 15           | 20           | 51   | 39           | 31  | 20  | 51  | 131      | 12        | 9     | 6   |
|                                         | 9%    | 6%     | 11%    | 22%       | 14%   | 9%    | 6%   | 10%              | 9%           | 8%           | 7%   | 7%           | 8%  | 7%  | 12% | 9%       | 8%        | 9%    | 11% |
|                                         |       |        | a      | ef        | ef    | f     |      |                  |              |              |      |              |     |     | klm |          |           |       |     |
|                                         |       | 33%    | 62%    | 15%       | 22%   | 30%   | 31%  | 7%               | 9%           | 13%          | 33%  | 24%          | 20% | 13% | 33% | 83%      | 8%        | 5%    | 4%  |
| NOT ANSWERED [POSTAL ONLY]              | 20    | 7      | 12     | 1         | -     | 1     | 16   | 2                | 5            | 4            | 2    | 3            | 3   | *   | 11  | 15       | 5         | *     | *   |
|                                         | 1%    | 1%     | 1%     | 1%        | -%    | *%    | 2%   | 2%               | 3%           | 2%           | *%   | 1%           | 1%  | *%  | 3%  | 1%       | 3%        | *%    | *%  |
|                                         |       |        |        |           |       |       | de   | j                | j            | j            |      |              |     |     | klm |          | oqr       |       |     |
|                                         |       | 34%    | 62%    | 4%        | -%    | 3%    | 78%  | 12%              | 23%          | 19%          | 11%  | 15%          | 17% | 1%  | 56% | 73%      | 25%       | 1%    | 1%  |
| ANY 'ACTIVE' DAB RADIO SETS IN THE HOME | 1227  | 604    | 606    | 65        | 163   | 377   | 601  | 68               | 93           | 166          | 589  | 396          | 298 | 222 | 266 | 1030     | 105       | 59    | 33  |
|                                         | 70%   | 73%    | 68%    | 60%       | 68%   | 73%   | 71%  | 66%              | 58%          | 69%          | 77%  | 76%          | 74% | 75% | 62% | 71%      | 65%       | 65%   | 59% |
|                                         |       | b      |        |           |       | c     | c    |                  |              |              | ghi  | n            | n   | n   |     | qr       |           |       |     |
|                                         |       | 49%    | 49%    | 5%        | 13%   | 31%   | 49%  | 6%               | 8%           | 13%          | 48%  | 32%          | 24% | 18% | 22% | 84%      | 9%        | 5%    | 3%  |

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

|                                                                                                              |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|--------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                                                                                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%                                                                                      | Total | a      | b      | c         | d     | e     | f    | g                | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total                                                                                             | 3100  | 1484   | 1577   | 206       | 380   | 959   | 1503 | 198              | 260              | 442              | 1338 | 917          | 910 | 379 | 759 | 1957        | 346          | 391   | 406 |
| Effective Weighted Sample                                                                                    | 2063  | 987    | 1050   | 138       | 272   | 654   | 973  | 123              | 169              | 295              | 911  | 645          | 652 | 255 | 521 | 1588        | 195          | 261   | 336 |
| Total                                                                                                        | 1752  | 829    | 897    | 108       | 238   | 519   | 848  | 103              | 161              | 238              | 764  | 523          | 403 | 298 | 431 | 1443        | 163          | 91    | 55  |
|                                                                                                              |       | 47%    | 51%    | 6%        | 14%   | 30%   | 48%  | 6%               | 9%               | 14%              | 44%  | 30%          | 23% | 17% | 25% | 82%         | 9%           | 5%    | 3%  |
| NO DAB RADIO SETS OR NO 'ACTIVE'<br>RADIO SETS IN THE HOME                                                   | 347   | 166    | 180    | 19        | 41    | 94    | 182  | 22               | 48               | 49               | 122  | 85           | 70  | 55  | 103 | 268         | 40           | 23    | 16  |
|                                                                                                              | 20%   | 20%    | 20%    | 17%       | 17%   | 18%   | 21%  | 21%              | 30%              | 21%              | 16%  | 16%          | 17% | 19% | 24% | 19%         | 24%          | 25%   | 29% |
|                                                                                                              |       | 48%    | 52%    | 5%        | 12%   | 27%   | 53%  | 6%               | 14%              | 14%              | 35%  | 25%          | 20% | 16% | 30% | 77%         | 11%          | 7%    | 5%  |
| DON'T KNOW THE NUMBER OF DAB<br>RADIO SETS OR DON'T KNOW THE<br>NUMBER OF 'ACTIVE' RADIO SETS IN<br>THE HOME | 158   | 53     | 99     | 24        | 34    | 47    | 49   | 11               | 15               | 20               | 51   | 39           | 31  | 20  | 51  | 131         | 12           | 9     | 6   |
|                                                                                                              | 9%    | 6%     | 11%    | 22%       | 14%   | 9%    | 6%   | 10%              | 9%               | 8%               | 7%   | 7%           | 8%  | 7%  | 12% | 9%          | 8%           | 9%    | 11% |
|                                                                                                              |       | a      | a      | ef        | ef    | f     |      |                  |                  |                  |      |              |     | klm |     |             |              | o     | o   |
|                                                                                                              |       | 33%    | 62%    | 15%       | 22%   | 30%   | 31%  | 7%               | 9%               | 13%              | 33%  | 24%          | 20% | 13% | 33% | 83%         | 8%           | 5%    | 4%  |

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

|                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-----------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                 |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                        | 3100  | 184             | 279        | 231        | 235       | 206       | 218         | 214           | 191        | 199        | 2266     | 834   | 1640           | 1380        | 1766              | 1334        |
| Effective Weighted Sample               | 2063  | 163             | 241        | 204        | 212       | 179       | 196         | 182           | 163        | 171        | 1689     | 378   | 1103           | 913         | 1132              | 931         |
| Total                                   | 1752  | 180             | 264        | 167        | 140       | 159       | 118         | 133           | 75         | 208        | 1462     | 290   | 967            | 733         | 978               | 774         |
|                                         |       | 10%             | 15%        | 10%        | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 83%      | 17%   | 55%            | 42%         | 56%               | 44%         |
| None                                    | 347   | 25              | 48         | 43         | 21        | 25        | 22          | 28            | 11         | 45         | 283      | 64    | 168            | 163         | 192               | 154         |
|                                         | 20%   | 14%             | 18%        | 26%        | 15%       | 16%       | 18%         | 21%           | 14%        | 22%        | 19%      | 22%   | 17%            | 22%         | 20%               | 20%         |
|                                         |       |                 |            | adeh       |           |           |             |               |            |            |          |       |                | l           |                   |             |
|                                         |       | 7%              | 14%        | 12%        | 6%        | 7%        | 6%          | 8%            | 3%         | 13%        | 82%      | 18%   | 49%            | 47%         | 55%               | 45%         |
| 1                                       | 780   | 85              | 111        | 66         | 60        | 73        | 47          | 64            | 41         | 102        | 662      | 118   | 453            | 303         | 438               | 342         |
|                                         | 45%   | 47%             | 42%        | 39%        | 43%       | 46%       | 40%         | 48%           | 54%        | 49%        | 45%      | 41%   | 47%            | 41%         | 45%               | 44%         |
|                                         |       |                 |            |            |           |           |             |               | bcd        |            |          |       | m              |             |                   |             |
|                                         |       | 11%             | 14%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 13%        | 85%      | 15%   | 58%            | 39%         | 56%               | 44%         |
| 2-3                                     | 384   | 42              | 73         | 36         | 36        | 37        | 32          | 23            | 11         | 39         | 308      | 77    | 221            | 159         | 227               | 157         |
|                                         | 22%   | 23%             | 28%        | 22%        | 26%       | 23%       | 27%         | 17%           | 15%        | 19%        | 21%      | 26%   | 23%            | 22%         | 23%               | 20%         |
|                                         |       |                 | ghi        |            | gh        |           | gh          |               |            |            |          | j     |                |             |                   |             |
|                                         |       | 11%             | 19%        | 9%         | 9%        | 10%       | 8%          | 6%            | 3%         | 10%        | 80%      | 20%   | 57%            | 41%         | 59%               | 41%         |
| 4-5                                     | 53    | 7               | 3          | 7          | 7         | 3         | 6           | 6             | 2          | 3          | 47       | 6     | 34             | 17          | 35                | 18          |
|                                         | 3%    | 4%              | 1%         | 4%         | 5%        | 2%        | 5%          | 4%            | 3%         | 2%         | 3%       | 2%    | 4%             | 2%          | 4%                | 2%          |
|                                         |       |                 |            |            | b         |           | bi          | b             |            |            |          |       |                |             |                   |             |
|                                         |       | 13%             | 7%         | 12%        | 13%       | 6%        | 12%         | 11%           | 4%         | 6%         | 88%      | 12%   | 64%            | 32%         | 65%               | 35%         |
| 6-10                                    | 9     | 1               | 5          | -          | -         | -         | 2           | 1             | -          | 1          | 9        | *     | 5              | 4           | 3                 | 6           |
|                                         | 1%    | 1%              | 2%         | -%         | -%        | -%        | 1%          | *%            | -%         | *%         | 1%       | *%    | 1%             | 1%          | *%                | 1%          |
|                                         |       | 15%             | 51%        | -%         | -%        | -%        | 17%         | 6%            | -%         | 9%         | 98%      | 2%    | 57%            | 43%         | 34%               | 66%         |
| Don't know                              | 158   | 18              | 22         | 12         | 16        | 17        | 9           | 12            | 10         | 16         | 138      | 20    | 84             | 69          | 70                | 88          |
|                                         | 9%    | 10%             | 8%         | 7%         | 11%       | 11%       | 8%          | 9%            | 14%        | 8%         | 9%       | 7%    | 9%             | 9%          | 7%                | 11%         |
|                                         |       |                 |            |            |           |           |             |               | c          |            |          |       |                |             |                   | n           |
|                                         |       | 12%             | 14%        | 8%         | 10%       | 11%       | 6%          | 7%            | 6%         | 10%        | 87%      | 13%   | 53%            | 43%         | 44%               | 56%         |
| NOT ANSWERED [POSTAL ONLY]              | 20    | 2               | 3          | 3          | -         | 4         | 1           | *             | 1          | 2          | 15       | 5     | 1              | 18          | 11                | 9           |
|                                         | 1%    | 1%              | 1%         | 2%         | -%        | 2%        | 1%          | *%            | 1%         | 1%         | 1%       | 2%    | *%             | 2%          | 1%                | 1%          |
|                                         |       |                 |            | d          |           | d         |             |               |            |            |          |       |                | l           |                   |             |
|                                         |       | 8%              | 13%        | 16%        | -%        | 18%       | 3%          | 2%            | 3%         | 9%         | 77%      | 23%   | 7%             | 89%         | 57%               | 43%         |
| ANY 'ACTIVE' DAB RADIO SETS IN THE HOME | 1227  | 135             | 192        | 109        | 103       | 113       | 86          | 93            | 54         | 145        | 1026     | 201   | 714            | 484         | 704               | 524         |
|                                         | 70%   | 75%             | 73%        | 65%        | 74%       | 71%       | 73%         | 70%           | 72%        | 70%        | 70%      | 69%   | 74%            | 66%         | 72%               | 68%         |
|                                         |       | c               |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |             |
|                                         |       | 11%             | 16%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 84%      | 16%   | 58%            | 39%         | 57%               | 43%         |

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



QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

|                                                                                                     | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-----------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                                                     |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                                             |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                                                    | 3100  | 184             | 279        | 231        | 235       | 206       | 218         | 214           | 191        | 199        | 2266     | 834   | 1640           | 1380        | 1766              | 1334        |
| Effective Weighted Sample                                                                           | 2063  | 163             | 241        | 204        | 212       | 179       | 196         | 182           | 163        | 171        | 1689     | 378   | 1103           | 913         | 1132              | 931         |
| Total                                                                                               | 1752  | 180             | 264        | 167        | 140       | 159       | 118         | 133           | 75         | 208        | 1462     | 290   | 967            | 733         | 978               | 774         |
|                                                                                                     |       | 10%             | 15%        | 10%        | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 83%      | 17%   | 55%            | 42%         | 56%               | 44%         |
| NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME                                             | 347   | 25              | 48         | 43         | 21        | 25        | 22          | 28            | 11         | 45         | 283      | 64    | 168            | 163         | 192               | 154         |
|                                                                                                     | 20%   | 14%             | 18%        | 26%        | 15%       | 16%       | 18%         | 21%           | 14%        | 22%        | 19%      | 22%   | 17%            | 22%         | 20%               | 20%         |
|                                                                                                     |       | 7%              | 14%        | adeh       | 6%        | 7%        | 6%          | 8%            | 3%         | 13%        | 82%      | 18%   | 49%            | 47%         | 55%               | 45%         |
|                                                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |
| DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME | 158   | 18              | 22         | 12         | 16        | 17        | 9           | 12            | 10         | 16         | 138      | 20    | 84             | 69          | 70                | 88          |
|                                                                                                     | 9%    | 10%             | 8%         | 7%         | 11%       | 11%       | 8%          | 9%            | 14%        | 8%         | 9%       | 7%    | 9%             | 9%          | 7%                | 11%         |
|                                                                                                     |       |                 |            |            |           |           |             |               | c          |            |          |       |                |             |                   | n           |
|                                                                                                     |       | 12%             | 14%        | 8%         | 10%       | 11%       | 6%          | 7%            | 6%         | 10%        | 87%      | 13%   | 53%            | 43%         | 44%               | 56%         |

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

|                                         | Total       | TV SERVICES          |                      |                       |             |                               |                        |
|-----------------------------------------|-------------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                                         |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                 |             |                      |                      |                       |             |                               |                        |
| Unweighted total                        | 3100        | 1563                 | 1507                 | 2489                  | 2279        | 1194                          | 3001                   |
| Effective Weighted Sample               | 2063        | 1051                 | 996                  | 1709                  | 1550        | 804                           | 2009                   |
| Total                                   | 1752        | 876<br>50%           | 865<br>49%           | 1384<br>79%           | 1264<br>72% | 662<br>38%                    | 1684<br>96%            |
| None                                    | 347<br>20%  | 156<br>18%           | 174<br>20%           | 238<br>17%            | 221<br>17%  | 119<br>18%                    | 322<br>19%             |
|                                         |             | 45%                  | 50%                  | 69%                   | 64%         | 34%                           | 93%                    |
| 1                                       | 780<br>45%  | 400<br>46%           | 372<br>43%           | 634<br>46%            | 573<br>45%  | 294<br>44%                    | 752<br>45%             |
|                                         |             | 51%                  | 48%                  | 81%                   | 73%         | 38%                           | 96%                    |
| 2-3                                     | 384<br>22%  | 203<br>23%           | 210<br>24%           | 332<br>24%            | 288<br>23%  | 157<br>24%                    | 383<br>23%             |
|                                         |             | 53%                  | 55%                  | 86%                   | 75%         | 41%                           | 100%                   |
| 4-5                                     | 53<br>3%    | 28<br>3%             | 30<br>3%             | 51<br>4%              | 45<br>4%    | 22<br>3%                      | 53<br>3%               |
|                                         |             | 53%                  | 56%                  | 95%                   | 85%         | 41%                           | 100%                   |
| 6-10                                    | 9<br>1%     | 6<br>1%              | 4<br>*%              | 9<br>1%               | 9<br>1%     | 6<br>1%                       | 9<br>1%                |
|                                         |             | 61%                  | 44%                  | 94%                   | 94%         | 66%                           | 100%                   |
| Don't know                              | 158<br>9%   | 77<br>9%             | 62<br>7%             | 112<br>8%             | 124<br>10%  | 61<br>9%                      | 148<br>9%              |
|                                         |             |                      |                      |                       | b           |                               |                        |
|                                         |             | 49%                  | 39%                  | 71%                   | 79%         | 39%                           | 93%                    |
| NOT ANSWERED [POSTAL ONLY]              | 20<br>1%    | 6<br>1%              | 13<br>1%             | 9<br>1%               | 3<br>*%     | 3<br>*%                       | 18<br>1%               |
|                                         |             |                      | cde                  |                       |             |                               | d                      |
|                                         |             | 29%                  | 63%                  | 43%                   | 17%         | 16%                           | 89%                    |
| ANY 'ACTIVE' DAB RADIO SETS IN THE HOME | 1227<br>70% | 637<br>73%           | 616<br>71%           | 1026<br>74%           | 915<br>72%  | 479<br>72%                    | 1197<br>71%            |
|                                         |             | 52%                  | 50%                  | 84%                   | 75%         | 39%                           | 98%                    |
| Columns Tested: a,b,c,d,e,f             |             |                      |                      |                       |             |                               |                        |

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

|                                                                                                           | Total      | TV SERVICES          |                      |                       |                   |                               |                        |
|-----------------------------------------------------------------------------------------------------------|------------|----------------------|----------------------|-----------------------|-------------------|-------------------------------|------------------------|
|                                                                                                           |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d         | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                   |            |                      |                      |                       |                   |                               |                        |
| Unweighted total                                                                                          | 3100       | 1563                 | 1507                 | 2489                  | 2279              | 1194                          | 3001                   |
| Effective Weighted Sample                                                                                 | 2063       | 1051                 | 996                  | 1709                  | 1550              | 804                           | 2009                   |
| Total                                                                                                     | 1752       | 876<br>50%           | 865<br>49%           | 1384<br>79%           | 1264<br>72%       | 662<br>38%                    | 1684<br>96%            |
| NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS<br>IN THE HOME                                                | 347<br>20% | 156<br>18%<br>45%    | 174<br>20%<br>50%    | 238<br>17%<br>69%     | 221<br>17%<br>64% | 119<br>18%<br>34%             | 322<br>19%<br>93%      |
| DON'T KNOW THE NUMBER OF DAB RADIO SETS<br>OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO<br>SETS IN THE HOME | 158<br>9%  | 77<br>9%             | 62<br>7%             | 112<br>8%             | 124<br>10%<br>b   | 61<br>9%                      | 148<br>9%              |
|                                                                                                           |            | 49%                  | 39%                  | 71%                   | 79%               | 39%                           | 93%                    |

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

QP1. During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

|                                   |       | GENDER |      | AGE GROUP |       |       |       | HOUSEHOLD INCOME |             |              |              | SOCIAL GROUP |      |      |     | NATION |          |           |       |     |
|-----------------------------------|-------|--------|------|-----------|-------|-------|-------|------------------|-------------|--------------|--------------|--------------|------|------|-----|--------|----------|-----------|-------|-----|
|                                   |       | Total  | MALE | FEMALE    | 16-24 | 25-34 | 35-54 | 55+              | UNDER 10.4K | 10.4K-15.59K | 15.6K-25.99K | 26K+         | AB   | C1   | C2  | DE     | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%           |       |        | a    | b         | c     | d     | e     | f                | g           | h            | i            | j            | k    | l    | m   | n      | o        | p         | q     | r   |
| Unweighted total                  |       | 5233   | 2473 | 2668      | 545   | 939   | 1699  | 1951             | 369         | 417          | 678          | 2198         | 1379 | 1694 | 634 | 1268   | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample         |       | 3539   | 1665 | 1824      | 368   | 675   | 1171  | 1269             | 241         | 277          | 455          | 1528         | 983  | 1230 | 442 | 886    | 2753     | 329       | 413   | 543 |
| Total                             |       | 3000   | 1395 | 1542      | 291   | 586   | 938   | 1110             | 193         | 251          | 363          | 1268         | 797  | 771  | 507 | 731    | 2490     | 270       | 150   | 90  |
|                                   |       |        | 47%  | 51%       | 10%   | 20%   | 31%   | 37%              | 6%          | 8%           | 12%          | 42%          | 27%  | 26%  | 17% | 24%    | 83%      | 9%        | 5%    | 3%  |
| 7 days a week                     | (7.0) | 985    | 482  | 488       | 25    | 123   | 294   | 528              | 57          | 87           | 110          | 474          | 355  | 228  | 142 | 227    | 816      | 85        | 51    | 33  |
|                                   |       | 33%    | 35%  | 32%       | 8%    | 21%   | 31%   | 48%              | 29%         | 35%          | 30%          | 37%          | 45%  | 30%  | 28% | 31%    | 33%      | 31%       | 34%   | 37% |
|                                   |       |        |      |           |       | c     | cd    | cde              |             |              |              | gi           | lmn  |      |     |        |          |           |       |     |
|                                   |       |        | 49%  | 50%       | 3%    | 12%   | 30%   | 54%              | 6%          | 9%           | 11%          | 48%          | 36%  | 23%  | 14% | 23%    | 83%      | 9%        | 5%    | 3%  |
| 6 days a week                     | (6.0) | 96     | 48   | 48        | 4     | 20    | 46    | 26               | 3           | 8            | 14           | 48           | 31   | 17   | 25  | 17     | 79       | 8         | 4     | 4   |
|                                   |       | 3%     | 3%   | 3%        | 1%    | 3%    | 5%    | 2%               | 1%          | 3%           | 4%           | 4%           | 4%   | 2%   | 5%  | 2%     | 3%       | 3%        | 3%    | 5%  |
|                                   |       |        |      |           |       | cf    |       |                  |             |              |              | ln           | ln   |      |     |        |          |           |       | o   |
|                                   |       |        | 50%  | 50%       | 4%    | 21%   | 48%   | 27%              | 3%          | 8%           | 14%          | 50%          | 33%  | 17%  | 26% | 18%    | 82%      | 9%        | 5%    | 5%  |
| 5 days a week                     | (5.0) | 284    | 136  | 146       | 14    | 68    | 123   | 76               | 10          | 19           | 36           | 163          | 83   | 69   | 72  | 51     | 231      | 35        | 11    | 7   |
|                                   |       | 9%     | 10%  | 9%        | 5%    | 12%   | 13%   | 7%               | 5%          | 8%           | 10%          | 13%          | 10%  | 9%   | 14% | 7%     | 9%       | 13%       | 8%    | 8%  |
|                                   |       |        |      |           |       | cf    | cf    |                  |             |              | g            | gh           | n    |      | kln |        |          | oqr       |       |     |
|                                   |       |        | 48%  | 51%       | 5%    | 24%   | 43%   | 27%              | 4%          | 7%           | 13%          | 57%          | 29%  | 24%  | 25% | 18%    | 81%      | 12%       | 4%    | 2%  |
| 3 or 4 days a week                | (3.5) | 330    | 141  | 182       | 30    | 69    | 108   | 112              | 18          | 24           | 46           | 133          | 69   | 85   | 69  | 90     | 273      | 29        | 17    | 11  |
|                                   |       | 11%    | 10%  | 12%       | 10%   | 12%   | 11%   | 10%              | 9%          | 10%          | 13%          | 10%          | 9%   | 11%  | 14% | 12%    | 11%      | 11%       | 11%   | 12% |
|                                   |       |        |      |           |       |       |       |                  |             |              |              |              |      |      | k   | k      |          |           |       |     |
|                                   |       |        | 43%  | 55%       | 9%    | 21%   | 33%   | 34%              | 5%          | 7%           | 14%          | 40%          | 21%  | 26%  | 21% | 27%    | 83%      | 9%        | 5%    | 3%  |
| 1 or 2 days a week                | (1.5) | 379    | 177  | 199       | 45    | 82    | 120   | 126              | 26          | 30           | 55           | 159          | 94   | 107  | 66  | 91     | 312      | 35        | 20    | 12  |
|                                   |       | 13%    | 13%  | 13%       | 15%   | 14%   | 13%   | 11%              | 14%         | 12%          | 15%          | 13%          | 12%  | 14%  | 13% | 12%    | 13%      | 13%       | 13%   | 14% |
|                                   |       |        |      |           | f     |       |       |                  |             |              |              |              |      |      |     |        |          |           |       |     |
|                                   |       |        | 47%  | 53%       | 12%   | 22%   | 32%   | 33%              | 7%          | 8%           | 14%          | 42%          | 25%  | 28%  | 17% | 24%    | 82%      | 9%        | 5%    | 3%  |
| Less often                        | (0.5) | 436    | 186  | 238       | 66    | 94    | 127   | 140              | 33          | 46           | 59           | 153          | 93   | 124  | 70  | 115    | 367      | 36        | 23    | 9   |
|                                   |       | 15%    | 13%  | 15%       | 23%   | 16%   | 13%   | 13%              | 17%         | 18%          | 16%          | 12%          | 12%  | 16%  | 14% | 16%    | 15%      | 13%       | 15%   | 10% |
|                                   |       |        |      |           | def   | f     |       |                  | j           | j            | j            |              |      | k    |     | k      | r        |           | r     |     |
|                                   |       |        | 43%  | 55%       | 15%   | 22%   | 29%   | 32%              | 8%          | 11%          | 14%          | 35%          | 21%  | 29%  | 16% | 26%    | 84%      | 8%        | 5%    | 2%  |
| Never/ do not listen to the radio | (0.0) | 417    | 191  | 215       | 91    | 114   | 104   | 92               | 44          | 32           | 37           | 135          | 64   | 127  | 59  | 124    | 350      | 37        | 20    | 10  |
|                                   |       | 14%    | 14%  | 14%       | 31%   | 20%   | 11%   | 8%               | 23%         | 13%          | 10%          | 11%          | 8%   | 17%  | 12% | 17%    | 14%      | 14%       | 13%   | 12% |
|                                   |       |        |      |           | def   | ef    | f     |                  | hij         |              |              |              |      | km   | k   | km     |          |           |       |     |
|                                   |       |        | 46%  | 51%       | 22%   | 27%   | 25%   | 22%              | 11%         | 8%           | 9%           | 32%          | 15%  | 31%  | 14% | 30%    | 84%      | 9%        | 5%    | 3%  |
| Don't know                        |       | 72     | 34   | 24        | 17    | 17    | 17    | 9                | 1           | 2            | 6            | 5            | 9    | 13   | 4   | 16     | 62       | 4         | 3     | 3   |
|                                   |       | 2%     | 2%   | 2%        | 6%    | 3%    | 2%    | 1%               | 1%          | 1%           | 2%           | 1%           | 1%   | 2%   | 1%  | 2%     | 2%       | 2%        | 2%    | 3%  |
|                                   |       |        |      |           | def   | f     | f     |                  |             |              | j            |              |      |      |     |        |          |           |       |     |
|                                   |       |        | 48%  | 34%       | 24%   | 23%   | 23%   | 12%              | 1%          | 3%           | 9%           | 7%           | 12%  | 18%  | 6%  | 23%    | 86%      | 6%        | 4%    | 4%  |

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

QP1. During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |      |      | NATION   |           |       |      |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|------|------|----------|-----------|-------|------|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2   | DE   | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r    |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634  | 1268 | 3385     | 564       | 623   | 661  |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442  | 886  | 2753     | 329       | 413   | 543  |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507  | 731  | 2490     | 270       | 150   | 90   |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17%  | 24%  | 83%      | 9%        | 5%    | 3%   |
| NOT ANSWERED [POSTAL ONLY] | 2     | 1      | 1      | -         | -     | -     | 1    | 1                | 1            | -            | -    | -            | -    | -    | 1    | -        | 1         | 1     | -    |
|                            | *%    | *%     | *%     | -%        | -%    | -%    | *%   | 1%               | *%           | -%           | -%   | -%           | -%   | -%   | *%   | -%       | *%        | 1%    | -%   |
|                            |       |        |        |           |       |       |      | j                | j            |              |      |              |      |      |      |          | o         | o     |      |
|                            |       | 43%    | 57%    | -%        | -%    | -%    | 43%  | 57%              | 43%          | -%           | -%   | -%           | -%   | -%   | 43%  | -%       | 43%       | 57%   | -%   |
| Mean number of days        | 3.7   | 3.8    | 3.6    | 1.7       | 3.0   | 3.9   | 4.4  | 3.1              | 3.7          | 3.7          | 4.1  | 4.5          | 3.4  | 3.7  | 3.4  | 3.7      | 3.7       | 3.7   | 4.1  |
|                            |       | b      |        |           | c     | cd    | cde  |                  | g            | g            | ghi  | lmn          |      | l    |      |          |           |       | oq   |
| Standard deviation         | 2.85  | 2.86   | 2.83   | 2.25      | 2.73  | 2.74  | 2.82 | 2.93             | 2.91         | 2.76         | 2.77 | 2.76         | 2.85 | 2.70 | 2.88 | 2.85     | 2.80      | 2.87  | 2.81 |
| Standard error             | .04   | .06    | .06    | .10       | .09   | .07   | .06  | .15              | .14          | .11          | .06  | .07          | .07  | .11  | .08  | .05      | .12       | .12   | .11  |

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

QP1. During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

|                                   |       | ENGLAND REGIONS |          |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|-----------------------------------|-------|-----------------|----------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                                   |       | Total           | LONDON   | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%           |       |                 | a        | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total                  |       | 5233            | 375      | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610        |
| Effective Weighted Sample         |       | 3539            | 331      | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836        |
| Total                             |       | 3000            | 359      | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588  | 412            | 1744    | 1131              | 1489 | 1511        |
|                                   |       |                 | 12%      | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 58%     | 38%               | 50%  | 50%         |
| 7 days a week                     | (7.0) | 985             | 101      | 165        | 106        | 72        | 74        | 73          | 73            | 31         | 121        | 806   | 179            | 571     | 389               | 591  | 393         |
|                                   |       | 33%             | 28%      | 38%        | 42%        | 33%       | 26%       | 35%         | 30%           | 23%        | 33%        | 31%   | 43%            | 33%     | 34%               | 40%  | 26%         |
|                                   |       |                 |          | aegh       | adeghi     | h         |           | eh          |               |            | h          |       | j              |         |                   | o    |             |
|                                   |       |                 | 10%      | 17%        | 11%        | 7%        | 8%        | 7%          | 7%            | 3%         | 12%        | 82%   | 18%            | 58%     | 40%               | 60%  | 40%         |
| 6 days a week                     | (6.0) | 96              | 9        | 16         | 1          | 10        | 11        | 6           | 10            | 4          | 11         | 83    | 12             | 74      | 19                | 48   | 48          |
|                                   |       | 3%              | 2%       | 4%         | 1%         | 5%        | 4%        | 3%          | 4%            | 3%         | 3%         | 3%    | 3%             | 4%      | 2%                | 3%   | 3%          |
|                                   |       |                 | c        | c          |            | c         | c         | c           | c             | c          | c          | c     |                |         | m                 |      |             |
|                                   |       |                 | 9%       | 17%        | 1%         | 10%       | 11%       | 6%          | 10%           | 4%         | 12%        | 87%   | 13%            | 77%     | 20%               | 50%  | 50%         |
| 5 days a week                     | (5.0) | 284             | 30       | 42         | 22         | 26        | 23        | 24          | 21            | 13         | 30         | 247   | 38             | 215     | 64                | 159  | 126         |
|                                   |       | 9%              | 8%       | 10%        | 9%         | 12%       | 8%        | 12%         | 9%            | 10%        | 8%         | 10%   | 9%             | 12%     | 6%                | 11%  | 8%          |
|                                   |       |                 |          |            |            |           |           |             |               |            |            |       |                | m       |                   | o    |             |
|                                   |       |                 | 11%      | 15%        | 8%         | 9%        | 8%        | 9%          | 7%            | 5%         | 10%        | 87%   | 13%            | 76%     | 23%               | 56%  | 44%         |
| 3 or 4 days a week                | (3.5) | 330             | 30       | 38         | 26         | 27        | 37        | 22          | 28            | 18         | 47         | 284   | 46             | 199     | 121               | 163  | 167         |
|                                   |       | 11%             | 8%       | 9%         | 10%        | 12%       | 13%       | 10%         | 12%           | 14%        | 13%        | 11%   | 11%            | 11%     | 11%               | 11%  | 11%         |
|                                   |       |                 |          |            |            |           | a         |             |               | ab         |            |       |                |         |                   |      |             |
|                                   |       |                 | 9%       | 11%        | 8%         | 8%        | 11%       | 7%          | 9%            | 5%         | 14%        | 86%   | 14%            | 60%     | 37%               | 49%  | 51%         |
| 1 or 2 days a week                | (1.5) | 379             | 42       | 58         | 33         | 24        | 41        | 19          | 38            | 18         | 39         | 330   | 49             | 223     | 144               | 184  | 195         |
|                                   |       | 13%             | 12%      | 13%        | 13%        | 11%       | 15%       | 9%          | 16%           | 13%        | 11%        | 13%   | 12%            | 13%     | 13%               | 12%  | 13%         |
|                                   |       |                 |          |            |            |           | f         |             | f             |            |            |       |                |         |                   |      |             |
|                                   |       |                 | 11%      | 15%        | 9%         | 6%        | 11%       | 5%          | 10%           | 5%         | 10%        | 87%   | 13%            | 59%     | 38%               | 48%  | 52%         |
| Less often                        | (0.5) | 436             | 60       | 58         | 34         | 31        | 39        | 32          | 36            | 23         | 53         | 377   | 59             | 235     | 183               | 194  | 241         |
|                                   |       | 15%             | 17%      | 13%        | 13%        | 14%       | 14%       | 15%         | 15%           | 18%        | 15%        | 15%   | 14%            | 13%     | 16%               | 13%  | 16%         |
|                                   |       |                 |          |            |            |           |           |             |               |            |            |       |                |         | l                 |      | n           |
|                                   |       |                 | 14%      | 13%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 87%   | 13%            | 54%     | 42%               | 45%  | 55%         |
| Never/ do not listen to the radio | (0.0) | 417             | 82       | 49         | 25         | 27        | 44        | 24          | 29            | 23         | 47         | 391   | 26             | 203     | 180               | 128  | 289         |
|                                   |       | 14%             | 23%      | 11%        | 10%        | 12%       | 15%       | 12%         | 12%           | 18%        | 13%        | 15%   | 6%             | 12%     | 16%               | 9%   | 19%         |
|                                   |       |                 | bcddefgi |            |            |           | c         |             |               | bcf        |            | k     |                |         | l                 |      | n           |
|                                   |       |                 | 20%      | 12%        | 6%         | 7%        | 10%       | 6%          | 7%            | 6%         | 11%        | 94%   | 6%             | 49%     | 43%               | 31%  | 69%         |
| Don't know                        |       | 72              | 4        | 8          | 5          | 3         | 12        | 8           | 5             | 2          | 14         | 68    | 4              | 24      | 28                | 22   | 50          |
|                                   |       | 2%              | 1%       | 2%         | 2%         | 1%        | 4%        | 4%          | 2%            | 2%         | 4%         | 3%    | 1%             | 1%      | 3%                | 1%   | 3%          |
|                                   |       |                 |          |            |            |           | adh       | ad          |               |            | a          | k     |                |         | l                 |      | n           |
|                                   |       |                 | 6%       | 11%        | 7%         | 4%        | 17%       | 11%         | 7%            | 3%         | 20%        | 95%   | 5%             | 34%     | 40%               | 30%  | 70%         |

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

**QP1. During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, on a smart speaker or any other way)? (SINGLE CODE)**

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |         | DEPRIVATION LEVEL |         |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|---------|-------------------|---------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT     | LOW               | MEDIUM/ |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                | WORKING |                   | HIGH    |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m       | n                 | o       |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162    | 2623              | 2610    |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442    | 1706              | 1836    |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131    | 1489              | 1511    |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%     | 50%               | 50%     |
| NOT ANSWERED [POSTAL ONLY] | 2     | -               | -          | -          | -         | -         | -           | -             | -          | -          | 2        | -     | -              | 1       | -                 | 2       |
|                            | *%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | *%       | -%    | -%             | *%      | -%                | *%      |
|                            |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 100%     | -%    | -%             | 43%     | -%                | 100%    |
| Mean number of days        | 3.7   | 3.1             | 4.0        | 4.1        | 3.9       | 3.4       | 3.9         | 3.6           | 3.1        | 3.8        | 3.6      | 4.3   | 3.9            | 3.5     | 4.2               | 3.2     |
|                            |       |                 | aegh       | aegh       | ae h      |           | ae h        | ah            |            | ah         |          | j     | m              |         | o                 |         |
| Standard deviation         | 2.85  | 2.93            | 2.85       | 2.85       | 2.79      | 2.78      | 2.84        | 2.80          | 2.75       | 2.84       | 2.85     | 2.76  | 2.77           | 2.93    | 2.77              | 2.84    |
| Standard error             | .04   | .15             | .13        | .15        | .15       | .15       | .15         | .14           | .15        | .15        | .05      | .08   | .05            | .06     | .05               | .06     |

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

**QP1. During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, on a smart speaker or any other way)? (SINGLE CODE)**

Base : All respondents

|                                   |       | TV SERVICES |                      |                      |                       |           |                               |                        |
|-----------------------------------|-------|-------------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                   |       | Total       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%           |       |             |                      |                      |                       |           |                               |                        |
| Unweighted total                  |       | 5233        | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample         |       | 3539        | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                             |       | 3000        | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                                   |       |             | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| 7 days a week                     | (7.0) | 985         | 493                  | 510                  | 812                   | 727       | 387                           | 953                    |
|                                   |       | 33%         | 35%                  | 40%                  | 36%                   | 32%       | 32%                           | 34%                    |
|                                   |       |             | de                   | acdef                | def                   |           |                               |                        |
|                                   |       |             | 50%                  | 52%                  | 82%                   | 74%       | 39%                           | 97%                    |
| 6 days a week                     | (6.0) | 96          | 48                   | 42                   | 81                    | 78        | 41                            | 94                     |
|                                   |       | 3%          | 3%                   | 3%                   | 4%                    | 3%        | 3%                            | 3%                     |
|                                   |       |             | 50%                  | 44%                  | 85%                   | 82%       | 43%                           | 98%                    |
| 5 days a week                     | (5.0) | 284         | 162                  | 124                  | 240                   | 238       | 116                           | 280                    |
|                                   |       | 9%          | 12%                  | 10%                  | 11%                   | 11%       | 10%                           | 10%                    |
|                                   |       |             | 57%                  | 44%                  | 84%                   | 84%       | 41%                           | 98%                    |
| 3 or 4 days a week                | (3.5) | 330         | 163                  | 140                  | 263                   | 258       | 148                           | 322                    |
|                                   |       | 11%         | 12%                  | 11%                  | 12%                   | 11%       | 12%                           | 11%                    |
|                                   |       |             | 49%                  | 43%                  | 80%                   | 78%       | 45%                           | 98%                    |
| 1 or 2 days a week                | (1.5) | 379         | 177                  | 172                  | 287                   | 292       | 146                           | 365                    |
|                                   |       | 13%         | 13%                  | 14%                  | 13%                   | 13%       | 12%                           | 13%                    |
|                                   |       |             | 47%                  | 45%                  | 76%                   | 77%       | 39%                           | 96%                    |
| Less often                        | (0.5) | 436         | 209                  | 158                  | 314                   | 328       | 202                           | 410                    |
|                                   |       | 15%         | 15%                  | 12%                  | 14%                   | 15%       | 17%                           | 14%                    |
|                                   |       |             | b                    |                      |                       |           | bc                            |                        |
|                                   |       |             | 48%                  | 36%                  | 72%                   | 75%       | 46%                           | 94%                    |
| Never/ do not listen to the radio | (0.0) | 417         | 130                  | 113                  | 215                   | 300       | 162                           | 371                    |
|                                   |       | 14%         | 9%                   | 9%                   | 10%                   | 13%       | 13%                           | 13%                    |
|                                   |       |             |                      |                      |                       | abc       | abc                           | abc                    |
|                                   |       |             | 31%                  | 27%                  | 52%                   | 72%       | 39%                           | 89%                    |
| Don't know                        |       | 72          | 14                   | 9                    | 15                    | 22        | 13                            | 36                     |
|                                   |       | 2%          | 1%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                                   |       |             |                      |                      |                       |           | c                             |                        |
|                                   |       |             | 20%                  | 13%                  | 21%                   | 30%       | 18%                           | 51%                    |

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



QP1. During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

|                             | Total | TV SERVICES     |                 |                  |      | YOUTUBE       | ANY SER-<br>VICES |
|-----------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                             |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES |                   |
|                             |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%     |       |                 |                 |                  |      |               |                   |
| Unweighted total            | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample   | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                       | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                             |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| NOT ANSWERED [POSTAL ONLY]  | 2     | -               | 1               | -                | -    | -             | 1                 |
|                             | *%    | -%              | *%              | -%               | -%   | -%            | *%                |
|                             |       | -%              | 43%             | -%               | -%   | -%            | 43%               |
| Mean number of days         | 3.7   | 4.0             | 4.2             | 4.0              | 3.7  | 3.6           | 3.8               |
|                             |       | def             | adef            | def              |      |               |                   |
| Standard deviation          | 2.85  | 2.77            | 2.77            | 2.77             | 2.82 | 2.83          | 2.83              |
| Standard error              | .04   | .06             | .06             | .04              | .04  | .06           | .04               |
| Columns Tested: a,b,c,d,e,f |       |                 |                 |                  |      |               |                   |

QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |             |             |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------|-------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.9K | 15.6K-25.9K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h           | i           | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417         | 678         | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277         | 455         | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251         | 363         | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%          | 12%         | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| At least daily             | 1095  | 533    | 549    | 27        | 138   | 376   | 540  | 57               | 87          | 129         | 556  | 387          | 240  | 185 | 248  | 897      | 105       | 54    | 39  |
|                            | 36%   | 38%    | 36%    | 9%        | 24%   | 40%   | 49%  | 29%              | 35%         | 36%         | 44%  | 49%          | 31%  | 37% | 34%  | 36%      | 39%       | 36%   | 44% |
|                            |       |        |        |           | c     | cd    | cde  |                  |             |             | ghi  | lmn          |      | l   |      |          |           |       | oq  |
|                            |       | 49%    | 50%    | 2%        | 13%   | 34%   | 49%  | 5%               | 8%          | 12%         | 51%  | 35%          | 22%  | 17% | 23%  | 82%      | 10%       | 5%    | 4%  |
| At least weekly            | 701   | 328    | 367    | 72        | 165   | 229   | 227  | 36               | 54          | 84          | 345  | 193          | 201  | 144 | 150  | 583      | 65        | 32    | 21  |
|                            | 23%   | 23%    | 24%    | 25%       | 28%   | 24%   | 20%  | 19%              | 22%         | 23%         | 27%  | 24%          | 26%  | 28% | 21%  | 23%      | 24%       | 21%   | 24% |
|                            |       |        |        | f         | f     | f     |      |                  |             |             | gh   |              | n    | n   |      |          |           |       |     |
|                            |       | 47%    | 52%    | 10%       | 24%   | 33%   | 32%  | 5%               | 8%          | 12%         | 49%  | 27%          | 29%  | 21% | 21%  | 83%      | 9%        | 5%    | 3%  |
| At least monthly           | 194   | 89     | 99     | 31        | 51    | 62    | 46   | 9                | 11          | 32          | 83   | 51           | 58   | 38  | 38   | 160      | 20        | 10    | 4   |
|                            | 6%    | 6%     | 6%     | 11%       | 9%    | 7%    | 4%   | 5%               | 4%          | 9%          | 7%   | 6%           | 8%   | 8%  | 5%   | 6%       | 7%        | 7%    | 5%  |
|                            |       |        |        | ef        | f     | f     |      |                  |             | gh          |      |              | n    |     |      |          |           |       |     |
|                            |       | 46%    | 51%    | 16%       | 27%   | 32%   | 24%  | 5%               | 6%          | 17%         | 43%  | 26%          | 30%  | 20% | 19%  | 82%      | 10%       | 5%    | 2%  |
| Less than once a month     | 285   | 116    | 164    | 32        | 69    | 85    | 94   | 25               | 27          | 44          | 104  | 62           | 81   | 49  | 67   | 236      | 25        | 16    | 8   |
|                            | 10%   | 8%     | 11%    | 11%       | 12%   | 9%    | 8%   | 13%              | 11%         | 12%         | 8%   | 8%           | 11%  | 10% | 9%   | 9%       | 9%        | 11%   | 9%  |
|                            |       |        | a      |           | f     |       |      | j                |             | j           |      |              | k    |     |      |          |           |       |     |
|                            |       | 41%    | 57%    | 11%       | 24%   | 30%   | 33%  | 9%               | 10%         | 15%         | 36%  | 22%          | 28%  | 17% | 23%  | 83%      | 9%        | 6%    | 3%  |
| Never                      | 579   | 267    | 296    | 103       | 140   | 149   | 163  | 56               | 60          | 58          | 168  | 91           | 168  | 73  | 178  | 491      | 46        | 28    | 13  |
|                            | 19%   | 19%    | 19%    | 35%       | 24%   | 16%   | 15%  | 29%              | 24%         | 16%         | 13%  | 11%          | 22%  | 14% | 24%  | 20%      | 17%       | 18%   | 15% |
|                            |       |        |        | def       | ef    |       |      | ij               | ij          |             |      |              | km   |     | km   | r        |           |       |     |
|                            |       | 46%    | 51%    | 18%       | 24%   | 26%   | 28%  | 10%              | 10%         | 10%         | 29%  | 16%          | 29%  | 13% | 31%  | 85%      | 8%        | 5%    | 2%  |
| Don't know                 | 126   | 54     | 54     | 28        | 23    | 36    | 26   | 5                | 7           | 16          | 12   | 13           | 23   | 16  | 39   | 106      | 9         | 7     | 4   |
|                            | 4%    | 4%     | 4%     | 10%       | 4%    | 4%    | 2%   | 2%               | 3%          | 4%          | 1%   | 2%           | 3%   | 3%  | 5%   | 4%       | 3%        | 5%    | 4%  |
|                            |       |        |        | def       | f     |       |      | j                | j           | j           |      |              | k    |     | kl   |          |           |       |     |
|                            |       | 43%    | 43%    | 23%       | 18%   | 29%   | 21%  | 4%               | 5%          | 12%         | 9%   | 11%          | 19%  | 13% | 31%  | 85%      | 7%        | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 22    | 9      | 12     | -         | 1     | 1     | 15   | 6                | 4           | *           | *    | *            | *    | 1   | 12   | 17       | 1         | 3     | 1   |
|                            | 1%    | 1%     | 1%     | -%        | *%    | *%    | 1%   | 3%               | 2%          | *%          | *%   | *%           | *%   | *%  | 2%   | 1%       | *%        | 2%    | 1%  |
|                            |       |        |        |           |       | cde   |      | ij               | ij          |             |      |              |      | klm |      |          |           | o     |     |
|                            |       | 42%    | 57%    | -%        | 5%    | 4%    | 67%  | 29%              | 19%         | 1%          | 2%   | 1%           | *%   | 5%  | 56%  | 81%      | 4%        | 12%   | 2%  |
| EVER                       | 2274  | 1065   | 1179   | 160       | 423   | 752   | 906  | 127              | 180         | 289         | 1089 | 692          | 580  | 417 | 502  | 1875     | 214       | 113   | 73  |
|                            | 76%   | 76%    | 76%    | 55%       | 72%   | 80%   | 82%  | 66%              | 72%         | 80%         | 86%  | 87%          | 75%  | 82% | 69%  | 75%      | 79%       | 75%   | 81% |
|                            |       |        |        | c         | cd    | cd    |      |                  |             | gh          | ghi  | lmn          | n    | ln  |      |          |           |       | oq  |
|                            |       | 47%    | 52%    | 7%        | 19%   | 33%   | 40%  | 6%               | 8%          | 13%         | 48%  | 30%          | 25%  | 18% | 22%  | 82%      | 9%        | 5%    | 3%  |

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

QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| AT LEAST ONCE A MONTH     | 1989  | 949    | 1015   | 129       | 354   | 667   | 812  | 102              | 152          | 246          | 985  | 631          | 499  | 367 | 435  | 1639     | 189       | 97    | 65  |
|                           | 66%   | 68%    | 66%    | 44%       | 60%   | 71%   | 73%  | 53%              | 61%          | 68%          | 78%  | 79%          | 65%  | 72% | 60%  | 66%      | 70%       | 64%   | 72% |
|                           |       |        |        |           | c     | cd    | cd   |                  |              | g            | ghi  | lmn          | n    | ln  |      |          |           |       | oq  |
|                           |       | 48%    | 51%    | 6%        | 18%   | 34%   | 41%  | 5%               | 8%           | 12%          | 50%  | 32%          | 25%  | 18% | 22%  | 82%      | 9%        | 5%    | 3%  |
| AT LEAST ONCE A WEEK      | 1796  | 860    | 916    | 98        | 303   | 605   | 766  | 93               | 141          | 213          | 901  | 580          | 440  | 329 | 398  | 1479     | 169       | 86    | 61  |
|                           | 60%   | 62%    | 59%    | 34%       | 52%   | 64%   | 69%  | 48%              | 56%          | 59%          | 71%  | 73%          | 57%  | 65% | 54%  | 59%      | 63%       | 58%   | 67% |
|                           |       |        |        |           | c     | cd    | cde  |                  |              | g            | ghi  | lmn          |      | ln  |      |          |           |       | oq  |
|                           |       | 48%    | 51%    | 5%        | 17%   | 34%   | 43%  | 5%               | 8%           | 12%          | 50%  | 32%          | 25%  | 18% | 22%  | 82%      | 9%        | 5%    | 3%  |

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

## QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| At least daily             | 1095  | 102             | 180        | 115        | 84        | 86        | 80          | 88            | 36         | 125        | 890      | 204   | 682            | 389         | 659               | 436          |
|                            | 36%   | 29%             | 41%        | 46%        | 38%       | 31%       | 38%         | 37%           | 27%        | 35%        | 34%      | 50%   | 39%            | 34%         | 44%               | 29%          |
|                            |       |                 | aeh        | aeghi      | aeh       |           | aeh         | ah            |            |            |          | j     | m              |             | o                 |              |
|                            |       | 9%              | 16%        | 11%        | 8%        | 8%        | 7%          | 8%            | 3%         | 11%        | 81%      | 19%   | 62%            | 36%         | 60%               | 40%          |
| At least weekly            | 701   | 79              | 103        | 55         | 50        | 73        | 50          | 53            | 36         | 84         | 608      | 92    | 476            | 213         | 375               | 326          |
|                            | 23%   | 22%             | 24%        | 22%        | 23%       | 26%       | 24%         | 22%           | 27%        | 23%        | 24%      | 22%   | 27%            | 19%         | 25%               | 22%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                            |       | 11%             | 15%        | 8%         | 7%        | 10%       | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 68%            | 30%         | 53%               | 47%          |
| At least monthly           | 194   | 27              | 19         | 15         | 13        | 14        | 18          | 18            | 7          | 29         | 172      | 22    | 125            | 60          | 84                | 109          |
|                            | 6%    | 8%              | 4%         | 6%         | 6%        | 5%        | 9%          | 7%            | 5%         | 8%         | 7%       | 5%    | 7%             | 5%          | 6%                | 7%           |
|                            |       |                 |            |            |           |           | b           |               |            | b          |          |       | m              |             |                   |              |
|                            |       | 14%             | 10%        | 8%         | 7%        | 7%        | 9%          | 9%            | 4%         | 15%        | 89%      | 11%   | 64%            | 31%         | 44%               | 56%          |
| Less than once a month     | 285   | 34              | 45         | 20         | 26        | 25        | 19          | 25            | 15         | 29         | 248      | 38    | 147            | 127         | 119               | 166          |
|                            | 10%   | 9%              | 10%        | 8%         | 12%       | 9%        | 9%          | 10%           | 11%        | 8%         | 10%      | 9%    | 8%             | 11%         | 8%                | 11%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             | n                 |              |
|                            |       | 12%             | 16%        | 7%         | 9%        | 9%        | 7%          | 9%            | 5%         | 10%        | 87%      | 13%   | 52%            | 45%         | 42%               | 58%          |
| Never                      | 579   | 101             | 71         | 32         | 42        | 63        | 32          | 48            | 30         | 71         | 536      | 43    | 265            | 271         | 201               | 377          |
|                            | 19%   | 28%             | 16%        | 13%        | 19%       | 22%       | 15%         | 20%           | 23%        | 20%        | 21%      | 10%   | 15%            | 24%         | 14%               | 25%          |
|                            |       | bcdghi          |            |            | c         | bcd       |             | c             | bcd        | c          | k        |       | l              |             | n                 |              |
|                            |       | 18%             | 12%        | 6%         | 7%        | 11%       | 6%          | 8%            | 5%         | 12%        | 93%      | 7%    | 46%            | 47%         | 35%               | 65%          |
| Don't know                 | 126   | 12              | 15         | 13         | 5         | 21        | 9           | 7             | 7          | 18         | 113      | 12    | 50             | 54          | 43                | 83           |
|                            | 4%    | 3%              | 3%         | 5%         | 2%        | 7%        | 4%          | 3%            | 5%         | 5%         | 4%       | 3%    | 3%             | 5%          | 3%                | 5%           |
|                            |       |                 |            |            |           | abdg      |             |               | d          |            |          |       | l              |             | n                 |              |
|                            |       | 10%             | 12%        | 10%        | 4%        | 16%       | 7%          | 6%            | 6%         | 14%        | 90%      | 10%   | 40%            | 43%         | 34%               | 66%          |
| NOT ANSWERED [POSTAL ONLY] | 22    | 3               | 2          | 1          | -         | 1         | 2           | 1             | *          | 6          | 20       | 1     | *              | 17          | 8                 | 14           |
|                            | 1%    | 1%              | 1%         | 1%         | -%        | *%        | 1%          | *%            | *%         | 2%         | 1%       | *%    | *%             | 2%          | 1%                | 1%           |
|                            |       |                 |            |            |           |           |             |               |            | d          |          |       | l              |             |                   |              |
|                            |       | 14%             | 11%        | 7%         | -%        | 5%        | 8%          | 5%            | 2%         | 30%        | 95%      | 5%    | 1%             | 79%         | 37%               | 63%          |
| EVER                       | 2274  | 242             | 347        | 205        | 173       | 197       | 166         | 184           | 94         | 266        | 1918     | 356   | 1430           | 789         | 1237              | 1037         |
|                            | 76%   | 67%             | 80%        | 82%        | 79%       | 70%       | 80%         | 76%           | 71%        | 74%        | 74%      | 86%   | 82%            | 70%         | 83%               | 69%          |
|                            |       |                 | aeh        | aehi       | aeh       |           | aeh         | a             |            |            |          | j     | m              |             | o                 |              |
|                            |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 84%      | 16%   | 63%            | 35%         | 54%               | 46%          |

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

**QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)**

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
|                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Significance Level: 95%   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| AT LEAST ONCE A MONTH     | 1989  | 208             | 302        | 186        | 147       | 172       | 147         | 159           | 80         | 238        | 1671     | 319   | 1282           | 662         | 1118              | 871         |
|                           | 66%   | 58%             | 70%        | 74%        | 67%       | 61%       | 70%         | 66%           | 60%        | 66%        | 65%      | 77%   | 74%            | 59%         | 75%               | 58%         |
|                           |       |                 | aeh        | aeghi      | a         |           | aeh         | a             |            | a          |          | j     | m              |             | o                 |             |
|                           |       | 10%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 84%      | 16%   | 64%            | 33%         | 56%               | 44%         |
| AT LEAST ONCE A WEEK      | 1796  | 181             | 283        | 170        | 134       | 159       | 129         | 141           | 72         | 209        | 1499     | 297   | 1158           | 602         | 1034              | 762         |
|                           | 60%   | 50%             | 65%        | 68%        | 61%       | 56%       | 62%         | 59%           | 55%        | 58%        | 58%      | 72%   | 66%            | 53%         | 69%               | 50%         |
|                           |       |                 | aehi       | aeghi      | a         |           | a           | a             |            |            |          | j     | m              |             | o                 |             |
|                           |       | 10%             | 16%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 83%      | 17%   | 64%            | 34%         | 58%               | 42%         |

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

**QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)**

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| At least daily             | 1095  | 567                  | 548                  | 917                   | 828       | 441                | 1069                   |
|                            | 36%   | 41%                  | 43%                  | 41%                   | 37%       | 36%                | 38%                    |
|                            |       | def                  | def                  | def                   |           |                    |                        |
|                            |       | 52%                  | 50%                  | 84%                   | 76%       | 40%                | 98%                    |
| At least weekly            | 701   | 354                  | 315                  | 579                   | 583       | 323                | 690                    |
|                            | 23%   | 25%                  | 25%                  | 26%                   | 26%       | 27%                | 24%                    |
|                            |       | 50%                  | 45%                  | 83%                   | 83%       | 46%                | 98%                    |
| At least monthly           | 194   | 97                   | 83                   | 151                   | 160       | 78                 | 188                    |
|                            | 6%    | 7%                   | 7%                   | 7%                    | 7%        | 6%                 | 7%                     |
|                            |       | 50%                  | 43%                  | 78%                   | 83%       | 40%                | 97%                    |
| Less than once a month     | 285   | 133                  | 104                  | 212                   | 213       | 124                | 268                    |
|                            | 10%   | 10%                  | 8%                   | 9%                    | 9%        | 10%                | 9%                     |
|                            |       | 47%                  | 36%                  | 74%                   | 75%       | 44%                | 94%                    |
| Never                      | 579   | 205                  | 182                  | 318                   | 395       | 221                | 518                    |
|                            | 19%   | 15%                  | 14%                  | 14%                   | 18%       | 18%                | 18%                    |
|                            |       |                      |                      |                       | abc       | abc                | abc                    |
|                            |       | 35%                  | 31%                  | 55%                   | 68%       | 38%                | 90%                    |
| Don't know                 | 126   | 34                   | 27                   | 45                    | 58        | 27                 | 82                     |
|                            | 4%    | 2%                   | 2%                   | 2%                    | 3%        | 2%                 | 3%                     |
|                            |       |                      |                      |                       |           |                    | c                      |
|                            |       | 27%                  | 22%                  | 35%                   | 46%       | 22%                | 65%                    |
| NOT ANSWERED [POSTAL ONLY] | 22    | 6                    | 11                   | 7                     | 5         | 2                  | 18                     |
|                            | 1%    | *%                   | 1%                   | *%                    | *%        | *%                 | 1%                     |
|                            |       |                      | cde                  |                       |           |                    | de                     |
|                            |       | 28%                  | 51%                  | 30%                   | 25%       | 9%                 | 81%                    |
| EVER                       | 2274  | 1151                 | 1049                 | 1859                  | 1785      | 965                | 2215                   |
|                            | 76%   | 82%                  | 83%                  | 83%                   | 80%       | 79%                | 78%                    |
|                            |       | def                  | def                  | def                   |           |                    |                        |
|                            |       | 51%                  | 46%                  | 82%                   | 78%       | 42%                | 97%                    |
| AT LEAST ONCE A MONTH      | 1989  | 1018                 | 945                  | 1647                  | 1572      | 841                | 1946                   |
|                            | 66%   | 73%                  | 74%                  | 74%                   | 70%       | 69%                | 69%                    |
|                            |       | def                  | def                  | def                   |           |                    |                        |
|                            |       | 51%                  | 48%                  | 83%                   | 79%       | 42%                | 98%                    |

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

QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       | ANY SER-<br>VICES |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES |                   |
|                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |               |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| AT LEAST ONCE A WEEK      | 1796  | 920             | 862             | 1496             | 1412 | 763           | 1758              |
|                           | 60%   | 66%             | 68%             | 67%              | 63%  | 63%           | 62%               |
|                           |       | df              | def             | def              |      |               |                   |
|                           |       | 51%             | 48%             | 83%              | 79%  | 43%           | 98%               |

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

QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| At least daily             | 130   | 68     | 57     | 6         | 22    | 50    | 48   | 12               | 9            | 16           | 63   | 51           | 28   | 17  | 28   | 110      | 7         | 8     | 4   |
|                            | 4%    | 5%     | 4%     | 2%        | 4%    | 5%    | 4%   | 6%               | 3%           | 4%           | 5%   | 6%           | 4%   | 3%  | 4%   | 4%       | 3%        | 6%    | 5%  |
|                            |       |        |        |           |       | c     |      |                  |              |              |      | lmn          |      |     |      |          |           |       |     |
|                            |       | 52%    | 44%    | 5%        | 17%   | 39%   | 37%  | 9%               | 7%           | 12%          | 48%  | 39%          | 22%  | 13% | 22%  | 85%      | 5%        | 6%    | 3%  |
| At least weekly            | 255   | 134    | 117    | 20        | 47    | 93    | 91   | 8                | 19           | 24           | 140  | 106          | 74   | 30  | 39   | 216      | 20        | 12    | 8   |
|                            | 8%    | 10%    | 8%     | 7%        | 8%    | 10%   | 8%   | 4%               | 7%           | 7%           | 11%  | 13%          | 10%  | 6%  | 5%   | 9%       | 7%        | 8%    | 9%  |
|                            |       | b      |        |           |       |       |      |                  |              |              | gi   | lmn          | mn   |     |      |          |           |       |     |
|                            |       | 53%    | 46%    | 8%        | 18%   | 36%   | 36%  | 3%               | 7%           | 9%           | 55%  | 42%          | 29%  | 12% | 15%  | 85%      | 8%        | 5%    | 3%  |
| At least monthly           | 177   | 89     | 87     | 20        | 37    | 65    | 53   | 7                | 9            | 23           | 98   | 70           | 45   | 29  | 23   | 151      | 12        | 8     | 6   |
|                            | 6%    | 6%     | 6%     | 7%        | 6%    | 7%    | 5%   | 4%               | 4%           | 6%           | 8%   | 9%           | 6%   | 6%  | 3%   | 6%       | 4%        | 5%    | 6%  |
|                            |       |        |        |           |       | f     |      |                  |              |              | gh   | ln           | n    | n   |      |          |           |       |     |
|                            |       | 51%    | 49%    | 11%       | 21%   | 37%   | 30%  | 4%               | 5%           | 13%          | 55%  | 40%          | 25%  | 17% | 13%  | 86%      | 7%        | 5%    | 3%  |
| Less than once a month     | 353   | 161    | 184    | 27        | 81    | 131   | 110  | 19               | 30           | 53           | 178  | 107          | 117  | 57  | 60   | 288      | 34        | 21    | 10  |
|                            | 12%   | 12%    | 12%    | 9%        | 14%   | 14%   | 10%  | 10%              | 12%          | 15%          | 14%  | 13%          | 15%  | 11% | 8%   | 12%      | 13%       | 14%   | 11% |
|                            |       |        |        |           | cf    | cf    |      |                  |              |              |      | n            | mn   |     |      |          |           |       |     |
|                            |       | 46%    | 52%    | 8%        | 23%   | 37%   | 31%  | 5%               | 8%           | 15%          | 50%  | 30%          | 33%  | 16% | 17%  | 82%      | 10%       | 6%    | 3%  |
| Never                      | 1880  | 843    | 1008   | 193       | 372   | 552   | 721  | 125              | 165          | 225          | 770  | 443          | 480  | 340 | 499  | 1556     | 180       | 90    | 55  |
|                            | 63%   | 60%    | 65%    | 66%       | 63%   | 59%   | 65%  | 65%              | 66%          | 62%          | 61%  | 56%          | 62%  | 67% | 68%  | 62%      | 66%       | 60%   | 61% |
|                            |       |        | a      | e         |       |       | e    |                  |              |              |      |              | k    | k   | kl   |          |           |       |     |
|                            |       | 45%    | 54%    | 10%       | 20%   | 29%   | 38%  | 7%               | 9%           | 12%          | 41%  | 24%          | 26%  | 18% | 27%  | 83%      | 10%       | 5%    | 3%  |
| Don't know                 | 135   | 64     | 54     | 24        | 27    | 44    | 30   | 5                | 12           | 15           | 11   | 14           | 22   | 22  | 44   | 114      | 11        | 5     | 5   |
|                            | 4%    | 5%     | 4%     | 8%        | 5%    | 5%    | 3%   | 3%               | 5%           | 4%           | 1%   | 2%           | 3%   | 4%  | 6%   | 5%       | 4%        | 3%    | 5%  |
|                            |       |        |        | def       | f     | f     |      | j                | j            | j            |      |              |      | k   | kl   |          |           |       |     |
|                            |       | 48%    | 40%    | 18%       | 20%   | 32%   | 23%  | 4%               | 9%           | 11%          | 9%   | 11%          | 16%  | 17% | 32%  | 85%      | 8%        | 3%    | 4%  |
| NOT ANSWERED [POSTAL ONLY] | 70    | 35     | 34     | 1         | 1     | 3     | 56   | 16               | 8            | 7            | 9    | 5            | 5    | 11  | 37   | 54       | 6         | 7     | 2   |
|                            | 2%    | 3%     | 2%     | *%        | *%    | *%    | 5%   | 8%               | 3%           | 2%           | 1%   | 1%           | 1%   | 2%  | 5%   | 2%       | 2%        | 5%    | 3%  |
|                            |       |        |        |           |       |       | cde  | hij              | j            | j            |      |              |      | kl  | klm  |          |           | o     |     |
|                            |       | 50%    | 48%    | 1%        | 1%    | 5%    | 80%  | 23%              | 12%          | 10%          | 13%  | 7%           | 7%   | 16% | 53%  | 77%      | 9%        | 10%   | 3%  |
| EVER                       | 915   | 453    | 445    | 74        | 187   | 339   | 302  | 47               | 66           | 116          | 478  | 334          | 264  | 133 | 151  | 766      | 73        | 49    | 28  |
|                            | 31%   | 32%    | 29%    | 25%       | 32%   | 36%   | 27%  | 24%              | 26%          | 32%          | 38%  | 42%          | 34%  | 26% | 21%  | 31%      | 27%       | 32%   | 31% |
|                            |       | b      |        |           | cf    | cf    |      |                  |              | g            | ghi  | lmn          | mn   | n   |      |          |           |       |     |
|                            |       | 49%    | 49%    | 8%        | 20%   | 37%   | 33%  | 5%               | 7%           | 13%          | 52%  | 37%          | 29%  | 15% | 16%  | 84%      | 8%        | 5%    | 3%  |

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



**QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)**

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| AT LEAST ONCE A MONTH     | 562   | 291    | 261    | 46        | 105   | 208   | 193  | 27               | 36           | 63           | 300  | 227          | 147  | 77  | 91   | 477      | 39        | 28    | 18  |
|                           | 19%   | 21%    | 17%    | 16%       | 18%   | 22%   | 17%  | 14%              | 14%          | 17%          | 24%  | 28%          | 19%  | 15% | 12%  | 19%      | 14%       | 19%   | 20% |
|                           |       | b      |        |           |       | cd    |      |                  |              |              | ghi  | lmn          | n    |     |      | p        |           |       | p   |
|                           |       | 52%    | 47%    | 8%        | 19%   | 37%   | 34%  | 5%               | 6%           | 11%          | 53%  | 40%          | 26%  | 14% | 16%  | 85%      | 7%        | 5%    | 3%  |
| AT LEAST ONCE A WEEK      | 385   | 202    | 175    | 26        | 69    | 143   | 139  | 20               | 27           | 40           | 202  | 157          | 102  | 47  | 68   | 326      | 27        | 20    | 12  |
|                           | 13%   | 14%    | 11%    | 9%        | 12%   | 15%   | 13%  | 10%              | 11%          | 11%          | 16%  | 20%          | 13%  | 9%  | 9%   | 13%      | 10%       | 13%   | 13% |
|                           |       | b      |        |           |       | cd    |      |                  |              |              | ghi  | lmn          | mn   |     |      |          |           |       |     |
|                           |       | 52%    | 45%    | 7%        | 18%   | 37%   | 36%  | 5%               | 7%           | 10%          | 53%  | 41%          | 27%  | 12% | 18%  | 85%      | 7%        | 5%    | 3%  |

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

**QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)**

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| At least daily             | 130   | 15              | 24         | 15         | 12        | 7         | 13          | 6             | 4          | 14         | 111      | 20    | 84             | 38          | 67                | 63           |
|                            | 4%    | 4%              | 6%         | 6%         | 6%        | 2%        | 6%          | 3%            | 3%         | 4%         | 4%       | 5%    | 5%             | 3%          | 4%                | 4%           |
|                            |       |                 | e          | eg         | e         |           | eg          |               |            |            |          |       | m              |             |                   |              |
|                            |       | 11%             | 19%        | 11%        | 10%       | 5%        | 10%         | 5%            | 3%         | 11%        | 85%      | 15%   | 65%            | 29%         | 51%               | 49%          |
| At least weekly            | 255   | 42              | 40         | 23         | 20        | 19        | 22          | 18            | 10         | 22         | 214      | 40    | 165            | 87          | 137               | 117          |
|                            | 8%    | 12%             | 9%         | 9%         | 9%        | 7%        | 10%         | 7%            | 8%         | 6%         | 8%       | 10%   | 9%             | 8%          | 9%                | 8%           |
|                            |       | ei              |            |            |           |           | i           |               |            |            |          |       |                |             |                   |              |
|                            |       | 17%             | 16%        | 9%         | 8%        | 7%        | 9%          | 7%            | 4%         | 9%         | 84%      | 16%   | 65%            | 34%         | 54%               | 46%          |
| At least monthly           | 177   | 25              | 30         | 14         | 14        | 15        | 12          | 15            | 5          | 21         | 143      | 34    | 122            | 52          | 100               | 78           |
|                            | 6%    | 7%              | 7%         | 5%         | 6%        | 5%        | 6%          | 6%            | 4%         | 6%         | 6%       | 8%    | 7%             | 5%          | 7%                | 5%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          | j     | m              |             |                   |              |
|                            |       | 14%             | 17%        | 8%         | 8%        | 9%        | 7%          | 9%            | 3%         | 12%        | 81%      | 19%   | 69%            | 29%         | 56%               | 44%          |
| Less than once a month     | 353   | 42              | 46         | 27         | 25        | 43        | 28          | 31            | 14         | 33         | 308      | 45    | 231            | 113         | 174               | 179          |
|                            | 12%   | 12%             | 11%        | 11%        | 11%       | 15%       | 13%         | 13%           | 10%        | 9%         | 12%      | 11%   | 13%            | 10%         | 12%               | 12%          |
|                            |       |                 |            |            | i         |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       | 12%             | 13%        | 8%         | 7%        | 12%       | 8%          | 9%            | 4%         | 9%         | 87%      | 13%   | 65%            | 32%         | 49%               | 51%          |
| Never                      | 1880  | 215             | 263        | 156        | 142       | 170       | 118         | 155           | 92         | 244        | 1627     | 253   | 1079           | 731         | 928               | 952          |
|                            | 63%   | 60%             | 60%        | 62%        | 65%       | 60%       | 57%         | 64%           | 70%        | 67%        | 63%      | 61%   | 62%            | 65%         | 62%               | 63%          |
|                            |       |                 |            |            | f         |           |             | f             | abcef      | f          |          |       |                |             |                   |              |
|                            |       | 11%             | 14%        | 8%         | 8%        | 9%        | 6%          | 8%            | 5%         | 13%        | 87%      | 13%   | 57%            | 39%         | 49%               | 51%          |
| Don't know                 | 135   | 15              | 23         | 11         | 6         | 17        | 10          | 9             | 4          | 19         | 122      | 13    | 56             | 54          | 47                | 88           |
|                            | 4%    | 4%              | 5%         | 4%         | 3%        | 6%        | 5%          | 4%            | 3%         | 5%         | 5%       | 3%    | 3%             | 5%          | 3%                | 6%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   | n            |
|                            |       | 11%             | 17%        | 8%         | 5%        | 12%       | 7%          | 7%            | 3%         | 14%        | 90%      | 10%   | 42%            | 40%         | 35%               | 65%          |
| NOT ANSWERED [POSTAL ONLY] | 70    | 6               | 9          | 6          | -         | 11        | 6           | 6             | 1          | 9          | 63       | 7     | 7              | 56          | 37                | 34           |
|                            | 2%    | 2%              | 2%         | 2%         | -%        | 4%        | 3%          | 3%            | 1%         | 2%         | 2%       | 2%    | *%             | 5%          | 2%                | 2%           |
|                            |       | d               | d          | d          |           | dh        | d           | d             |            | d          |          |       | l              |             |                   |              |
|                            |       | 8%              | 13%        | 8%         | -%        | 16%       | 9%          | 9%            | 2%         | 12%        | 89%      | 11%   | 10%            | 80%         | 52%               | 48%          |
| EVER                       | 915   | 123             | 140        | 79         | 71        | 84        | 75          | 70            | 34         | 90         | 776      | 139   | 602            | 290         | 478               | 437          |
|                            | 31%   | 34%             | 32%        | 31%        | 32%       | 30%       | 36%         | 29%           | 26%        | 25%        | 30%      | 34%   | 35%            | 26%         | 32%               | 29%          |
|                            |       | hi              | i          |            | i         |           | hi          |               |            |            |          |       | m              |             | o                 |              |
|                            |       | 13%             | 15%        | 9%         | 8%        | 9%        | 8%          | 8%            | 4%         | 10%        | 85%      | 15%   | 66%            | 32%         | 52%               | 48%          |

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

QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| AT LEAST ONCE A MONTH     | 562   | 81              | 94         | 52         | 46        | 41        | 47          | 40            | 20         | 57         | 468      | 94    | 371            | 177         | 303               | 258          |
|                           | 19%   | 23%             | 22%        | 21%        | 21%       | 14%       | 22%         | 16%           | 15%        | 16%        | 18%      | 23%   | 21%            | 16%         | 20%               | 17%          |
|                           |       | eghi            | eh         | e          | e         |           | ehi         |               |            |            |          | j     | m              |             | o                 |              |
|                           |       | 14%             | 17%        | 9%         | 8%        | 7%        | 8%          | 7%            | 4%         | 10%        | 83%      | 17%   | 66%            | 31%         | 54%               | 46%          |
| AT LEAST ONCE A WEEK      | 385   | 57              | 64         | 38         | 32        | 25        | 35          | 24            | 15         | 36         | 325      | 60    | 249            | 125         | 204               | 181          |
|                           | 13%   | 16%             | 15%        | 15%        | 15%       | 9%        | 17%         | 10%           | 11%        | 10%        | 13%      | 14%   | 14%            | 11%         | 14%               | 12%          |
|                           |       | egi             | e          | ei         | e         |           | egi         |               |            |            |          |       | m              |             |                   |              |
|                           |       | 15%             | 17%        | 10%        | 8%        | 7%        | 9%          | 6%            | 4%         | 9%         | 84%      | 16%   | 65%            | 32%         | 53%               | 47%          |

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

**QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)**

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| At least daily             | 130   | 65                   | 59                   | 106                   | 106       | 55                 | 125                    |
|                            | 4%    | 5%                   | 5%                   | 5%                    | 5%        | 5%                 | 4%                     |
|                            |       | 50%                  | 45%                  | 81%                   | 82%       | 42%                | 96%                    |
| At least weekly            | 255   | 115                  | 109                  | 228                   | 218       | 123                | 252                    |
|                            | 8%    | 8%                   | 9%                   | 10%                   | 10%       | 10%                | 9%                     |
|                            |       |                      |                      | a                     |           |                    |                        |
|                            |       | 45%                  | 43%                  | 90%                   | 86%       | 48%                | 99%                    |
| At least monthly           | 177   | 79                   | 83                   | 153                   | 143       | 83                 | 176                    |
|                            | 6%    | 6%                   | 7%                   | 7%                    | 6%        | 7%                 | 6%                     |
|                            |       | 45%                  | 47%                  | 86%                   | 81%       | 47%                | 99%                    |
| Less than once a month     | 353   | 181                  | 153                  | 308                   | 303       | 170                | 346                    |
|                            | 12%   | 13%                  | 12%                  | 14%                   | 14%       | 14%                | 12%                    |
|                            |       | 51%                  | 43%                  | 87%                   | 86%       | 48%                | 98%                    |
| Never                      | 1880  | 895                  | 795                  | 1354                  | 1394      | 742                | 1790                   |
|                            | 63%   | 64%                  | 63%                  | 61%                   | 62%       | 61%                | 63%                    |
|                            |       | c                    |                      |                       |           |                    |                        |
|                            |       | 48%                  | 42%                  | 72%                   | 74%       | 39%                | 95%                    |
| Don't know                 | 135   | 39                   | 30                   | 50                    | 63        | 34                 | 85                     |
|                            | 4%    | 3%                   | 2%                   | 2%                    | 3%        | 3%                 | 3%                     |
|                            |       | 29%                  | 22%                  | 37%                   | 47%       | 25%                | 63%                    |
| NOT ANSWERED [POSTAL ONLY] | 70    | 22                   | 41                   | 28                    | 15        | 9                  | 59                     |
|                            | 2%    | 2%                   | 3%                   | 1%                    | 1%        | 1%                 | 2%                     |
|                            |       | de                   | acdef                | d                     |           |                    | cde                    |
|                            |       | 31%                  | 58%                  | 40%                   | 21%       | 12%                | 84%                    |
| EVER                       | 915   | 440                  | 404                  | 795                   | 771       | 430                | 898                    |
|                            | 31%   | 32%                  | 32%                  | 36%                   | 34%       | 35%                | 32%                    |
|                            |       |                      |                      | abf                   | f         | abf                |                        |
|                            |       | 48%                  | 44%                  | 87%                   | 84%       | 47%                | 98%                    |
| AT LEAST ONCE A MONTH      | 562   | 259                  | 251                  | 487                   | 468       | 260                | 552                    |
|                            | 19%   | 19%                  | 20%                  | 22%                   | 21%       | 21%                | 19%                    |
|                            |       |                      |                      | af                    |           | a                  |                        |
|                            |       | 46%                  | 45%                  | 87%                   | 83%       | 46%                | 98%                    |

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

QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       | ANY SER-<br>VICES |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES |                   |
|                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |               |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| AT LEAST ONCE A WEEK      | 385   | 180             | 168             | 334              | 325  | 177           | 376               |
|                           | 13%   | 13%             | 13%             | 15%              | 14%  | 15%           | 13%               |
|                           |       | 47%             | 44%             | 87%              | 84%  | 46%           | 98%               |

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

## QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| At least daily             | 163   | 88     | 70     | 19        | 55    | 59    | 26   | 8                | 10           | 21           | 81   | 53           | 56   | 30  | 20   | 137      | 11        | 9     | 6   |
|                            | 5%    | 6%     | 5%     | 7%        | 9%    | 6%    | 2%   | 4%               | 4%           | 6%           | 6%   | 7%           | 7%   | 6%  | 3%   | 5%       | 4%        | 6%    | 7%  |
|                            |       | b      |        | f         | ef    | f     |      |                  |              |              |      | n            | n    | n   |      |          |           |       |     |
|                            |       | 54%    | 43%    | 12%       | 34%   | 36%   | 16%  | 5%               | 6%           | 13%          | 50%  | 32%          | 34%  | 18% | 12%  | 84%      | 7%        | 6%    | 4%  |
| At least weekly            | 393   | 203    | 186    | 55        | 118   | 135   | 83   | 18               | 23           | 32           | 238  | 148          | 139  | 44  | 53   | 335      | 29        | 18    | 12  |
|                            | 13%   | 15%    | 12%    | 19%       | 20%   | 14%   | 8%   | 9%               | 9%           | 9%           | 19%  | 19%          | 18%  | 9%  | 7%   | 13%      | 11%       | 12%   | 13% |
|                            |       | b      |        | ef        | ef    | f     |      |                  |              |              | ghi  | mn           | mn   |     |      |          |           |       |     |
|                            |       | 52%    | 47%    | 14%       | 30%   | 34%   | 21%  | 4%               | 6%           | 8%           | 61%  | 38%          | 35%  | 11% | 14%  | 85%      | 7%        | 5%    | 3%  |
| At least monthly           | 265   | 120    | 141    | 47        | 60    | 92    | 62   | 9                | 11           | 30           | 138  | 96           | 89   | 39  | 35   | 225      | 24        | 8     | 8   |
|                            | 9%    | 9%     | 9%     | 16%       | 10%   | 10%   | 6%   | 4%               | 4%           | 8%           | 11%  | 12%          | 12%  | 8%  | 5%   | 9%       | 9%        | 5%    | 9%  |
|                            |       |        |        | def       | f     | f     |      |                  |              | h            | gh   | mn           | mn   | n   |      | q        | q         |       | q   |
|                            |       | 45%    | 53%    | 18%       | 23%   | 35%   | 23%  | 3%               | 4%           | 11%          | 52%  | 36%          | 34%  | 15% | 13%  | 85%      | 9%        | 3%    | 3%  |
| Less than once a month     | 437   | 198    | 230    | 51        | 92    | 143   | 143  | 28               | 30           | 47           | 219  | 151          | 132  | 69  | 62   | 355      | 43        | 26    | 13  |
|                            | 15%   | 14%    | 15%    | 17%       | 16%   | 15%   | 13%  | 14%              | 12%          | 13%          | 17%  | 19%          | 17%  | 14% | 8%   | 14%      | 16%       | 17%   | 14% |
|                            |       |        |        | f         |       |       |      |                  |              |              | hi   | mn           | n    | n   |      |          |           |       |     |
|                            |       | 45%    | 53%    | 12%       | 21%   | 33%   | 33%  | 6%               | 7%           | 11%          | 50%  | 35%          | 30%  | 16% | 14%  | 81%      | 10%       | 6%    | 3%  |
| Never                      | 1568  | 693    | 852    | 101       | 235   | 477   | 719  | 111              | 159          | 216          | 578  | 333          | 335  | 301 | 496  | 1289     | 153       | 79    | 47  |
|                            | 52%   | 50%    | 55%    | 35%       | 40%   | 51%   | 65%  | 57%              | 63%          | 59%          | 46%  | 42%          | 43%  | 59% | 68%  | 52%      | 57%       | 53%   | 52% |
|                            |       | a      |        |           |       | cd    | cde  | j                | j            | j            |      |              |      | kl  | klm  |          |           |       |     |
|                            |       | 44%    | 54%    | 6%        | 15%   | 30%   | 46%  | 7%               | 10%          | 14%          | 37%  | 21%          | 21%  | 19% | 32%  | 82%      | 10%       | 5%    | 3%  |
| Don't know                 | 102   | 54     | 28     | 19        | 25    | 28    | 17   | 2                | 9            | 9            | 4    | 11           | 16   | 14  | 27   | 93       | 4         | 3     | 2   |
|                            | 3%    | 4%     | 2%     | 7%        | 4%    | 3%    | 2%   | 1%               | 3%           | 3%           | 4%   | 1%           | 2%   | 3%  | 4%   | 4%       | 2%        | 2%    | 3%  |
|                            |       | b      |        | ef        | f     | f     |      | j                | j            | j            |      |              |      |     | kl   | pq       |           |       |     |
|                            |       | 53%    | 28%    | 19%       | 25%   | 27%   | 17%  | 2%               | 8%           | 9%           | 4%   | 11%          | 16%  | 14% | 27%  | 91%      | 4%        | 3%    | 2%  |
| NOT ANSWERED [POSTAL ONLY] | 73    | 38     | 34     | -         | 1     | 4     | 59   | 18               | 10           | 8            | 9    | 6            | 5    | 11  | 39   | 57       | 6         | 7     | 2   |
|                            | 2%    | 3%     | 2%     | -%        | 1%    | 4%    | 5%   | 9%               | 4%           | 2%           | 1%   | 1%           | 1%   | 2%  | 5%   | 2%       | 2%        | 5%    | 3%  |
|                            |       |        |        |           |       |       | cde  | hij              | j            | j            |      |              |      | kl  | klm  |          |           | o     |     |
|                            |       | 52%    | 47%    | -%        | 1%    | 6%    | 81%  | 24%              | 13%          | 11%          | 13%  | 9%           | 6%   | 15% | 53%  | 78%      | 9%        | 10%   | 3%  |
| EVER                       | 1258  | 610    | 627    | 171       | 325   | 429   | 315  | 62               | 74           | 130          | 677  | 447          | 416  | 181 | 169  | 1052     | 107       | 61    | 39  |
|                            | 42%   | 44%    | 41%    | 59%       | 55%   | 46%   | 28%  | 32%              | 30%          | 36%          | 53%  | 56%          | 54%  | 36% | 23%  | 42%      | 39%       | 41%   | 43% |
|                            |       |        |        | ef        | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                            |       | 49%    | 50%    | 14%       | 26%   | 34%   | 25%  | 5%               | 6%           | 10%          | 54%  | 36%          | 33%  | 14% | 13%  | 84%      | 8%        | 5%    | 3%  |

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

QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| AT LEAST ONCE A MONTH     | 821   | 412    | 397    | 121       | 232   | 286   | 172  | 34               | 44           | 83           | 457  | 296          | 283  | 112 | 108  | 697      | 64        | 35    | 26  |
|                           | 27%   | 30%    | 26%    | 41%       | 40%   | 30%   | 15%  | 18%              | 18%          | 23%          | 36%  | 37%          | 37%  | 22% | 15%  | 28%      | 24%       | 23%   | 28% |
|                           |       | b      |        | ef        | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | q        |           |       |     |
|                           |       | 50%    | 48%    | 15%       | 28%   | 35%   | 21%  | 4%               | 5%           | 10%          | 56%  | 36%          | 34%  | 14% | 13%  | 85%      | 8%        | 4%    | 3%  |
| AT LEAST ONCE A WEEK      | 557   | 292    | 257    | 74        | 173   | 194   | 110  | 26               | 34           | 53           | 319  | 200          | 195  | 73  | 73   | 472      | 40        | 27    | 18  |
|                           | 19%   | 21%    | 17%    | 25%       | 29%   | 21%   | 10%  | 13%              | 13%          | 15%          | 25%  | 25%          | 25%  | 14% | 10%  | 19%      | 15%       | 18%   | 20% |
|                           |       | b      |        | f         | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                           |       | 52%    | 46%    | 13%       | 31%   | 35%   | 20%  | 5%               | 6%           | 9%           | 57%  | 36%          | 35%  | 13% | 13%  | 85%      | 7%        | 5%    | 3%  |

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

## QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| At least daily             | 163   | 24              | 34         | 16         | 10        | 14        | 10          | 8             | 5          | 15         | 146      | 17    | 116            | 41          | 70                | 93           |
|                            | 5%    | 7%              | 8%         | 6%         | 5%        | 5%        | 5%          | 3%            | 4%         | 4%         | 6%       | 4%    | 7%             | 4%          | 5%                | 6%           |
|                            |       | g               | ghi        |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       | 15%             | 21%        | 10%        | 6%        | 9%        | 6%          | 5%            | 3%         | 9%         | 89%      | 11%   | 71%            | 25%         | 43%               | 57%          |
| At least weekly            | 393   | 70              | 62         | 32         | 36        | 25        | 30          | 29            | 14         | 37         | 344      | 50    | 294            | 94          | 191               | 203          |
|                            | 13%   | 19%             | 14%        | 13%        | 16%       | 9%        | 15%         | 12%           | 10%        | 10%        | 13%      | 12%   | 17%            | 8%          | 13%               | 13%          |
|                            |       | ceghi           | e          |            | ehi       | e         |             |               |            |            |          |       | m              |             |                   |              |
|                            |       | 18%             | 16%        | 8%         | 9%        | 6%        | 8%          | 7%            | 4%         | 9%         | 87%      | 13%   | 75%            | 24%         | 48%               | 52%          |
| At least monthly           | 265   | 36              | 36         | 23         | 19        | 32        | 18          | 19            | 5          | 37         | 231      | 33    | 188            | 70          | 137               | 128          |
|                            | 9%    | 10%             | 8%         | 9%         | 9%        | 11%       | 9%          | 8%            | 4%         | 10%        | 9%       | 8%    | 11%            | 6%          | 9%                | 8%           |
|                            |       | h               | h          | h          | h         | h         | h           | h             |            | h          |          |       | m              |             |                   |              |
|                            |       | 14%             | 13%        | 9%         | 7%        | 12%       | 7%          | 7%            | 2%         | 14%        | 87%      | 13%   | 71%            | 27%         | 52%               | 48%          |
| Less than once a month     | 437   | 59              | 70         | 36         | 31        | 40        | 32          | 28            | 20         | 38         | 369      | 68    | 279            | 145         | 232               | 204          |
|                            | 15%   | 16%             | 16%        | 14%        | 14%       | 14%       | 16%         | 12%           | 15%        | 11%        | 14%      | 16%   | 16%            | 13%         | 16%               | 14%          |
|                            |       | i               | i          |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       | 14%             | 16%        | 8%         | 7%        | 9%        | 7%          | 6%            | 5%         | 9%         | 84%      | 16%   | 64%            | 33%         | 53%               | 47%          |
| Never                      | 1568  | 148             | 205        | 129        | 122       | 146       | 105         | 141           | 85         | 208        | 1343     | 225   | 822            | 687         | 788               | 780          |
|                            | 52%   | 41%             | 47%        | 51%        | 55%       | 52%       | 50%         | 59%           | 65%        | 58%        | 52%      | 54%   | 47%            | 61%         | 53%               | 52%          |
|                            |       |                 | a          | a          | ab        | a         | a           | abf           | abcdef     | ab         |          |       | l              |             |                   |              |
|                            |       | 9%              | 13%        | 8%         | 8%        | 9%        | 7%          | 9%            | 5%         | 13%        | 86%      | 14%   | 52%            | 44%         | 50%               | 50%          |
| Don't know                 | 102   | 16              | 20         | 8          | 2         | 12        | 7           | 8             | 2          | 17         | 90       | 11    | 38             | 35          | 33                | 69           |
|                            | 3%    | 5%              | 5%         | 3%         | 1%        | 4%        | 3%          | 4%            | 1%         | 5%         | 3%       | 3%    | 2%             | 3%          | 2%                | 5%           |
|                            |       | dh              | dh         |            |           | dh        | d           | d             |            | dh         |          |       |                |             | n                 |              |
|                            |       | 16%             | 19%        | 7%         | 2%        | 12%       | 7%          | 8%            | 2%         | 17%        | 89%      | 11%   | 37%            | 35%         | 33%               | 67%          |
| NOT ANSWERED [POSTAL ONLY] | 73    | 5               | 9          | 8          | -         | 12        | 6           | 6             | 1          | 9          | 64       | 8     | 6              | 59          | 38                | 35           |
|                            | 2%    | 1%              | 2%         | 3%         | -%        | 4%        | 3%          | 3%            | 1%         | 2%         | 2%       | 2%    | *%             | 5%          | 3%                | 2%           |
|                            |       | d               | d          | d          |           | adh       | d           | d             |            | d          |          |       | l              |             |                   |              |
|                            |       | 7%              | 13%        | 11%        | -%        | 16%       | 8%          | 9%            | 2%         | 12%        | 89%      | 11%   | 9%             | 81%         | 52%               | 48%          |
| EVER                       | 1258  | 190             | 201        | 107        | 96        | 111       | 91          | 85            | 43         | 128        | 1090     | 168   | 878            | 350         | 630               | 628          |
|                            | 42%   | 53%             | 46%        | 43%        | 44%       | 40%       | 44%         | 35%           | 33%        | 35%        | 42%      | 41%   | 50%            | 31%         | 42%               | 42%          |
|                            |       | cdefghi         | ghi        | h          | ghi       |           | ghi         |               |            |            |          |       | m              |             |                   |              |
|                            |       | 15%             | 16%        | 9%         | 8%        | 9%        | 7%          | 7%            | 3%         | 10%        | 87%      | 13%   | 70%            | 28%         | 50%               | 50%          |

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



**QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)**

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| AT LEAST ONCE A MONTH     | 821   | 131             | 131        | 71         | 65        | 71        | 59          | 56            | 24         | 89         | 721      | 100   | 598            | 205         | 398               | 423          |
|                           | 27%   | 36%             | 30%        | 28%        | 30%       | 25%       | 28%         | 23%           | 18%        | 25%        | 28%      | 24%   | 34%            | 18%         | 27%               | 28%          |
|                           |       | cefg            | h          | h          | h         | h         | h           | h             | h          | h          |          |       | m              |             |                   |              |
|                           |       | 16%             | 16%        | 9%         | 8%        | 9%        | 7%          | 7%            | 3%         | 11%        | 88%      | 12%   | 73%            | 25%         | 48%               | 52%          |
| AT LEAST ONCE A WEEK      | 557   | 94              | 95         | 48         | 46        | 39        | 41          | 37            | 19         | 52         | 490      | 67    | 410            | 135         | 261               | 296          |
|                           | 19%   | 26%             | 22%        | 19%        | 21%       | 14%       | 19%         | 16%           | 14%        | 14%        | 19%      | 16%   | 24%            | 12%         | 18%               | 20%          |
|                           |       | cefg            | eh         | eh         | eh        |           |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 17%             | 17%        | 9%         | 8%        | 7%        | 7%          | 7%            | 3%         | 9%         | 88%      | 12%   | 74%            | 24%         | 47%               | 53%          |

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

## QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

|                            | Total | TV SERVICES  |              |               |      |                   |               |
|----------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                            |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                            |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%    |       |              |              |               |      |                   |               |
| Unweighted total           | 5233  | 2461         | 2214         | 3966          | 3991 | 2172              | 5004          |
| Effective Weighted Sample  | 3539  | 1661         | 1497         | 2748          | 2752 | 1500              | 3413          |
| Total                      | 3000  | 1396         | 1269         | 2228          | 2243 | 1215              | 2832          |
|                            |       | 47%          | 42%          | 74%           | 75%  | 41%               | 94%           |
| At least daily             | 163   | 76           | 56           | 133           | 155  | 97                | 163           |
|                            | 5%    | 5%           | 4%           | 6%            | 7%   | 8%                | 6%            |
|                            |       |              |              | b             | b    | abcf              |               |
|                            |       | 47%          | 34%          | 81%           | 95%  | 59%               | 100%          |
| At least weekly            | 393   | 177          | 148          | 341           | 363  | 209               | 389           |
|                            | 13%   | 13%          | 12%          | 15%           | 16%  | 17%               | 14%           |
|                            |       |              |              | ab            | abf  | abf               |               |
|                            |       | 45%          | 38%          | 87%           | 92%  | 53%               | 99%           |
| At least monthly           | 265   | 125          | 110          | 227           | 234  | 126               | 259           |
|                            | 9%    | 9%           | 9%           | 10%           | 10%  | 10%               | 9%            |
|                            |       | 47%          | 42%          | 86%           | 88%  | 48%               | 98%           |
| Less than once a month     | 437   | 207          | 183          | 355           | 371  | 206               | 425           |
|                            | 15%   | 15%          | 14%          | 16%           | 17%  | 17%               | 15%           |
|                            |       | 48%          | 42%          | 81%           | 85%  | 47%               | 97%           |
| Never                      | 1568  | 769          | 709          | 1112          | 1065 | 544               | 1480          |
|                            | 52%   | 55%          | 56%          | 50%           | 47%  | 45%               | 52%           |
|                            |       | cde          | cdef         | e             |      |                   | de            |
|                            |       | 49%          | 45%          | 71%           | 68%  | 35%               | 94%           |
| Don't know                 | 102   | 19           | 19           | 33            | 41   | 24                | 55            |
|                            | 3%    | 1%           | 2%           | 1%            | 2%   | 2%                | 2%            |
|                            |       | 19%          | 19%          | 32%           | 40%  | 24%               | 54%           |
| NOT ANSWERED [POSTAL ONLY] | 73    | 21           | 42           | 28            | 15   | 8                 | 60            |
|                            | 2%    | 2%           | 3%           | 1%            | 1%   | 1%                | 2%            |
|                            |       | de           | acdef        | d             |      |                   | cde           |
|                            |       | 29%          | 58%          | 38%           | 21%  | 12%               | 83%           |
| EVER                       | 1258  | 586          | 498          | 1055          | 1123 | 639               | 1237          |
|                            | 42%   | 42%          | 39%          | 47%           | 50%  | 53%               | 44%           |
|                            |       |              |              | abf           | abcf | abcf              | b             |
|                            |       | 47%          | 40%          | 84%           | 89%  | 51%               | 98%           |
| AT LEAST ONCE A MONTH      | 821   | 378          | 315          | 700           | 752  | 432               | 811           |
|                            | 27%   | 27%          | 25%          | 31%           | 34%  | 36%               | 29%           |
|                            |       |              |              | abf           | abf  | abcf              | b             |
|                            |       | 46%          | 38%          | 85%           | 92%  | 53%               | 99%           |

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

QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |               |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| AT LEAST ONCE A WEEK      | 557   | 254             | 205             | 473              | 518  | 306           | 552               |
|                           | 19%   | 18%             | 16%             | 21%              | 23%  | 25%           | 19%               |
|                           |       |                 |                 | ab               | abf  | abcf          | b                 |
|                           |       | 46%             | 37%             | 85%              | 93%  | 55%           | 99%               |

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| At least daily             | 666   | 342    | 312    | 158       | 216   | 207   | 80   | 34               | 46           | 70           | 366  | 193          | 239  | 106 | 110  | 551      | 63        | 34    | 18  |
|                            | 22%   | 25%    | 20%    | 54%       | 37%   | 22%   | 7%   | 17%              | 18%          | 19%          | 29%  | 24%          | 31%  | 21% | 15%  | 22%      | 23%       | 23%   | 20% |
|                            |       | b      |        | def       | ef    | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          |           |       |     |
|                            |       | 51%    | 47%    | 24%       | 32%   | 31%   | 12%  | 5%               | 7%           | 10%          | 55%  | 29%          | 36%  | 16% | 17%  | 83%      | 10%       | 5%    | 3%  |
| At least weekly            | 498   | 206    | 286    | 45        | 135   | 188   | 125  | 21               | 22           | 50           | 281  | 172          | 153  | 85  | 77   | 410      | 53        | 24    | 12  |
|                            | 17%   | 15%    | 19%    | 16%       | 23%   | 20%   | 11%  | 11%              | 9%           | 14%          | 22%  | 22%          | 20%  | 17% | 10%  | 16%      | 20%       | 16%   | 13% |
|                            |       |        | a      | f         | cf    | f     |      |                  |              | h            | ghi  | mn           | n    | n   |      | r        | r         |       |     |
|                            |       | 41%    | 57%    | 9%        | 27%   | 38%   | 25%  | 4%               | 4%           | 10%          | 56%  | 34%          | 31%  | 17% | 15%  | 82%      | 11%       | 5%    | 2%  |
| At least monthly           | 130   | 55     | 74     | 10        | 22    | 47    | 49   | 5                | 9            | 12           | 73   | 53           | 31   | 19  | 19   | 109      | 13        | 5     | 2   |
|                            | 4%    | 4%     | 5%     | 4%        | 4%    | 5%    | 4%   | 3%               | 4%           | 3%           | 6%   | 7%           | 4%   | 4%  | 3%   | 4%       | 5%        | 4%    | 3%  |
|                            |       |        |        |           |       |       |      |                  |              |              | gi   | lmn          |      |     |      |          |           |       |     |
|                            |       | 42%    | 57%    | 8%        | 17%   | 36%   | 38%  | 4%               | 7%           | 9%           | 56%  | 41%          | 24%  | 15% | 15%  | 84%      | 10%       | 4%    | 2%  |
| Less than once a month     | 108   | 35     | 73     | 10        | 27    | 33    | 37   | 7                | 10           | 14           | 45   | 28           | 23   | 26  | 23   | 91       | 8         | 6     | 3   |
|                            | 4%    | 3%     | 5%     | 3%        | 5%    | 4%    | 3%   | 4%               | 4%           | 4%           | 4%   | 4%           | 3%   | 5%  | 3%   | 4%       | 3%        | 4%    | 3%  |
|                            |       |        | a      |           |       |       |      |                  |              |              |      |              |      | l   |      |          |           |       |     |
|                            |       | 32%    | 67%    | 9%        | 25%   | 31%   | 35%  | 7%               | 9%           | 13%          | 42%  | 26%          | 21%  | 24% | 21%  | 84%      | 7%        | 5%    | 3%  |
| Never                      | 1450  | 682    | 738    | 52        | 169   | 440   | 746  | 107              | 153          | 203          | 491  | 340          | 308  | 251 | 445  | 1209     | 120       | 72    | 49  |
|                            | 48%   | 49%    | 48%    | 18%       | 29%   | 47%   | 67%  | 55%              | 61%          | 56%          | 39%  | 43%          | 40%  | 49% | 61%  | 49%      | 44%       | 48%   | 55% |
|                            |       |        |        | c         | cd    | cde   |      | j                | j            | j            |      |              |      | kl  | klm  |          |           |       | opq |
|                            |       | 47%    | 51%    | 4%        | 12%   | 30%   | 51%  | 7%               | 11%          | 14%          | 34%  | 23%          | 21%  | 17% | 31%  | 83%      | 8%        | 5%    | 3%  |
| Don't know                 | 74    | 37     | 24     | 15        | 17    | 20    | 13   | 2                | 2            | 6            | 4    | 5            | 12   | 9   | 17   | 62       | 7         | 2     | 3   |
|                            | 2%    | 3%     | 2%     | 5%        | 3%    | 2%    | 1%   | 1%               | 1%           | 2%           | 4%   | 1%           | 2%   | 2%  | 2%   | 3%       | 2%        | 1%    | 4%  |
|                            |       | b      |        | ef        | f     |       |      |                  |              | j            |      |              | k    | k   | k    |          |           |       | q   |
|                            |       | 50%    | 32%    | 21%       | 23%   | 27%   | 18%  | 2%               | 3%           | 8%           | 5%   | 7%           | 16%  | 12% | 23%  | 84%      | 9%        | 3%    | 5%  |
| NOT ANSWERED [POSTAL ONLY] | 73    | 38     | 34     | 1         | 1     | 4     | 59   | 18               | 10           | 8            | 9    | 6            | 5    | 11  | 39   | 57       | 6         | 7     | 2   |
|                            | 2%    | 3%     | 2%     | 4%        | 4%    | 4%    | 5%   | 9%               | 4%           | 2%           | 1%   | 1%           | 1%   | 2%  | 5%   | 2%       | 2%        | 5%    | 2%  |
|                            |       |        |        |           |       | cde   |      | hij              | j            | j            |      |              |      | kl  | klm  |          |           | or    |     |
|                            |       | 52%    | 47%    | 1%        | 1%    | 6%    | 80%  | 24%              | 13%          | 11%          | 12%  | 8%           | 6%   | 15% | 54%  | 78%      | 9%        | 10%   | 3%  |
| EVER                       | 1403  | 638    | 745    | 224       | 400   | 474   | 292  | 67               | 87           | 146          | 765  | 446          | 446  | 236 | 229  | 1162     | 137       | 69    | 35  |
|                            | 47%   | 46%    | 48%    | 77%       | 68%   | 51%   | 26%  | 35%              | 35%          | 40%          | 60%  | 56%          | 58%  | 47% | 31%  | 47%      | 51%       | 46%   | 39% |
|                            |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        | r         | r     |     |
|                            |       | 45%    | 53%    | 16%       | 29%   | 34%   | 21%  | 5%               | 6%           | 10%          | 55%  | 32%          | 32%  | 17% | 16%  | 83%      | 10%       | 5%    | 3%  |

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| AT LEAST ONCE A MONTH     | 1295  | 603    | 672    | 214       | 373   | 441   | 255  | 60               | 77           | 132          | 720  | 418          | 423  | 210 | 206  | 1071     | 129       | 63    | 32  |
|                           | 43%   | 43%    | 44%    | 73%       | 64%   | 47%   | 23%  | 31%              | 31%          | 36%          | 57%  | 52%          | 55%  | 41% | 28%  | 43%      | 48%       | 42%   | 36% |
|                           |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      | r        | r         |       |     |
|                           |       | 47%    | 52%    | 17%       | 29%   | 34%   | 20%  | 5%               | 6%           | 10%          | 56%  | 32%          | 33%  | 16% | 16%  | 83%      | 10%       | 5%    | 2%  |
| AT LEAST ONCE A WEEK      | 1165  | 548    | 599    | 204       | 351   | 395   | 205  | 54               | 68           | 120          | 646  | 364          | 392  | 191 | 187  | 961      | 116       | 58    | 30  |
|                           | 39%   | 39%    | 39%    | 70%       | 60%   | 42%   | 19%  | 28%              | 27%          | 33%          | 51%  | 46%          | 51%  | 38% | 26%  | 39%      | 43%       | 38%   | 33% |
|                           |       |        |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | kmn  | n   |      | r        | r         |       |     |
|                           |       | 47%    | 51%    | 17%       | 30%   | 34%   | 18%  | 5%               | 6%           | 10%          | 55%  | 31%          | 34%  | 16% | 16%  | 83%      | 10%       | 5%    | 3%  |

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                            |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%    |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| At least daily             | 666   | 108             | 86         | 51         | 53        | 49        | 45          | 56            | 29         | 74         | 594      | 72    | 493            | 163         | 295               | 371          |
|                            | 22%   | 30%             | 20%        | 20%        | 24%       | 17%       | 21%         | 23%           | 22%        | 21%        | 23%      | 17%   | 28%            | 14%         | 20%               | 25%          |
|                            |       | bcefg           |            |            | e         |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                            |       | 16%             | 13%        | 8%         | 8%        | 7%        | 7%          | 8%            | 4%         | 11%        | 89%      | 11%   | 74%            | 24%         | 44%               | 56%          |
| At least weekly            | 498   | 58              | 81         | 38         | 38        | 42        | 36          | 35            | 24         | 58         | 426      | 72    | 368            | 120         | 262               | 237          |
|                            | 17%   | 16%             | 19%        | 15%        | 17%       | 15%       | 17%         | 14%           | 18%        | 16%        | 16%      | 18%   | 21%            | 11%         | 18%               | 16%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       |                 | 12%        | 16%        | 8%        | 8%        | 7%          | 7%            | 5%         | 12%        | 85%      | 15%   | 74%            | 24%         | 53%               | 47%          |
| At least monthly           | 130   | 19              | 16         | 6          | 6         | 18        | 11          | 11            | 4          | 17         | 108      | 22    | 84             | 44          | 71                | 59           |
|                            | 4%    | 5%              | 4%         | 3%         | 3%        | 7%        | 5%          | 5%            | 3%         | 5%         | 4%       | 5%    | 5%             | 4%          | 5%                | 4%           |
|                            |       |                 |            |            |           | cd        |             |               |            |            |          |       |                |             |                   |              |
|                            |       |                 | 14%        | 13%        | 5%        | 4%        | 14%         | 8%            | 9%         | 3%         | 13%      | 83%   | 17%            | 64%         | 34%               | 55%          |
| Less than once a month     | 108   | 10              | 25         | 10         | 5         | 9         | 8           | 9             | 7          | 9          | 79       | 29    | 62             | 41          | 59                | 49           |
|                            | 4%    | 3%              | 6%         | 4%         | 2%        | 3%        | 4%          | 4%            | 6%         | 2%         | 3%       | 7%    | 4%             | 4%          | 4%                | 3%           |
|                            |       |                 | di         |            |           |           |             |               | di         |            |          | j     |                |             |                   |              |
|                            |       |                 | 9%         | 23%        | 9%        | 4%        | 8%          | 7%            | 8%         | 7%         | 8%       | 73%   | 27%            | 57%         | 38%               | 45%          |
| Never                      | 1450  | 153             | 201        | 134        | 116       | 140       | 97          | 119           | 64         | 185        | 1249     | 201   | 706            | 680         | 737               | 713          |
|                            | 48%   | 43%             | 46%        | 53%        | 53%       | 50%       | 46%         | 50%           | 48%        | 51%        | 48%      | 49%   | 40%            | 60%         | 49%               | 47%          |
|                            |       |                 | a          | a          |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                            |       |                 | 11%        | 14%        | 9%        | 8%        | 10%         | 7%            | 8%         | 4%         | 13%      | 86%   | 14%            | 49%         | 47%               | 51%          |
| Don't know                 | 74    | 5               | 17         | 4          | 2         | 11        | 6           | 4             | 2          | 10         | 66       | 9     | 25             | 25          | 27                | 47           |
|                            | 2%    | 2%              | 4%         | 2%         | 1%        | 4%        | 3%          | 2%            | 2%         | 3%         | 3%       | 2%    | 1%             | 2%          | 2%                | 3%           |
|                            |       |                 | d          |            |           | d         |             |               |            |            |          |       |                |             | n                 |              |
|                            |       |                 | 7%         | 22%        | 6%        | 3%        | 15%         | 8%            | 6%         | 3%         | 13%      | 89%   | 11%            | 33%         | 33%               | 63%          |
| NOT ANSWERED [POSTAL ONLY] | 73    | 6               | 9          | 8          | -         | 12        | 6           | 6             | 1          | 9          | 65       | 8     | 7              | 59          | 38                | 35           |
|                            | 2%    | 2%              | 2%         | 3%         | -%        | 4%        | 3%          | 3%            | 1%         | 2%         | 3%       | 2%    | *%             | 5%          | 3%                | 2%           |
|                            |       | d               | d          | d          |           | adh       | d           | d             |            | d          |          |       | l              |             |                   |              |
|                            |       |                 | 8%         | 13%        | 11%       | -%        | 16%         | 8%            | 9%         | 2%         | 12%      | 88%   | 12%            | 10%         | 81%               | 48%          |
| EVER                       | 1403  | 194             | 208        | 106        | 102       | 118       | 100         | 111           | 64         | 158        | 1208     | 195   | 1006           | 367         | 687               | 715          |
|                            | 47%   | 54%             | 48%        | 42%        | 46%       | 42%       | 48%         | 46%           | 49%        | 44%        | 47%      | 47%   | 58%            | 32%         | 46%               | 47%          |
|                            |       | cdegi           |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       |                 | 14%        | 15%        | 8%        | 7%        | 8%          | 7%            | 5%         | 11%        | 86%      | 14%   | 72%            | 26%         | 49%               | 51%          |

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| AT LEAST ONCE A MONTH     | 1295  | 185             | 184        | 96         | 97        | 110       | 92          | 102           | 57         | 150        | 1129     | 166   | 945            | 327         | 628               | 667          |
|                           | 43%   | 51%             | 42%        | 38%        | 44%       | 39%       | 44%         | 42%           | 43%        | 41%        | 44%      | 40%   | 54%            | 29%         | 42%               | 44%          |
|                           |       | bceghi          |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 14%             | 14%        | 7%         | 7%        | 8%        | 7%          | 8%            | 4%         | 12%        | 87%      | 13%   | 73%            | 25%         | 49%               | 51%          |
| AT LEAST ONCE A WEEK      | 1165  | 166             | 167        | 89         | 91        | 91        | 81          | 91            | 52         | 132        | 1020     | 144   | 861            | 283         | 557               | 608          |
|                           | 39%   | 46%             | 38%        | 36%        | 42%       | 32%       | 39%         | 38%           | 40%        | 37%        | 39%      | 35%   | 49%            | 25%         | 37%               | 40%          |
|                           |       | bcegi           |            |            | e         |           |             |               |            |            | k        |       | m              |             |                   |              |
|                           |       | 14%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 74%            | 24%         | 48%               | 52%          |

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

|                            | Total | TV SERVICES     |                 |                  |      |                          |                   |
|----------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%    |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total           | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample  | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                      | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                            |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| At least daily             | 666   | 328             | 230             | 553              | 638  | 397                      | 662               |
|                            | 22%   | 23%             | 18%             | 25%              | 28%  | 33%                      | 23%               |
|                            |       | b               |                 | b                | abcf | abcdf                    | b                 |
|                            |       | 49%             | 34%             | 83%              | 96%  | 60%                      | 99%               |
| At least weekly            | 498   | 268             | 207             | 444              | 462  | 243                      | 494               |
|                            | 17%   | 19%             | 16%             | 20%              | 21%  | 20%                      | 17%               |
|                            |       | b               |                 | bf               | bf   | bf                       |                   |
|                            |       | 54%             | 42%             | 89%              | 93%  | 49%                      | 99%               |
| At least monthly           | 130   | 71              | 59              | 110              | 117  | 55                       | 127               |
|                            | 4%    | 5%              | 5%              | 5%               | 5%   | 5%                       | 4%                |
|                            |       | 55%             | 46%             | 85%              | 90%  | 42%                      | 98%               |
| Less than once a month     | 108   | 68              | 41              | 87               | 91   | 40                       | 104               |
|                            | 4%    | 5%              | 3%              | 4%               | 4%   | 3%                       | 4%                |
|                            |       | bef             |                 |                  |      |                          |                   |
|                            |       | 63%             | 38%             | 81%              | 84%  | 37%                      | 97%               |
| Never                      | 1450  | 626             | 678             | 984              | 893  | 458                      | 1349              |
|                            | 48%   | 45%             | 53%             | 44%              | 40%  | 38%                      | 48%               |
|                            |       | de              | acdef           | de               |      |                          | cde               |
|                            |       | 43%             | 47%             | 68%              | 62%  | 32%                      | 93%               |
| Don't know                 | 74    | 12              | 13              | 21               | 28   | 14                       | 34                |
|                            | 2%    | 1%              | 1%              | 1%               | 1%   | 1%                       | 1%                |
|                            |       | 17%             | 17%             | 28%              | 37%  | 18%                      | 46%               |
| NOT ANSWERED [POSTAL ONLY] | 73    | 22              | 42              | 28               | 15   | 9                        | 61                |
|                            | 2%    | 2%              | 3%              | 1%               | 1%   | 1%                       | 2%                |
|                            |       | de              | acdef           | d                |      |                          | cde               |
|                            |       | 30%             | 58%             | 39%              | 20%  | 12%                      | 83%               |
| EVER                       | 1403  | 736             | 537             | 1195             | 1308 | 734                      | 1387              |
|                            | 47%   | 53%             | 42%             | 54%              | 58%  | 60%                      | 49%               |
|                            |       | bf              |                 | bf               | abcf | abcf                     | b                 |
|                            |       | 52%             | 38%             | 85%              | 93%  | 52%                      | 99%               |

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



QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                           |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |                          |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| AT LEAST ONCE A MONTH     | 1295  | 667             | 496             | 1108             | 1217 | 694                      | 1283              |
|                           | 43%   | 48%             | 39%             | 50%              | 54%  | 57%                      | 45%               |
|                           |       | b               |                 | bf               | abcf | abcf                     | b                 |
|                           |       | 52%             | 38%             | 86%              | 94%  | 54%                      | 99%               |
| AT LEAST ONCE A WEEK      | 1165  | 596             | 437             | 997              | 1101 | 640                      | 1156              |
|                           | 39%   | 43%             | 34%             | 45%              | 49%  | 53%                      | 41%               |
|                           |       | b               |                 | bf               | abcf | abcdf                    | b                 |
|                           |       | 51%             | 37%             | 86%              | 94%  | 55%                      | 99%               |

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| At least daily             | 305   | 152    | 149    | 63        | 94    | 107   | 38   | 24               | 20           | 39           | 136  | 79           | 87   | 50  | 76   | 249      | 32        | 15    | 9   |
|                            | 10%   | 11%    | 10%    | 22%       | 16%   | 11%   | 3%   | 13%              | 8%           | 11%          | 11%  | 10%          | 11%  | 10% | 10%  | 10%      | 12%       | 10%   | 10% |
|                            |       |        |        | def       | ef    | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 50%    | 49%    | 21%       | 31%   | 35%   | 12%  | 8%               | 7%           | 13%          | 45%  | 26%          | 29%  | 16% | 25%  | 82%      | 11%       | 5%    | 3%  |
| At least weekly            | 359   | 176    | 179    | 30        | 86    | 144   | 94   | 15               | 27           | 54           | 161  | 98           | 100  | 70  | 74   | 298      | 31        | 18    | 12  |
|                            | 12%   | 13%    | 12%    | 10%       | 15%   | 15%   | 8%   | 8%               | 11%          | 15%          | 13%  | 12%          | 13%  | 14% | 10%  | 12%      | 11%       | 12%   | 13% |
|                            |       |        |        | cf        | cf    | cf    |      |                  |              | g            | g    |              | n    | n   |      |          |           |       |     |
|                            |       | 49%    | 50%    | 8%        | 24%   | 40%   | 26%  | 4%               | 7%           | 15%          | 45%  | 27%          | 28%  | 20% | 21%  | 83%      | 9%        | 5%    | 3%  |
| At least monthly           | 197   | 87     | 108    | 24        | 47    | 62    | 59   | 10               | 18           | 22           | 85   | 60           | 49   | 42  | 37   | 160      | 23        | 10    | 4   |
|                            | 7%    | 6%     | 7%     | 8%        | 8%    | 7%    | 5%   | 5%               | 7%           | 6%           | 7%   | 8%           | 6%   | 8%  | 5%   | 6%       | 9%        | 7%    | 4%  |
|                            |       |        |        | f         | f     |       |      |                  |              |              |      | n            |      | n   |      | r        | r         |       |     |
|                            |       | 44%    | 55%    | 12%       | 24%   | 31%   | 30%  | 5%               | 9%           | 11%          | 43%  | 31%          | 25%  | 22% | 19%  | 81%      | 12%       | 5%    | 2%  |
| Less than once a month     | 253   | 118    | 132    | 17        | 45    | 92    | 97   | 18               | 20           | 33           | 121  | 66           | 74   | 52  | 50   | 203      | 28        | 14    | 8   |
|                            | 8%    | 8%     | 9%     | 6%        | 8%    | 10%   | 9%   | 9%               | 8%           | 9%           | 10%  | 8%           | 10%  | 10% | 7%   | 8%       | 10%       | 9%    | 9%  |
|                            |       |        |        | c         |       |       |      |                  |              |              |      |              | n    | n   |      |          |           |       |     |
|                            |       | 47%    | 52%    | 7%        | 18%   | 36%   | 38%  | 7%               | 8%           | 13%          | 48%  | 26%          | 29%  | 20% | 20%  | 80%      | 11%       | 5%    | 3%  |
| Never                      | 1707  | 774    | 895    | 134       | 293   | 498   | 741  | 107              | 150          | 199          | 735  | 470          | 438  | 267 | 428  | 1430     | 144       | 82    | 51  |
|                            | 57%   | 55%    | 58%    | 46%       | 50%   | 53%   | 67%  | 55%              | 60%          | 55%          | 58%  | 59%          | 57%  | 53% | 59%  | 57%      | 53%       | 55%   | 57% |
|                            |       |        |        | c         |       | c     | cde  |                  |              |              |      | m            |      |     | m    |          |           |       |     |
|                            |       | 45%    | 52%    | 8%        | 17%   | 29%   | 43%  | 6%               | 9%           | 12%          | 43%  | 28%          | 26%  | 16% | 25%  | 84%      | 8%        | 5%    | 3%  |
| Don't know                 | 112   | 53     | 47     | 23        | 21    | 33    | 25   | 3                | 7            | 9            | 21   | 17           | 18   | 16  | 29   | 98       | 5         | 4     | 4   |
|                            | 4%    | 4%     | 3%     | 8%        | 4%    | 3%    | 2%   | 1%               | 3%           | 3%           | 2%   | 2%           | 2%   | 3%  | 4%   | 4%       | 2%        | 3%    | 5%  |
|                            |       |        |        | def       |       |       |      |                  |              |              |      |              |      |     | kl   |          |           |       | p   |
|                            |       | 47%    | 42%    | 20%       | 19%   | 29%   | 22%  | 2%               | 6%           | 8%           | 19%  | 15%          | 16%  | 14% | 26%  | 88%      | 5%        | 4%    | 4%  |
| NOT ANSWERED [POSTAL ONLY] | 68    | 35     | 33     | -         | *     | 3     | 57   | 16               | 9            | 7            | 9    | 6            | 4    | 9   | 37   | 52       | 7         | 7     | 2   |
|                            | 2%    | 3%     | 2%     | -%        | *%    | *%    | 5%   | 8%               | 4%           | 2%           | 1%   | 1%           | 1%   | 2%  | 5%   | 2%       | 2%        | 5%    | 2%  |
|                            |       |        |        |           |       |       | cde  | hij              | j            | j            |      |              |      | l   | klm  |          |           | or    |     |
|                            |       | 52%    | 48%    | -%        | 1%    | 4%    | 83%  | 24%              | 13%          | 11%          | 13%  | 9%           | 6%   | 14% | 54%  | 77%      | 10%       | 11%   | 3%  |
| EVER                       | 1113  | 534    | 567    | 134       | 271   | 404   | 288  | 68               | 86           | 147          | 504  | 304          | 310  | 215 | 237  | 910      | 114       | 56    | 33  |
|                            | 37%   | 38%    | 37%    | 46%       | 46%   | 43%   | 26%  | 35%              | 34%          | 41%          | 40%  | 38%          | 40%  | 42% | 32%  | 37%      | 42%       | 37%   | 36% |
|                            |       |        |        | f         | f     | f     |      |                  |              |              |      | n            | n    | n   |      |          | o         |       |     |
|                            |       | 48%    | 51%    | 12%       | 24%   | 36%   | 26%  | 6%               | 8%           | 13%          | 45%  | 27%          | 28%  | 19% | 21%  | 82%      | 10%       | 5%    | 3%  |

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| AT LEAST ONCE A MONTH     | 860   | 415    | 435    | 118       | 227   | 312   | 191  | 50               | 65           | 114          | 383  | 238          | 236  | 163 | 187  | 707      | 86        | 43    | 24  |
|                           | 29%   | 30%    | 28%    | 40%       | 39%   | 33%   | 17%  | 26%              | 26%          | 32%          | 30%  | 30%          | 31%  | 32% | 26%  | 28%      | 32%       | 28%   | 27% |
|                           |       |        |        | ef        | ef    | f     |      |                  |              |              |      | n            | n    | n   |      |          |           |       |     |
|                           |       | 48%    | 51%    | 14%       | 26%   | 36%   | 22%  | 6%               | 8%           | 13%          | 44%  | 28%          | 27%  | 19% | 22%  | 82%      | 10%       | 5%    | 3%  |
| AT LEAST ONCE A WEEK      | 664   | 328    | 327    | 93        | 180   | 251   | 132  | 40               | 47           | 93           | 298  | 178          | 187  | 121 | 151  | 547      | 63        | 32    | 21  |
|                           | 22%   | 24%    | 21%    | 32%       | 31%   | 27%   | 12%  | 20%              | 19%          | 26%          | 23%  | 22%          | 24%  | 24% | 21%  | 22%      | 23%       | 22%   | 23% |
|                           |       |        |        | ef        | f     | f     |      |                  |              | h            |      |              | n    |     |      |          |           |       |     |
|                           |       | 49%    | 49%    | 14%       | 27%   | 38%   | 20%  | 6%               | 7%           | 14%          | 45%  | 27%          | 28%  | 18% | 23%  | 82%      | 10%       | 5%    | 3%  |

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| At least daily             | 305   | 36              | 51         | 22         | 18        | 26        | 23          | 28            | 13         | 33         | 265      | 40    | 201            | 94          | 128               | 176          |
|                            | 10%   | 10%             | 12%        | 9%         | 8%        | 9%        | 11%         | 12%           | 10%        | 9%         | 10%      | 10%   | 12%            | 8%          | 9%                | 12%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   | n            |
|                            |       | 12%             | 17%        | 7%         | 6%        | 8%        | 7%          | 9%            | 4%         | 11%        | 87%      | 13%   | 66%            | 31%         | 42%               | 58%          |
| At least weekly            | 359   | 56              | 51         | 24         | 30        | 29        | 22          | 27            | 20         | 39         | 314      | 45    | 247            | 103         | 161               | 198          |
|                            | 12%   | 16%             | 12%        | 10%        | 14%       | 10%       | 10%         | 11%           | 15%        | 11%        | 12%      | 11%   | 14%            | 9%          | 11%               | 13%          |
|                            |       | cef             |            |            |           |           |             |               |            |            |          |       | m              |             |                   | n            |
|                            |       | 16%             | 14%        | 7%         | 8%        | 8%        | 6%          | 8%            | 5%         | 11%        | 88%      | 12%   | 69%            | 29%         | 45%               | 55%          |
| At least monthly           | 197   | 21              | 29         | 18         | 10        | 25        | 17          | 14            | 5          | 21         | 161      | 35    | 123            | 67          | 95                | 102          |
|                            | 7%    | 6%              | 7%         | 7%         | 4%        | 9%        | 8%          | 6%            | 4%         | 6%         | 6%       | 9%    | 7%             | 6%          | 6%                | 7%           |
|                            |       |                 |            |            |           | dh        | h           |               |            |            |          | j     |                |             |                   |              |
|                            |       | 11%             | 15%        | 9%         | 5%        | 13%       | 8%          | 7%            | 3%         | 10%        | 82%      | 18%   | 62%            | 34%         | 48%               | 52%          |
| Less than once a month     | 253   | 18              | 40         | 24         | 25        | 24        | 20          | 12            | 11         | 29         | 208      | 45    | 154            | 93          | 134               | 119          |
|                            | 8%    | 5%              | 9%         | 9%         | 11%       | 9%        | 9%          | 5%            | 8%         | 8%         | 8%       | 11%   | 9%             | 8%          | 9%                | 8%           |
|                            |       |                 | ag         | ag         | ag        |           | ag          |               |            |            |          | j     |                |             |                   |              |
|                            |       | 7%              | 16%        | 9%         | 10%       | 10%       | 8%          | 5%            | 4%         | 11%        | 82%      | 18%   | 61%            | 37%         | 53%               | 47%          |
| Never                      | 1707  | 212             | 236        | 149        | 133       | 149       | 113         | 145           | 78         | 216        | 1480     | 227   | 966            | 682         | 887               | 820          |
|                            | 57%   | 59%             | 54%        | 59%        | 60%       | 53%       | 54%         | 60%           | 59%        | 60%        | 57%      | 55%   | 55%            | 60%         | 60%               | 54%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             | o                 |              |
|                            |       | 12%             | 14%        | 9%         | 8%        | 9%        | 7%          | 8%            | 5%         | 13%        | 87%      | 13%   | 57%            | 40%         | 52%               | 48%          |
| Don't know                 | 112   | 12              | 18         | 7          | 5         | 18        | 10          | 8             | 4          | 16         | 101      | 11    | 49             | 35          | 47                | 65           |
|                            | 4%    | 3%              | 4%         | 3%         | 2%        | 6%        | 5%          | 3%            | 3%         | 5%         | 4%       | 3%    | 3%             | 3%          | 3%                | 4%           |
|                            |       |                 |            |            |           | cdh       |             |               |            |            |          |       |                |             |                   |              |
|                            |       | 11%             | 16%        | 6%         | 4%        | 16%       | 9%          | 7%            | 3%         | 15%        | 90%      | 10%   | 44%            | 31%         | 42%               | 58%          |
| NOT ANSWERED [POSTAL ONLY] | 68    | 3               | 9          | 8          | -         | 11        | 5           | 6             | 1          | 8          | 60       | 8     | 4              | 57          | 37                | 31           |
|                            | 2%    | 1%              | 2%         | 3%         | -%        | 4%        | 3%          | 2%            | 1%         | 2%         | 2%       | 2%    | *%             | 5%          | 2%                | 2%           |
|                            |       |                 | d          | ad         |           | adh       | d           | d             |            | d          |          |       | l              |             |                   |              |
|                            |       | 4%              | 14%        | 12%        | -%        | 16%       | 8%          | 9%            | 2%         | 12%        | 88%      | 12%   | 6%             | 84%         | 54%               | 46%          |
| EVER                       | 1113  | 133             | 171        | 88         | 82        | 104       | 81          | 82            | 48         | 121        | 948      | 165   | 725            | 358         | 518               | 595          |
|                            | 37%   | 37%             | 39%        | 35%        | 38%       | 37%       | 39%         | 34%           | 37%        | 33%        | 37%      | 40%   | 42%            | 32%         | 35%               | 39%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   | n            |
|                            |       | 12%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 85%      | 15%   | 65%            | 32%         | 47%               | 53%          |

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| AT LEAST ONCE A MONTH     | 860   | 114             | 131        | 64         | 57        | 80        | 61          | 69            | 38         | 92         | 740      | 120   | 571            | 265         | 385               | 476          |
|                           | 29%   | 32%             | 30%        | 26%        | 26%       | 28%       | 29%         | 29%           | 28%        | 26%        | 29%      | 29%   | 33%            | 23%         | 26%               | 31%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   | n            |
|                           |       | 13%             | 15%        | 7%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 66%            | 31%         | 45%               | 55%          |
| AT LEAST ONCE A WEEK      | 664   | 93              | 102        | 46         | 48        | 55        | 44          | 55            | 32         | 72         | 579      | 85    | 448            | 197         | 289               | 374          |
|                           | 22%   | 26%             | 24%        | 18%        | 22%       | 20%       | 21%         | 23%           | 24%        | 20%        | 22%      | 21%   | 26%            | 17%         | 19%               | 25%          |
|                           |       | c               |            |            |           |           |             |               |            |            |          |       | m              |             |                   | n            |
|                           |       | 14%             | 15%        | 7%         | 7%        | 8%        | 7%          | 8%            | 5%         | 11%        | 87%      | 13%   | 68%            | 30%         | 44%               | 56%          |

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

**QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)**

Base : All respondents

|                            | Total | TV SERVICES  |              |               |      |                   |               |
|----------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                            |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
| Significance Level: 95%    |       | a            | b            | c             | d    | e                 | f             |
| Unweighted total           | 5233  | 2461         | 2214         | 3966          | 3991 | 2172              | 5004          |
| Effective Weighted Sample  | 3539  | 1661         | 1497         | 2748          | 2752 | 1500              | 3413          |
| Total                      | 3000  | 1396         | 1269         | 2228          | 2243 | 1215              | 2832          |
|                            |       | 47%          | 42%          | 74%           | 75%  | 41%               | 94%           |
| At least daily             | 305   | 148          | 110          | 240           | 280  | 165               | 298           |
|                            | 10%   | 11%          | 9%           | 11%           | 12%  | 14%               | 11%           |
|                            |       |              |              | b             | bcf  | abcf              | b             |
|                            |       | 48%          | 36%          | 79%           | 92%  | 54%               | 98%           |
| At least weekly            | 359   | 170          | 157          | 293           | 302  | 186               | 355           |
|                            | 12%   | 12%          | 12%          | 13%           | 13%  | 15%               | 13%           |
|                            |       |              |              |               |      | abf               |               |
|                            |       | 47%          | 44%          | 82%           | 84%  | 52%               | 99%           |
| At least monthly           | 197   | 98           | 81           | 156           | 166  | 96                | 190           |
|                            | 7%    | 7%           | 6%           | 7%            | 7%   | 8%                | 7%            |
|                            |       | 50%          | 41%          | 79%           | 84%  | 49%               | 97%           |
| Less than once a month     | 253   | 137          | 106          | 208           | 205  | 101               | 250           |
|                            | 8%    | 10%          | 8%           | 9%            | 9%   | 8%                | 9%            |
|                            |       | 54%          | 42%          | 82%           | 81%  | 40%               | 99%           |
| Never                      | 1707  | 788          | 746          | 1258          | 1217 | 634               | 1613          |
|                            | 57%   | 56%          | 59%          | 56%           | 54%  | 52%               | 57%           |
|                            |       | e            | de           | e             |      |                   | de            |
|                            |       | 46%          | 44%          | 74%           | 71%  | 37%               | 94%           |
| Don't know                 | 112   | 37           | 29           | 49            | 60   | 27                | 71            |
|                            | 4%    | 3%           | 2%           | 2%            | 3%   | 2%                | 3%            |
|                            |       | 33%          | 26%          | 43%           | 54%  | 24%               | 63%           |
| NOT ANSWERED [POSTAL ONLY] | 68    | 18           | 40           | 24            | 13   | 7                 | 56            |
|                            | 2%    | 1%           | 3%           | 1%            | 1%   | 1%                | 2%            |
|                            |       | de           | acdef        | d             |      |                   | cde           |
|                            |       | 27%          | 58%          | 35%           | 19%  | 10%               | 82%           |
| EVER                       | 1113  | 553          | 455          | 897           | 952  | 548               | 1092          |
|                            | 37%   | 40%          | 36%          | 40%           | 42%  | 45%               | 39%           |
|                            |       | b            |              | b             | bf   | abcf              |               |
|                            |       | 50%          | 41%          | 81%           | 86%  | 49%               | 98%           |
| AT LEAST ONCE A MONTH      | 860   | 416          | 348          | 689           | 747  | 447               | 843           |
|                            | 29%   | 30%          | 27%          | 31%           | 33%  | 37%               | 30%           |
|                            |       |              |              | b             | abf  | abcdf             |               |
|                            |       | 48%          | 40%          | 80%           | 87%  | 52%               | 98%           |

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |               |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| AT LEAST ONCE A WEEK      | 664   | 318             | 267             | 533              | 582  | 351           | 653               |
|                           | 22%   | 23%             | 21%             | 24%              | 26%  | 29%           | 23%               |
|                           |       |                 |                 | b                | abf  | abcdf         |                   |
|                           |       | 48%             | 40%             | 80%              | 88%  | 53%           | 98%               |

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

QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| At least daily             | 91    | 45     | 45     | 9         | 28    | 32    | 22   | 5                | 10           | 14           | 46   | 34           | 25   | 16  | 13   | 75       | 9         | 4     | 2   |
|                            | 3%    | 3%     | 3%     | 3%        | 5%    | 3%    | 2%   | 2%               | 4%           | 4%           | 4%   | 4%           | 3%   | 3%  | 2%   | 3%       | 3%        | 3%    | 3%  |
|                            |       |        |        |           | f     | f     |      |                  |              |              |      | n            | n    |     |      |          |           |       |     |
|                            |       | 50%    | 50%    | 10%       | 30%   | 35%   | 25%  | 5%               | 11%          | 16%          | 51%  | 38%          | 27%  | 18% | 14%  | 83%      | 10%       | 4%    | 3%  |
| At least weekly            | 120   | 52     | 66     | 11        | 32    | 45    | 31   | 6                | 3            | 17           | 67   | 42           | 35   | 14  | 25   | 102      | 11        | 5     | 3   |
|                            | 4%    | 4%     | 4%     | 4%        | 5%    | 5%    | 3%   | 3%               | 1%           | 5%           | 5%   | 5%           | 5%   | 3%  | 3%   | 4%       | 4%        | 3%    | 4%  |
|                            |       |        |        |           | f     | f     |      |                  |              | h            | h    | m            |      |     |      |          |           |       |     |
|                            |       | 43%    | 55%    | 9%        | 27%   | 37%   | 26%  | 5%               | 3%           | 14%          | 55%  | 35%          | 29%  | 11% | 21%  | 84%      | 9%        | 4%    | 3%  |
| At least monthly           | 124   | 49     | 72     | 16        | 36    | 46    | 25   | 6                | 7            | 18           | 64   | 42           | 39   | 15  | 19   | 107      | 6         | 8     | 4   |
|                            | 4%    | 4%     | 5%     | 5%        | 6%    | 5%    | 2%   | 3%               | 3%           | 5%           | 5%   | 5%           | 5%   | 3%  | 3%   | 4%       | 2%        | 5%    | 4%  |
|                            |       |        |        | f         | f     | f     |      |                  |              |              |      | n            | n    |     |      |          |           | p     |     |
|                            |       | 40%    | 58%    | 13%       | 29%   | 37%   | 20%  | 5%               | 5%           | 14%          | 51%  | 34%          | 31%  | 12% | 16%  | 86%      | 5%        | 6%    | 3%  |
| Less than once a month     | 290   | 124    | 162    | 39        | 66    | 116   | 65   | 16               | 18           | 32           | 151  | 100          | 107  | 37  | 35   | 243      | 23        | 15    | 9   |
|                            | 10%   | 9%     | 11%    | 13%       | 11%   | 12%   | 6%   | 8%               | 7%           | 9%           | 12%  | 13%          | 14%  | 7%  | 5%   | 10%      | 9%        | 10%   | 10% |
|                            |       |        |        | f         | f     | f     |      |                  |              |              | h    | mn           | mn   |     |      |          |           |       |     |
|                            |       | 43%    | 56%    | 13%       | 23%   | 40%   | 23%  | 5%               | 6%           | 11%          | 52%  | 35%          | 37%  | 13% | 12%  | 84%      | 8%        | 5%    | 3%  |
| Never                      | 2219  | 1042   | 1140   | 198       | 408   | 669   | 899  | 142              | 201          | 266          | 925  | 567          | 548  | 401 | 580  | 1833     | 210       | 110   | 66  |
|                            | 74%   | 75%    | 74%    | 68%       | 69%   | 71%   | 81%  | 73%              | 80%          | 73%          | 73%  | 71%          | 71%  | 79% | 79%  | 74%      | 78%       | 73%   | 74% |
|                            |       |        |        |           |       |       | cde  |                  | ij           |              |      |              |      | kl  | kl   |          |           |       |     |
|                            |       | 47%    | 51%    | 9%        | 18%   | 30%   | 41%  | 6%               | 9%           | 12%          | 42%  | 26%          | 25%  | 18% | 26%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                 | 82    | 45     | 21     | 19        | 16    | 27    | 9    | 2                | 2            | 7            | 7    | 6            | 13   | 12  | 20   | 73       | 4         | 2     | 3   |
|                            | 3%    | 3%     | 1%     | 7%        | 3%    | 3%    | 1%   | 1%               | 1%           | 2%           | 1%   | 1%           | 2%   | 2%  | 3%   | 3%       | 2%        | 1%    | 3%  |
|                            |       | b      |        | def       | f     | f     |      |                  |              | j            |      |              | k    | k   | k    |          |           |       |     |
|                            |       | 55%    | 26%    | 23%       | 20%   | 33%   | 10%  | 2%               | 3%           | 9%           | 8%   | 7%           | 16%  | 15% | 24%  | 89%      | 5%        | 3%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 73    | 38     | 35     | -         | 1     | 4     | 59   | 18               | 10           | 8            | 9    | 6            | 5    | 11  | 39   | 57       | 7         | 7     | 3   |
|                            | 2%    | 3%     | 2%     | -%        | *%    | *%    | 5%   | 9%               | 4%           | 2%           | 1%   | 1%           | 1%   | 2%  | 5%   | 2%       | 2%        | 5%    | 3%  |
|                            |       |        |        |           |       |       | cde  | hij              | j            | j            |      |              |      | kl  | klm  |          |           | o     |     |
|                            |       | 52%    | 48%    | -%        | 1%    | 6%    | 81%  | 24%              | 13%          | 11%          | 12%  | 9%           | 6%   | 15% | 53%  | 77%      | 9%        | 10%   | 4%  |
| EVER                       | 625   | 270    | 346    | 75        | 162   | 238   | 144  | 32               | 38           | 81           | 327  | 218          | 205  | 82  | 93   | 526      | 50        | 31    | 18  |
|                            | 21%   | 19%    | 22%    | 26%       | 28%   | 25%   | 13%  | 17%              | 15%          | 22%          | 26%  | 27%          | 27%  | 16% | 13%  | 21%      | 18%       | 21%   | 20% |
|                            |       | a      |        | f         | f     | f     |      |                  |              | h            | gh   | mn           | mn   |     |      |          |           |       |     |
|                            |       | 43%    | 55%    | 12%       | 26%   | 38%   | 23%  | 5%               | 6%           | 13%          | 52%  | 35%          | 33%  | 13% | 15%  | 84%      | 8%        | 5%    | 3%  |

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



QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| AT LEAST ONCE A MONTH     | 335   | 147    | 184    | 36        | 95    | 122   | 78   | 17               | 20           | 49           | 177  | 118          | 98   | 45  | 58   | 283      | 26        | 16    | 9   |
|                           | 11%   | 11%    | 12%    | 12%       | 16%   | 13%   | 7%   | 9%               | 8%           | 14%          | 14%  | 15%          | 13%  | 9%  | 8%   | 11%      | 10%       | 11%   | 10% |
|                           |       |        |        | f         | f     | f     |      |                  |              | h            | gh   | mn           | mn   |     |      |          |           |       |     |
|                           |       | 44%    | 55%    | 11%       | 28%   | 36%   | 23%  | 5%               | 6%           | 15%          | 53%  | 35%          | 29%  | 13% | 17%  | 85%      | 8%        | 5%    | 3%  |
| AT LEAST ONCE A WEEK      | 211   | 97     | 111    | 20        | 60    | 76    | 53   | 10               | 13           | 32           | 113  | 76           | 60   | 30  | 38   | 177      | 20        | 9     | 6   |
|                           | 7%    | 7%     | 7%     | 7%        | 10%   | 8%    | 5%   | 5%               | 5%           | 9%           | 9%   | 10%          | 8%   | 6%  | 5%   | 7%       | 7%        | 6%    | 6%  |
|                           |       |        |        | f         | f     | f     |      |                  |              |              | h    | mn           | n    |     |      |          |           |       |     |
|                           |       | 46%    | 53%    | 10%       | 28%   | 36%   | 25%  | 5%               | 6%           | 15%          | 53%  | 36%          | 28%  | 14% | 18%  | 84%      | 9%        | 4%    | 3%  |

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

**QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)**

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| At least daily             | 91    | 6               | 15         | 6          | 9         | 6         | 7           | 6             | 6          | 13         | 78       | 12    | 64             | 25          | 48                | 43           |
|                            | 3%    | 2%              | 3%         | 3%         | 4%        | 2%        | 3%          | 2%            | 4%         | 4%         | 3%       | 3%    | 4%             | 2%          | 3%                | 3%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       | 7%              | 17%        | 7%         | 10%       | 7%        | 8%          | 6%            | 6%         | 15%        | 86%      | 14%   | 71%            | 28%         | 53%               | 47%          |
| At least weekly            | 120   | 15              | 23         | 10         | 8         | 9         | 9           | 12            | 4          | 11         | 103      | 18    | 87             | 32          | 57                | 63           |
|                            | 4%    | 4%              | 5%         | 4%         | 4%        | 3%        | 4%          | 5%            | 3%         | 3%         | 4%       | 4%    | 5%             | 3%          | 4%                | 4%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       | 13%             | 19%        | 8%         | 7%        | 8%        | 7%          | 10%           | 4%         | 9%         | 85%      | 15%   | 72%            | 26%         | 47%               | 53%          |
| At least monthly           | 124   | 15              | 20         | 11         | 11        | 10        | 12          | 11            | 5          | 12         | 110      | 15    | 85             | 33          | 56                | 68           |
|                            | 4%    | 4%              | 5%         | 4%         | 5%        | 3%        | 6%          | 5%            | 4%         | 3%         | 4%       | 4%    | 5%             | 3%          | 4%                | 5%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       | 12%             | 16%        | 9%         | 8%        | 8%        | 10%         | 9%            | 4%         | 10%        | 88%      | 12%   | 69%            | 27%         | 45%               | 55%          |
| Less than once a month     | 290   | 43              | 42         | 36         | 20        | 27        | 20          | 16            | 8          | 31         | 247      | 43    | 195            | 88          | 146               | 145          |
|                            | 10%   | 12%             | 10%        | 14%        | 9%        | 10%       | 9%          | 6%            | 6%         | 9%         | 10%      | 10%   | 11%            | 8%          | 10%               | 10%          |
|                            |       | gh              |            | ghi        |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       | 15%             | 15%        | 12%        | 7%        | 9%        | 7%          | 5%            | 3%         | 11%        | 85%      | 15%   | 67%            | 30%         | 50%               | 50%          |
| Never                      | 2219  | 264             | 309        | 178        | 169       | 204       | 147         | 186           | 106        | 271        | 1910     | 309   | 1274           | 870         | 1113              | 1106         |
|                            | 74%   | 74%             | 71%        | 71%        | 77%       | 72%       | 70%         | 77%           | 81%        | 75%        | 74%      | 75%   | 73%            | 77%         | 75%               | 73%          |
|                            |       |                 |            |            |           |           |             | f             | abcef      |            |          |       | l              |             |                   |              |
|                            |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 57%            | 39%         | 50%               | 50%          |
| Don't know                 | 82    | 10              | 15         | 4          | 2         | 13        | 8           | 4             | 1          | 15         | 75       | 7     | 32             | 24          | 31                | 51           |
|                            | 3%    | 3%              | 4%         | 1%         | 1%        | 5%        | 4%          | 2%            | 1%         | 4%         | 3%       | 2%    | 2%             | 2%          | 2%                | 3%           |
|                            |       |                 | dh         |            |           | cdgh      | dh          |               |            | cdh        |          |       |                |             | n                 |              |
|                            |       | 13%             | 19%        | 4%         | 3%        | 16%       | 9%          | 5%            | 2%         | 18%        | 91%      | 9%    | 39%            | 29%         | 38%               | 62%          |
| NOT ANSWERED [POSTAL ONLY] | 73    | 5               | 9          | 8          | -         | 12        | 6           | 6             | 1          | 9          | 65       | 9     | 6              | 59          | 38                | 35           |
|                            | 2%    | 1%              | 2%         | 3%         | -%        | 4%        | 3%          | 3%            | 1%         | 2%         | 2%       | 2%    | *%             | 5%          | 3%                | 2%           |
|                            |       | d               | d          | d          |           | adh       | d           | d             |            | d          |          |       | l              |             |                   |              |
|                            |       | 7%              | 13%        | 11%        | -%        | 16%       | 8%          | 9%            | 2%         | 12%        | 88%      | 12%   | 9%             | 81%         | 52%               | 48%          |
| EVER                       | 625   | 80              | 101        | 63         | 49        | 52        | 48          | 45            | 23         | 67         | 538      | 87    | 431            | 178         | 306               | 319          |
|                            | 21%   | 22%             | 23%        | 25%        | 22%       | 19%       | 23%         | 19%           | 17%        | 19%        | 21%      | 21%   | 25%            | 16%         | 21%               | 21%          |
|                            |       |                 | gh         |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                            |       | 13%             | 16%        | 10%        | 8%        | 8%        | 8%          | 7%            | 4%         | 11%        | 86%      | 14%   | 69%            | 29%         | 49%               | 51%          |

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

QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| AT LEAST ONCE A MONTH     | 335   | 37              | 59         | 27         | 28        | 25        | 28          | 29            | 15         | 36         | 291      | 45    | 236            | 90          | 161               | 174          |
|                           | 11%   | 10%             | 13%        | 11%        | 13%       | 9%        | 14%         | 12%           | 11%        | 10%        | 11%      | 11%   | 14%            | 8%          | 11%               | 12%          |
|                           |       | 11%             | 17%        | 8%         | 8%        | 7%        | 8%          | 9%            | 4%         | 11%        | 87%      | 13%   | 70%            | 27%         | 48%               | 52%          |
| AT LEAST ONCE A WEEK      | 211   | 22              | 38         | 16         | 18        | 15        | 16          | 18            | 10         | 24         | 181      | 30    | 151            | 57          | 105               | 106          |
|                           | 7%    | 6%              | 9%         | 6%         | 8%        | 5%        | 8%          | 7%            | 8%         | 7%         | 7%       | 7%    | 9%             | 5%          | 7%                | 7%           |
|                           |       | 10%             | 18%        | 8%         | 8%        | 7%        | 8%          | 8%            | 5%         | 12%        | 86%      | 14%   | 72%            | 27%         | 50%               | 50%          |

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

QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| At least daily             | 91    | 40                   | 30                   | 72                    | 82        | 45                 | 89                     |
|                            | 3%    | 3%                   | 2%                   | 3%                    | 4%        | 4%                 | 3%                     |
|                            |       |                      |                      |                       | b         | b                  |                        |
|                            |       | 45%                  | 33%                  | 80%                   | 91%       | 50%                | 99%                    |
| At least weekly            | 120   | 57                   | 52                   | 99                    | 113       | 68                 | 118                    |
|                            | 4%    | 4%                   | 4%                   | 4%                    | 5%        | 6%                 | 4%                     |
|                            |       |                      |                      |                       |           | f                  |                        |
|                            |       | 47%                  | 43%                  | 83%                   | 94%       | 56%                | 98%                    |
| At least monthly           | 124   | 70                   | 44                   | 107                   | 115       | 61                 | 124                    |
|                            | 4%    | 5%                   | 3%                   | 5%                    | 5%        | 5%                 | 4%                     |
|                            |       | b                    |                      | b                     | b         | b                  |                        |
|                            |       | 56%                  | 36%                  | 86%                   | 92%       | 49%                | 99%                    |
| Less than once a month     | 290   | 129                  | 118                  | 245                   | 260       | 153                | 285                    |
|                            | 10%   | 9%                   | 9%                   | 11%                   | 12%       | 13%                | 10%                    |
|                            |       |                      |                      |                       | ab        | abf                |                        |
|                            |       | 44%                  | 41%                  | 85%                   | 90%       | 53%                | 98%                    |
| Never                      | 2219  | 1059                 | 972                  | 1651                  | 1625      | 866                | 2114                   |
|                            | 74%   | 76%                  | 77%                  | 74%                   | 72%       | 71%                | 75%                    |
|                            |       | de                   | de                   | e                     |           |                    | e                      |
|                            |       | 48%                  | 44%                  | 74%                   | 73%       | 39%                | 95%                    |
| Don't know                 | 82    | 19                   | 11                   | 24                    | 33        | 13                 | 41                     |
|                            | 3%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                            |       | 23%                  | 13%                  | 29%                   | 39%       | 16%                | 50%                    |
| NOT ANSWERED [POSTAL ONLY] | 73    | 21                   | 42                   | 28                    | 15        | 8                  | 61                     |
|                            | 2%    | 2%                   | 3%                   | 1%                    | 1%        | 1%                 | 2%                     |
|                            |       | de                   | acdef                | d                     |           |                    | cde                    |
|                            |       | 29%                  | 58%                  | 38%                   | 21%       | 11%                | 83%                    |
| EVER                       | 625   | 296                  | 244                  | 525                   | 570       | 328                | 616                    |
|                            | 21%   | 21%                  | 19%                  | 24%                   | 25%       | 27%                | 22%                    |
|                            |       |                      |                      | b                     | abf       | abcf               | b                      |
|                            |       | 47%                  | 39%                  | 84%                   | 91%       | 52%                | 98%                    |

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

QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                           |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |                          |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| AT LEAST ONCE A MONTH     | 335   | 167             | 126             | 279              | 310  | 174                      | 330               |
|                           | 11%   | 12%             | 10%             | 13%              | 14%  | 14%                      | 12%               |
|                           |       |                 |                 | b                | bf   | bf                       |                   |
|                           |       | 50%             | 38%             | 83%              | 93%  | 52%                      | 99%               |
| AT LEAST ONCE A WEEK      | 211   | 98              | 82              | 172              | 196  | 113                      | 207               |
|                           | 7%    | 7%              | 6%              | 8%               | 9%   | 9%                       | 7%                |
|                           |       |                 |                 |                  | abf  | abf                      |                   |
|                           |       | 46%             | 39%             | 81%              | 93%  | 54%                      | 98%               |

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

QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| At least daily             | 261   | 144    | 111    | 48        | 79    | 85    | 44   | 24               | 29           | 35           | 97   | 57           | 71   | 41  | 77   | 207      | 29        | 14    | 11  |
|                            | 9%    | 10%    | 7%     | 17%       | 13%   | 9%    | 4%   | 13%              | 12%          | 10%          | 8%   | 7%           | 9%   | 8%  | 11%  | 8%       | 11%       | 10%   | 12% |
|                            |       | b      |        | ef        | ef    | f     |      | j                | j            |              |      |              |      | k   |      |          |           |       | o   |
|                            |       | 55%    | 43%    | 19%       | 30%   | 33%   | 17%  | 9%               | 11%          | 14%          | 37%  | 22%          | 27%  | 16% | 30%  | 79%      | 11%       | 6%    | 4%  |
| At least weekly            | 493   | 241    | 242    | 59        | 126   | 183   | 117  | 30               | 41           | 61           | 234  | 116          | 143  | 98  | 115  | 398      | 53        | 26    | 15  |
|                            | 16%   | 17%    | 16%    | 20%       | 22%   | 19%   | 11%  | 15%              | 16%          | 17%          | 18%  | 14%          | 19%  | 19% | 16%  | 16%      | 20%       | 17%   | 17% |
|                            |       |        |        | f         | f     | f     |      |                  |              |              |      |              | k    | k   |      |          |           |       |     |
|                            |       | 49%    | 49%    | 12%       | 26%   | 37%   | 24%  | 6%               | 8%           | 12%          | 47%  | 23%          | 29%  | 20% | 23%  | 81%      | 11%       | 5%    | 3%  |
| At least monthly           | 332   | 158    | 170    | 38        | 71    | 126   | 91   | 17               | 29           | 42           | 158  | 87           | 93   | 74  | 69   | 277      | 33        | 13    | 9   |
|                            | 11%   | 11%    | 11%    | 13%       | 12%   | 13%   | 8%   | 9%               | 11%          | 12%          | 12%  | 11%          | 12%  | 15% | 9%   | 11%      | 12%       | 9%    | 9%  |
|                            |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      | kn  |      |          |           |       |     |
|                            |       | 48%    | 51%    | 11%       | 22%   | 38%   | 27%  | 5%               | 9%           | 13%          | 48%  | 26%          | 28%  | 22% | 21%  | 84%      | 10%       | 4%    | 3%  |
| Less than once a month     | 439   | 181    | 252    | 44        | 82    | 172   | 136  | 24               | 22           | 54           | 225  | 132          | 117  | 85  | 84   | 364      | 40        | 23    | 11  |
|                            | 15%   | 13%    | 16%    | 15%       | 14%   | 18%   | 12%  | 12%              | 9%           | 15%          | 18%  | 17%          | 15%  | 17% | 12%  | 15%      | 15%       | 15%   | 13% |
|                            |       | a      |        |           |       | df    |      |                  |              | h            | gh   | n            | n    | n   |      |          |           |       |     |
|                            |       | 41%    | 57%    | 10%       | 19%   | 39%   | 31%  | 5%               | 5%           | 12%          | 51%  | 30%          | 27%  | 19% | 19%  | 83%      | 9%        | 5%    | 3%  |
| Never                      | 1335  | 601    | 710    | 82        | 207   | 348   | 665  | 85               | 121          | 160          | 539  | 393          | 326  | 190 | 337  | 1124     | 107       | 65    | 39  |
|                            | 45%   | 43%    | 46%    | 28%       | 35%   | 37%   | 60%  | 44%              | 48%          | 44%          | 42%  | 49%          | 42%  | 37% | 46%  | 45%      | 39%       | 43%   | 44% |
|                            |       |        |        |           | c     | c     | cde  |                  |              |              |      | lm           |      |     | m    |          |           |       |     |
|                            |       | 45%    | 53%    | 6%        | 16%   | 26%   | 50%  | 6%               | 9%           | 12%          | 40%  | 29%          | 24%  | 14% | 25%  | 84%      | 8%        | 5%    | 3%  |
| Don't know                 | 87    | 41     | 32     | 19        | 20    | 23    | 12   | 1                | 4            | 4            | 7    | 6            | 17   | 10  | 23   | 78       | 5         | 2     | 3   |
|                            | 3%    | 3%     | 2%     | 7%        | 3%    | 3%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 2%   | 2%  | 3%   | 3%       | 2%        | 1%    | 3%  |
|                            |       |        |        | def       | f     | f     |      |                  |              |              |      |              | k    | k   | k    | q        |           |       | q   |
|                            |       | 48%    | 37%    | 22%       | 23%   | 27%   | 14%  | 1%               | 4%           | 5%           | 8%   | 7%           | 19%  | 12% | 26%  | 90%      | 5%        | 2%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 53    | 28     | 25     | -         | 1     | 1     | 45   | 13               | 5            | 6            | 9    | 6            | 5    | 8   | 26   | 41       | 4         | 6     | 2   |
|                            | 2%    | 2%     | 2%     | -%        | 1%    | 1%    | 4%   | 6%               | 2%           | 2%           | 1%   | 1%           | 1%   | 2%  | 4%   | 2%       | 1%        | 4%    | 2%  |
|                            |       |        |        |           |       |       | cde  | hij              | j            |              |      |              |      | klm |      |          |           | opr   |     |
|                            |       | 53%    | 46%    | -%        | 1%    | 3%    | 85%  | 24%              | 10%          | 11%          | 17%  | 12%          | 9%   | 15% | 49%  | 78%      | 8%        | 12%   | 3%  |
| EVER                       | 1525  | 725    | 776    | 190       | 359   | 565   | 388  | 95               | 121          | 192          | 714  | 392          | 423  | 299 | 345  | 1247     | 155       | 77    | 46  |
|                            | 51%   | 52%    | 50%    | 65%       | 61%   | 60%   | 35%  | 49%              | 48%          | 53%          | 56%  | 49%          | 55%  | 59% | 47%  | 50%      | 57%       | 51%   | 51% |
|                            |       |        |        | f         | f     | f     |      |                  |              |              | gh   |              | kn   | kn  |      |          | o         |       |     |
|                            |       | 48%    | 51%    | 12%       | 24%   | 37%   | 25%  | 6%               | 8%           | 13%          | 47%  | 26%          | 28%  | 20% | 23%  | 82%      | 10%       | 5%    | 3%  |

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

QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| AT LEAST ONCE A MONTH     | 1086  | 544    | 524    | 146       | 276   | 394   | 252  | 71               | 100          | 139          | 489  | 260          | 306  | 214 | 261  | 882      | 115       | 54    | 35  |
|                           | 36%   | 39%    | 34%    | 50%       | 47%   | 42%   | 23%  | 37%              | 40%          | 38%          | 39%  | 33%          | 40%  | 42% | 36%  | 35%      | 42%       | 36%   | 39% |
|                           |       | b      |        | ef        | ef    | f     |      |                  |              |              |      |              | k    | kn  |      |          | o         |       |     |
|                           |       | 50%    | 48%    | 13%       | 25%   | 36%   | 23%  | 7%               | 9%           | 13%          | 45%  | 24%          | 28%  | 20% | 24%  | 81%      | 11%       | 5%    | 3%  |
| AT LEAST ONCE A WEEK      | 754   | 386    | 353    | 108       | 205   | 268   | 161  | 54               | 71           | 97           | 331  | 173          | 214  | 139 | 192  | 605      | 82        | 41    | 26  |
|                           | 25%   | 28%    | 23%    | 37%       | 35%   | 29%   | 14%  | 28%              | 28%          | 27%          | 26%  | 22%          | 28%  | 27% | 26%  | 24%      | 30%       | 27%   | 29% |
|                           |       | b      |        | ef        | ef    | f     |      |                  |              |              |      |              | k    | k   | k    |          | o         |       | o   |
|                           |       | 51%    | 47%    | 14%       | 27%   | 36%   | 21%  | 7%               | 9%           | 13%          | 44%  | 23%          | 28%  | 18% | 25%  | 80%      | 11%       | 5%    | 3%  |

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

QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| At least daily             | 261   | 29              | 31         | 19         | 19        | 24        | 18          | 27            | 7          | 32         | 234      | 27    | 166            | 84          | 91                | 170          |
|                            | 9%    | 8%              | 7%         | 7%         | 9%        | 8%        | 9%          | 11%           | 5%         | 9%         | 9%       | 7%    | 10%            | 7%          | 6%                | 11%          |
|                            |       |                 |            |            |           |           |             | h             |            |            |          |       | m              |             |                   | n            |
|                            |       | 11%             | 12%        | 7%         | 7%        | 9%        | 7%          | 10%           | 3%         | 12%        | 90%      | 10%   | 64%            | 32%         | 35%               | 65%          |
| At least weekly            | 493   | 66              | 73         | 39         | 38        | 40        | 33          | 30            | 23         | 56         | 439      | 54    | 338            | 140         | 208               | 285          |
|                            | 16%   | 18%             | 17%        | 15%        | 17%       | 14%       | 16%         | 13%           | 17%        | 16%        | 17%      | 13%   | 19%            | 12%         | 14%               | 19%          |
|                            |       | g               |            |            |           |           |             | k             |            |            |          |       | m              |             |                   | n            |
|                            |       | 13%             | 15%        | 8%         | 8%        | 8%        | 7%          | 6%            | 5%         | 11%        | 89%      | 11%   | 68%            | 28%         | 42%               | 58%          |
| At least monthly           | 332   | 47              | 34         | 29         | 26        | 26        | 29          | 27            | 18         | 40         | 288      | 44    | 223            | 103         | 168               | 164          |
|                            | 11%   | 13%             | 8%         | 12%        | 12%       | 9%        | 14%         | 11%           | 14%        | 11%        | 11%      | 11%   | 13%            | 9%          | 11%               | 11%          |
|                            |       | b               |            |            |           |           | b           |               | b          |            |          |       | m              |             |                   |              |
|                            |       | 14%             | 10%        | 9%         | 8%        | 8%        | 9%          | 8%            | 5%         | 12%        | 87%      | 13%   | 67%            | 31%         | 51%               | 49%          |
| Less than once a month     | 439   | 48              | 68         | 33         | 31        | 51        | 27          | 41            | 19         | 46         | 372      | 66    | 291            | 137         | 240               | 199          |
|                            | 15%   | 13%             | 16%        | 13%        | 14%       | 18%       | 13%         | 17%           | 14%        | 13%        | 14%      | 16%   | 17%            | 12%         | 16%               | 13%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                            |       | 11%             | 15%        | 8%         | 7%        | 12%       | 6%          | 9%            | 4%         | 10%        | 85%      | 15%   | 66%            | 31%         | 55%               | 45%          |
| Never                      | 1335  | 158             | 207        | 119        | 101       | 118       | 88          | 103           | 60         | 169        | 1131     | 204   | 695            | 588         | 722               | 614          |
|                            | 45%   | 44%             | 48%        | 47%        | 46%       | 42%       | 42%         | 43%           | 46%        | 47%        | 44%      | 49%   | 40%            | 52%         | 48%               | 41%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          | j     | l              |             | o                 |              |
|                            |       | 12%             | 16%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 13%        | 85%      | 15%   | 52%            | 44%         | 54%               | 46%          |
| Don't know                 | 87    | 9               | 11         | 6          | 4         | 13        | 7           | 7             | 4          | 16         | 78       | 9     | 28             | 33          | 30                | 57           |
|                            | 3%    | 2%              | 3%         | 2%         | 2%        | 5%        | 3%          | 3%            | 3%         | 4%         | 3%       | 2%    | 2%             | 3%          | 2%                | 4%           |
|                            |       |                 |            |            |           | d         |             |               |            | d          |          |       | l              |             |                   | n            |
|                            |       | 10%             | 13%        | 7%         | 4%        | 15%       | 8%          | 8%            | 5%         | 19%        | 90%      | 10%   | 33%            | 39%         | 34%               | 66%          |
| NOT ANSWERED [POSTAL ONLY] | 53    | 1               | 9          | 6          | -         | 9         | 6           | 5             | 1          | 3          | 45       | 7     | 4              | 45          | 32                | 21           |
|                            | 2%    | *%              | 2%         | 3%         | -%        | 3%        | 3%          | 2%            | 1%         | 1%         | 2%       | 2%    | *%             | 4%          | 2%                | 1%           |
|                            |       |                 | ad         | ad         |           | adhi      | ad          | ad            |            |            |          |       | l              |             |                   |              |
|                            |       | 3%              | 18%        | 12%        | -%        | 17%       | 11%         | 10%           | 2%         | 5%         | 86%      | 14%   | 8%             | 85%         | 60%               | 40%          |
| EVER                       | 1525  | 190             | 207        | 120        | 115       | 142       | 108         | 125           | 67         | 174        | 1333     | 192   | 1017           | 464         | 706               | 819          |
|                            | 51%   | 53%             | 48%        | 48%        | 52%       | 50%       | 52%         | 52%           | 51%        | 48%        | 52%      | 47%   | 58%            | 41%         | 47%               | 54%          |
|                            |       |                 |            |            |           |           |             |               |            |            | k        |       | m              |             |                   | n            |
|                            |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 67%            | 30%         | 46%               | 54%          |

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



QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

|                           |       | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   | Total | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| AT LEAST ONCE A MONTH     | 1086  | 142             | 139        | 87         | 84        | 90        | 80          | 84            | 48         | 128        | 960      | 126   | 726            | 327         | 467               | 619         |
|                           | 36%   | 40%             | 32%        | 34%        | 38%       | 32%       | 38%         | 35%           | 37%        | 35%        | 37%      | 30%   | 42%            | 29%         | 31%               | 41%         |
|                           |       | be              |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |             |
|                           |       | 13%             | 13%        | 8%         | 8%        | 8%        | 7%          | 8%            | 4%         | 12%        | 88%      | 12%   | 67%            | 30%         | 43%               | 57%         |
| AT LEAST ONCE A WEEK      | 754   | 96              | 104        | 57         | 58        | 64        | 51          | 57            | 30         | 88         | 673      | 81    | 503            | 224         | 299               | 455         |
|                           | 25%   | 27%             | 24%        | 23%        | 26%       | 23%       | 25%         | 24%           | 23%        | 24%        | 26%      | 20%   | 29%            | 20%         | 20%               | 30%         |
|                           |       |                 |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |             |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 89%      | 11%   | 67%            | 30%         | 40%               | 60%         |

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

**QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)**

Base : All respondents

|                            | Total | TV SERVICES     |                 |                  |      |                          |                   |
|----------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                            |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%    |       |                 |                 |                  |      |                          |                   |
| Unweighted total           | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample  | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                      | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                            |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| At least daily             | 261   | 122             | 101             | 193              | 220  | 158                      | 252               |
|                            | 9%    | 9%              | 8%              | 9%               | 10%  | 13%                      | 9%                |
|                            |       |                 |                 |                  | b    | abcdf                    |                   |
|                            |       | 47%             | 39%             | 74%              | 84%  | 61%                      | 97%               |
| At least weekly            | 493   | 244             | 208             | 394              | 422  | 302                      | 488               |
|                            | 16%   | 17%             | 16%             | 18%              | 19%  | 25%                      | 17%               |
|                            |       |                 |                 |                  | b    | abcdf                    |                   |
|                            |       | 50%             | 42%             | 80%              | 86%  | 61%                      | 99%               |
| At least monthly           | 332   | 186             | 129             | 287              | 284  | 164                      | 325               |
|                            | 11%   | 13%             | 10%             | 13%              | 13%  | 13%                      | 11%               |
|                            |       | b               | b               | b                | b    | bf                       |                   |
|                            |       | 56%             | 39%             | 86%              | 86%  | 49%                      | 98%               |
| Less than once a month     | 439   | 230             | 206             | 367              | 368  | 197                      | 430               |
|                            | 15%   | 17%             | 16%             | 16%              | 16%  | 16%                      | 15%               |
|                            |       | 52%             | 47%             | 84%              | 84%  | 45%                      | 98%               |
| Never                      | 1335  | 578             | 585             | 942              | 902  | 372                      | 1249              |
|                            | 45%   | 41%             | 46%             | 42%              | 40%  | 31%                      | 44%               |
|                            |       | e               | acde            | e                | e    |                          | de                |
|                            |       | 43%             | 44%             | 71%              | 68%  | 28%                      | 94%               |
| Don't know                 | 87    | 20              | 11              | 28               | 38   | 19                       | 45                |
|                            | 3%    | 1%              | 1%              | 1%               | 2%   | 2%                       | 2%                |
|                            |       |                 |                 |                  | b    |                          | b                 |
|                            |       | 23%             | 13%             | 32%              | 43%  | 21%                      | 52%               |
| NOT ANSWERED [POSTAL ONLY] | 53    | 16              | 28              | 16               | 8    | 3                        | 42                |
|                            | 2%    | 1%              | 2%              | 1%               | 1%   | 1%                       | 1%                |
|                            |       | de              | acde            | e                |      |                          | cde               |
|                            |       | 29%             | 54%             | 31%              | 16%  | 6%                       | 80%               |
| EVER                       | 1525  | 782             | 645             | 1241             | 1295 | 822                      | 1495              |
|                            | 51%   | 56%             | 51%             | 56%              | 58%  | 68%                      | 53%               |
|                            |       | bf              | bf              | bf               | bf   | abcdf                    |                   |
|                            |       | 51%             | 42%             | 81%              | 85%  | 54%                      | 98%               |

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

QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                           |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |                          |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| AT LEAST ONCE A MONTH     | 1086  | 552             | 439             | 874              | 927  | 625                      | 1065              |
|                           | 36%   | 40%             | 35%             | 39%              | 41%  | 51%                      | 38%               |
|                           |       | b               |                 | b                | bf   | abcdf                    | b                 |
|                           |       | 51%             | 40%             | 80%              | 85%  | 58%                      | 98%               |
| AT LEAST ONCE A WEEK      | 754   | 366             | 310             | 587              | 643  | 461                      | 740               |
|                           | 25%   | 26%             | 24%             | 26%              | 29%  | 38%                      | 26%               |
|                           |       |                 |                 |                  | bf   | abcdf                    |                   |
|                           |       | 49%             | 41%             | 78%              | 85%  | 61%                      | 98%               |

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

QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| At least daily             | 32    | 16     | 14     | 7         | 12    | 10    | 1    | 5                | 2            | 5            | 10   | 8            | 6    | 6   | 8    | 29       | 1         | 1     | *   |
|                            | 1%    | 1%     | 1%     | 2%        | 2%    | 1%    | *%   | 2%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                            |       |        |        | f         | f     | f     |      | j                |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 51%    | 44%    | 22%       | 37%   | 32%   | 5%   | 14%              | 5%           | 16%          | 31%  | 26%          | 18%  | 19% | 25%  | 90%      | 4%        | 4%    | 1%  |
| At least weekly            | 31    | 14     | 16     | 6         | 10    | 14    | 1    | 3                | 1            | 6            | 14   | 8            | 6    | 6   | 8    | 25       | 3         | 1     | 2   |
|                            | 1%    | 1%     | 1%     | 2%        | 2%    | 1%    | *%   | 2%               | *%           | 2%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 2%  |
|                            |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 46%    | 53%    | 18%       | 34%   | 45%   | 2%   | 10%              | 3%           | 18%          | 45%  | 24%          | 20%  | 18% | 26%  | 82%      | 10%       | 3%    | 5%  |
| At least monthly           | 48    | 17     | 30     | 12        | 13    | 20    | 1    | 4                | 4            | 7            | 24   | 14           | 11   | 11  | 10   | 40       | 3         | 3     | 1   |
|                            | 2%    | 1%     | 2%     | 4%        | 2%    | 2%    | *%   | 2%               | 2%           | 2%           | 2%   | 2%           | 1%   | 2%  | 1%   | 2%       | 1%        | 2%    | 1%  |
|                            |       |        |        | ef        | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 37%    | 63%    | 26%       | 27%   | 42%   | 3%   | 7%               | 8%           | 15%          | 50%  | 30%          | 23%  | 23% | 22%  | 84%      | 6%        | 7%    | 3%  |
| Less than once a month     | 88    | 45     | 40     | 14        | 26    | 35    | 12   | 5                | 9            | 16           | 38   | 22           | 25   | 21  | 19   | 72       | 7         | 6     | 2   |
|                            | 3%    | 3%     | 3%     | 5%        | 4%    | 4%    | 1%   | 2%               | 4%           | 4%           | 3%   | 3%           | 3%   | 4%  | 3%   | 3%       | 3%        | 4%    | 2%  |
|                            |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 52%    | 46%    | 17%       | 30%   | 40%   | 13%  | 5%               | 10%          | 19%          | 44%  | 25%          | 29%  | 24% | 22%  | 83%      | 8%        | 7%    | 2%  |
| Never                      | 2636  | 1219   | 1377   | 226       | 498   | 832   | 1032 | 157              | 225          | 315          | 1161 | 731          | 701  | 439 | 626  | 2183     | 245       | 129   | 80  |
|                            | 88%   | 87%    | 89%    | 78%       | 85%   | 89%   | 93%  | 81%              | 90%          | 87%          | 92%  | 92%          | 91%  | 87% | 86%  | 88%      | 91%       | 86%   | 89% |
|                            |       |        |        | c         | c     | cd    | cde  |                  | g            |              | gi   | mn           | mn   |     |      |          | q         |       |     |
|                            |       | 46%    | 52%    | 9%        | 19%   | 32%   | 39%  | 6%               | 9%           | 12%          | 44%  | 28%          | 27%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                 | 93    | 45     | 32     | 26        | 26    | 22    | 6    | 4                | 1            | 6            | 13   | 8            | 18   | 13  | 23   | 84       | 4         | 2     | 2   |
|                            | 3%    | 3%     | 2%     | 9%        | 4%    | 2%    | 1%   | 2%               | *%           | 2%           | 1%   | 1%           | 2%   | 3%  | 3%   | 3%       | 2%        | 2%    | 2%  |
|                            |       |        |        | b         | def   | ef    | f    |                  |              |              |      |              | k    | k   | k    | q        |           |       |     |
|                            |       | 49%    | 34%    | 28%       | 28%   | 24%   | 7%   | 4%               | 1%           | 6%           | 14%  | 9%           | 19%  | 14% | 25%  | 90%      | 5%        | 2%    | 2%  |
| NOT ANSWERED [POSTAL ONLY] | 73    | 38     | 32     | -         | 1     | 4     | 57   | 17               | 9            | 8            | 9    | 6            | 5    | 11  | 37   | 57       | 6         | 7     | 2   |
|                            | 2%    | 3%     | 2%     | -%        | *%    | *%    | 5%   | 9%               | 4%           | 2%           | 1%   | 1%           | 1%   | 2%  | 5%   | 2%       | 2%        | 5%    | 3%  |
|                            |       |        |        |           |       |       | cde  | hij              | j            | j            |      |              | kl   | klm |      |          |           | o     |     |
|                            |       | 52%    | 44%    | -%        | 1%    | 6%    | 78%  | 23%              | 12%          | 11%          | 12%  | 9%           | 7%   | 15% | 50%  | 78%      | 9%        | 10%   | 3%  |
| EVER                       | 198   | 93     | 101    | 40        | 61    | 79    | 15   | 16               | 16           | 34           | 86   | 52           | 48   | 44  | 45   | 167      | 14        | 12    | 5   |
|                            | 7%    | 7%     | 7%     | 14%       | 10%   | 8%    | 1%   | 8%               | 6%           | 9%           | 7%   | 7%           | 6%   | 9%  | 6%   | 7%       | 5%        | 8%    | 6%  |
|                            |       |        |        | ef        | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                            |       | 47%    | 51%    | 20%       | 31%   | 40%   | 8%   | 8%               | 8%           | 17%          | 43%  | 26%          | 24%  | 22% | 23%  | 84%      | 7%        | 6%    | 3%  |

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

QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| AT LEAST ONCE A MONTH     | 111   | 48     | 61     | 25        | 35    | 44    | 3    | 11               | 7            | 18           | 48   | 30           | 23   | 23  | 27   | 94       | 7         | 6     | 3   |
|                           | 4%    | 3%     | 4%     | 9%        | 6%    | 5%    | *%   | 6%               | 3%           | 5%           | 4%   | 4%           | 3%   | 5%  | 4%   | 4%       | 3%        | 4%    | 4%  |
|                           |       |        |        | ef        | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 43%    | 55%    | 23%       | 32%   | 40%   | 3%   | 10%              | 6%           | 16%          | 43%  | 27%          | 21%  | 21% | 24%  | 85%      | 7%        | 5%    | 3%  |
| AT LEAST ONCE A WEEK      | 63    | 30     | 30     | 13        | 22    | 24    | 2    | 7                | 3            | 11           | 24   | 16           | 12   | 12  | 16   | 54       | 4         | 2     | 2   |
|                           | 2%    | 2%     | 2%     | 4%        | 4%    | 3%    | *%   | 4%               | 1%           | 3%           | 2%   | 2%           | 2%   | 2%  | 2%   | 2%       | 2%        | 2%    | 2%  |
|                           |       |        |        | f         | f     | f     |      | h                |              |              |      |              |      |     |      |          |           |       |     |
|                           |       | 48%    | 48%    | 20%       | 36%   | 39%   | 3%   | 12%              | 4%           | 17%          | 38%  | 25%          | 19%  | 19% | 26%  | 86%      | 7%        | 4%    | 3%  |

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

**QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)**

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                            |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%    |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| At least daily             | 32    | 5               | 4          | 1          | 3         | 4         | 3           | 1             | *          | 6          | 27       | 5     | 20             | 7           | 12                | 20           |
|                            | 1%    | 1%              | 1%         | 1%         | 1%        | 2%        | 1%          | 1%            | 1%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                            |       | 16%             | 12%        | 5%         | 10%       | 13%       | 9%          | 4%            | 1%         | 20%        | 85%      | 15%   | 63%            | 22%         | 37%               | 63%          |
| At least weekly            | 31    | 3               | 7          | 2          | 3         | 3         | 3           | 2             | 1          | 1          | 27       | 4     | 20             | 11          | 11                | 20           |
|                            | 1%    | 1%              | 2%         | 1%         | 1%        | 1%        | 2%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                            |       | 10%             | 23%        | 8%         | 9%        | 8%        | 11%         | 7%            | 3%         | 3%         | 88%      | 12%   | 64%            | 35%         | 35%               | 65%          |
| At least monthly           | 48    | 5               | 7          | 3          | 3         | 5         | 3           | 5             | 2          | 9          | 42       | 6     | 29             | 17          | 19                | 28           |
|                            | 2%    | 1%              | 2%         | 1%         | 1%        | 2%        | 1%          | 2%            | 1%         | 3%         | 2%       | 1%    | 2%             | 2%          | 1%                | 2%           |
|                            |       | 10%             | 14%        | 5%         | 6%        | 10%       | 6%          | 10%           | 4%         | 20%        | 87%      | 13%   | 62%            | 36%         | 41%               | 59%          |
| Less than once a month     | 88    | 13              | 8          | 7          | 10        | 9         | 5           | 7             | 6          | 9          | 79       | 8     | 60             | 27          | 32                | 55           |
|                            | 3%    | 4%              | 2%         | 3%         | 4%        | 3%        | 2%          | 3%            | 4%         | 3%         | 3%       | 2%    | 3%             | 2%          | 2%                | 4%           |
|                            |       |                 |            |            | b         |           |             |               | b          |            |          |       |                |             | n                 |              |
|                            |       | 15%             | 9%         | 8%         | 11%       | 10%       | 6%          | 9%            | 6%         | 10%        | 91%      | 9%    | 68%            | 30%         | 37%               | 63%          |
| Never                      | 2636  | 313             | 386        | 224        | 198       | 235       | 182         | 214           | 119        | 312        | 2262     | 374   | 1573           | 982         | 1343              | 1293         |
|                            | 88%   | 87%             | 89%        | 89%        | 90%       | 83%       | 87%         | 89%           | 90%        | 86%        | 87%      | 91%   | 90%            | 87%         | 90%               | 86%          |
|                            |       |                 | e          | e          | e         |           |             | e             | e          |            |          | j     | m              |             | o                 |              |
|                            |       | 12%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 51%               | 49%          |
| Don't know                 | 93    | 15              | 12         | 7          | 3         | 15        | 8           | 5             | 4          | 16         | 85       | 7     | 36             | 30          | 33                | 59           |
|                            | 3%    | 4%              | 3%         | 3%         | 1%        | 5%        | 4%          | 2%            | 3%         | 4%         | 3%       | 2%    | 2%             | 3%          | 2%                | 4%           |
|                            |       | d               |            |            |           | dg        |             |               | d          |            |          |       |                |             | n                 |              |
|                            |       | 17%             | 13%        | 7%         | 3%        | 16%       | 8%          | 5%            | 4%         | 17%        | 92%      | 8%    | 39%            | 33%         | 36%               | 64%          |
| NOT ANSWERED [POSTAL ONLY] | 73    | 5               | 12         | 8          | -         | 12        | 5           | 6             | 1          | 8          | 65       | 8     | 6              | 57          | 38                | 35           |
|                            | 2%    | 1%              | 3%         | 3%         | -%        | 4%        | 2%          | 3%            | 1%         | 2%         | 2%       | 2%    | 1%             | 5%          | 3%                | 2%           |
|                            |       | d               | d          | dh         |           | adh       | d           | d             |            | d          |          |       |                | l           |                   |              |
|                            |       | 7%              | 16%        | 11%        | -%        | 16%       | 7%          | 9%            | 1%         | 11%        | 88%      | 12%   | 9%             | 78%         | 52%               | 48%          |
| EVER                       | 198   | 26              | 25         | 13         | 18        | 20        | 14          | 15            | 9          | 26         | 176      | 22    | 129            | 62          | 74                | 124          |
|                            | 7%    | 7%              | 6%         | 5%         | 8%        | 7%        | 7%          | 6%            | 7%         | 7%         | 7%       | 5%    | 7%             | 5%          | 5%                | 8%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | n                 |              |
|                            |       | 13%             | 13%        | 7%         | 9%        | 10%       | 7%          | 8%            | 4%         | 13%        | 89%      | 11%   | 65%            | 31%         | 38%               | 62%          |
| AT LEAST ONCE A MONTH      | 111   | 13              | 18         | 6          | 9         | 11        | 9           | 8             | 3          | 17         | 96       | 14    | 69             | 35          | 42                | 68           |
|                            | 4%    | 4%              | 4%         | 3%         | 4%        | 4%        | 4%          | 3%            | 2%         | 5%         | 4%       | 3%    | 4%             | 3%          | 3%                | 5%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                            |       | 12%             | 16%        | 6%         | 8%        | 10%       | 8%          | 7%            | 3%         | 15%        | 87%      | 13%   | 63%            | 32%         | 38%               | 62%          |

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

QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998  | 549            | 2012    | 1442              | 1706 | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588  | 412            | 1744    | 1131              | 1489 | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 58%     | 38%               | 50%  | 50%         |
| AT LEAST ONCE A WEEK      | 63    | 8               | 11         | 4          | 6         | 7         | 6           | 3             | 1          | 7          | 55    | 8              | 40      | 18                | 23   | 40          |
|                           | 2%    | 2%              | 3%         | 2%         | 3%        | 2%        | 3%          | 1%            | 1%         | 2%         | 2%    | 2%             | 2%      | 2%                | 2%   | 3%          |
|                           |       | 13%             | 17%        | 6%         | 10%       | 11%       | 10%         | 5%            | 2%         | 12%        | 87%   | 13%            | 63%     | 29%               | 36%  | 64%         |

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

**QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)**

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           |                               |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                               |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| At least daily             | 32    | 18                   | 17                   | 24                    | 27        | 14                            | 31                     |
|                            | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                            |       | 56%                  | 54%                  | 75%                   | 83%       | 43%                           | 96%                    |
| At least weekly            | 31    | 20                   | 10                   | 25                    | 29        | 14                            | 30                     |
|                            | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                            |       | 65%                  | 34%                  | 82%                   | 94%       | 45%                           | 99%                    |
| At least monthly           | 48    | 34                   | 11                   | 35                    | 46        | 15                            | 47                     |
|                            | 2%    | 2%                   | 1%                   | 2%                    | 2%        | 1%                            | 2%                     |
|                            |       | bcef                 |                      | b                     | b         |                               | b                      |
|                            |       | 73%                  | 22%                  | 73%                   | 97%       | 32%                           | 99%                    |
| Less than once a month     | 88    | 37                   | 38                   | 74                    | 80        | 49                            | 88                     |
|                            | 3%    | 3%                   | 3%                   | 3%                    | 4%        | 4%                            | 3%                     |
|                            |       |                      |                      |                       |           | a                             |                        |
|                            |       | 42%                  | 44%                  | 85%                   | 91%       | 56%                           | 100%                   |
| Never                      | 2636  | 1242                 | 1135                 | 2007                  | 2004      | 1088                          | 2523                   |
|                            | 88%   | 89%                  | 89%                  | 90%                   | 89%       | 89%                           | 89%                    |
|                            |       | 47%                  | 43%                  | 76%                   | 76%       | 41%                           | 96%                    |
| Don't know                 | 93    | 25                   | 13                   | 33                    | 43        | 25                            | 51                     |
|                            | 3%    | 2%                   | 1%                   | 1%                    | 2%        | 2%                            | 2%                     |
|                            |       |                      |                      |                       | b         | b                             |                        |
|                            |       | 27%                  | 14%                  | 35%                   | 46%       | 27%                           | 55%                    |
| NOT ANSWERED [POSTAL ONLY] | 73    | 21                   | 44                   | 29                    | 14        | 11                            | 62                     |
|                            | 2%    | 1%                   | 3%                   | 1%                    | 1%        | 1%                            | 2%                     |
|                            |       | d                    | acdef                | d                     |           |                               | cde                    |
|                            |       | 28%                  | 61%                  | 40%                   | 20%       | 15%                           | 85%                    |
| EVER                       | 198   | 109                  | 76                   | 158                   | 182       | 92                            | 196                    |
|                            | 7%    | 8%                   | 6%                   | 7%                    | 8%        | 8%                            | 7%                     |
|                            |       | b                    |                      |                       | b         |                               |                        |
|                            |       | 55%                  | 39%                  | 80%                   | 92%       | 47%                           | 99%                    |
| AT LEAST ONCE A MONTH      | 111   | 72                   | 38                   | 84                    | 102       | 43                            | 108                    |
|                            | 4%    | 5%                   | 3%                   | 4%                    | 5%        | 4%                            | 4%                     |
|                            |       | bcef                 |                      |                       | b         |                               |                        |
|                            |       | 66%                  | 35%                  | 76%                   | 92%       | 39%                           | 98%                    |

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



QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       | ANY SER-<br>VICES |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES |                   |
|                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |               |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| AT LEAST ONCE A WEEK      | 63    | 38              | 28              | 49               | 56   | 28            | 61                |
|                           | 2%    | 3%              | 2%              | 2%               | 2%   | 2%            | 2%                |
|                           |       | 60%             | 44%             | 78%              | 88%  | 44%           | 97%               |

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

## SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| USE ANY AT LEAST DAILY    | 1025  | 513    | 492    | 195       | 294   | 334   | 188  | 63               | 82           | 115          | 508  | 300          | 333  | 154 | 200  | 844      | 101       | 49    | 31  |
|                           | 34%   | 37%    | 32%    | 67%       | 50%   | 36%   | 17%  | 32%              | 33%          | 32%          | 40%  | 38%          | 43%  | 30% | 27%  | 34%      | 37%       | 32%   | 34% |
|                           |       | b      |        | def       | ef    | f     |      |                  |              |              | ghi  | mn           | kmn  |     |      |          |           |       |     |
|                           |       | 50%    | 48%    | 19%       | 29%   | 33%   | 18%  | 6%               | 8%           | 11%          | 50%  | 29%          | 32%  | 15% | 20%  | 82%      | 10%       | 5%    | 3%  |
| USE ANY AT LEAST WEEKLY   | 1846  | 890    | 925    | 247       | 469   | 654   | 452  | 98               | 132          | 208          | 937  | 552          | 561  | 302 | 360  | 1530     | 173       | 88    | 55  |
|                           | 62%   | 64%    | 60%    | 85%       | 80%   | 70%   | 41%  | 51%              | 53%          | 57%          | 74%  | 69%          | 73%  | 60% | 49%  | 61%      | 64%       | 59%   | 61% |
|                           |       | b      |        | ef        | ef    | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                           |       | 48%    | 50%    | 13%       | 25%   | 35%   | 24%  | 5%               | 7%           | 11%          | 51%  | 30%          | 30%  | 16% | 20%  | 83%      | 9%        | 5%    | 3%  |
| USE ANY EVER              | 2375  | 1105   | 1232   | 275       | 533   | 812   | 718  | 133              | 180          | 285          | 1133 | 695          | 677  | 413 | 486  | 1961     | 225       | 118   | 70  |
|                           | 79%   | 79%    | 80%    | 94%       | 91%   | 87%   | 65%  | 69%              | 72%          | 79%          | 89%  | 87%          | 88%  | 81% | 66%  | 79%      | 83%       | 79%   | 78% |
|                           |       |        |        | def       | ef    | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      |          | or        |       |     |
|                           |       | 47%    | 52%    | 12%       | 22%   | 34%   | 30%  | 6%               | 8%           | 12%          | 48%  | 29%          | 28%  | 17% | 20%  | 83%      | 9%        | 5%    | 3%  |
| DO NOT USE ANY            | 625   | 291    | 309    | 16        | 53    | 126   | 392  | 60               | 71           | 78           | 135  | 103          | 94   | 95  | 245  | 529      | 45        | 32    | 20  |
|                           | 21%   | 21%    | 20%    | 6%        | 9%    | 13%   | 35%  | 31%              | 28%          | 21%          | 11%  | 13%          | 12%  | 19% | 34%  | 21%      | 17%       | 21%   | 22% |
|                           |       |        |        | c         | c     | cd    | cde  | ij               | ij           | j            |      |              |      | kl  | klm  | p        |           |       | p   |
|                           |       | 47%    | 50%    | 3%        | 9%    | 20%   | 63%  | 10%              | 11%          | 12%          | 22%  | 16%          | 15%  | 15% | 39%  | 85%      | 7%        | 5%    | 3%  |

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

## SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

|                           |       | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   | Total | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| USE ANY AT LEAST DAILY    | 1025  | 149             | 143        | 79         | 83        | 79        | 75          | 84            | 40         | 114        | 904      | 120   | 705            | 292         | 446               | 578         |
|                           | 34%   | 41%             | 33%        | 31%        | 38%       | 28%       | 36%         | 35%           | 30%        | 32%        | 35%      | 29%   | 40%            | 26%         | 30%               | 38%         |
|                           |       | bcehi           |            |            | e         |           | e           | e             |            |            | k        |       | m              |             | n                 |             |
|                           |       | 15%             | 14%        | 8%         | 8%        | 8%        | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 69%            | 28%         | 44%               | 56%         |
| USE ANY AT LEAST WEEKLY   | 1846  | 256             | 275        | 150        | 145       | 147       | 131         | 140           | 80         | 206        | 1608     | 238   | 1273           | 525         | 875               | 971         |
|                           | 62%   | 71%             | 63%        | 59%        | 66%       | 52%       | 63%         | 58%           | 61%        | 57%        | 62%      | 58%   | 73%            | 46%         | 59%               | 64%         |
|                           |       | bcefgghi        | e          |            | egi       |           | e           |               | e          |            |          |       | m              |             | n                 |             |
|                           |       | 14%             | 15%        | 8%         | 8%        | 8%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 69%            | 28%         | 47%               | 53%         |
| USE ANY EVER              | 2375  | 302             | 336        | 198        | 185       | 214       | 166         | 185           | 102        | 274        | 2051     | 325   | 1545           | 763         | 1170              | 1205        |
|                           | 79%   | 84%             | 77%        | 79%        | 84%       | 76%       | 79%         | 77%           | 77%        | 76%        | 79%      | 79%   | 89%            | 67%         | 79%               | 80%         |
|                           |       | beghi           |            |            | beghi     |           |             |               |            |            |          |       | m              |             |                   |             |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 65%            | 32%         | 49%               | 51%         |
| DO NOT USE ANY            | 625   | 57              | 99         | 53         | 35        | 67        | 43          | 56            | 30         | 88         | 537      | 88    | 199            | 369         | 319               | 306         |
|                           | 21%   | 16%             | 23%        | 21%        | 16%       | 24%       | 21%         | 23%           | 23%        | 24%        | 21%      | 21%   | 11%            | 33%         | 21%               | 20%         |
|                           |       |                 | ad         |            |           | ad        |             | ad            | ad         | ad         |          |       | l              |             |                   |             |
|                           |       | 9%              | 16%        | 9%         | 6%        | 11%       | 7%          | 9%            | 5%         | 14%        | 86%      | 14%   | 32%            | 59%         | 51%               | 49%         |

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

## SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%   |       |                 |                 |                  |      |               |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| USE ANY AT LEAST DAILY    | 1025  | 479             | 386             | 830              | 928  | 575           | 1005              |
|                           | 34%   | 34%             | 30%             | 37%              | 41%  | 47%           | 35%               |
|                           |       | b               |                 | ab               | abcf | abcdf         | b                 |
|                           |       | 47%             | 38%             | 81%              | 91%  | 56%           | 98%               |
| USE ANY AT LEAST WEEKLY   | 1846  | 879             | 752             | 1518             | 1616 | 967           | 1815              |
|                           | 62%   | 63%             | 59%             | 68%              | 72%  | 80%           | 64%               |
|                           |       | b               |                 | abf              | abcf | abcdf         | b                 |
|                           |       | 48%             | 41%             | 82%              | 88%  | 52%           | 98%               |
| USE ANY EVER              | 2375  | 1161            | 996             | 1929             | 1996 | 1126          | 2322              |
|                           | 79%   | 83%             | 79%             | 87%              | 89%  | 93%           | 82%               |
|                           |       | b               |                 | abf              | abcf | abcdf         | b                 |
|                           |       | 49%             | 42%             | 81%              | 84%  | 47%           | 98%               |
| DO NOT USE ANY            | 625   | 235             | 273             | 299              | 247  | 89            | 510               |
|                           | 21%   | 17%             | 21%             | 13%              | 11%  | 7%            | 18%               |
|                           |       | cde             | acdef           | de               | e    |               | cde               |
|                           |       | 38%             | 44%             | 48%              | 40%  | 14%           | 82%               |

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

## QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 4017  | 1909   | 2057   | 311       | 678   | 1375  | 1601 | 240              | 307          | 537          | 1884 | 1194         | 1288 | 523 | 875 | 2548     | 454       | 475   | 540 |
| Effective Weighted Sample | 2714  | 1286   | 1399   | 206       | 490   | 949   | 1038 | 154              | 204          | 361          | 1306 | 851          | 926  | 363 | 607 | 2096     | 260       | 317   | 446 |
| Total                     | 2274  | 1065   | 1179   | 160       | 423   | 752   | 906  | 127              | 180          | 289          | 1089 | 692          | 580  | 417 | 502 | 1875     | 214       | 113   | 73  |
|                           |       | 47%    | 52%    | 7%        | 19%   | 33%   | 40%  | 6%               | 8%           | 13%          | 48%  | 30%          | 25%  | 18% | 22% | 82%      | 9%        | 5%    | 3%  |
| DAB radio                 | 1215  | 597    | 604    | 50        | 181   | 428   | 544  | 51               | 78           | 150          | 647  | 440          | 305  | 222 | 222 | 1017     | 110       | 56    | 32  |
|                           | 53%   | 56%    | 51%    | 31%       | 43%   | 57%   | 60%  | 40%              | 43%          | 52%          | 59%  | 64%          | 53%  | 53% | 44% | 54%      | 51%       | 50%   | 44% |
|                           |       | b      |        |           | c     | cd    | cd   |                  |              | g            | ghi  | lmn          | n    | n   |     | r        |           |       |     |
|                           |       | 49%    | 50%    | 4%        | 15%   | 35%   | 45%  | 4%               | 6%           | 12%          | 53%  | 36%          | 25%  | 18% | 18% | 84%      | 9%        | 5%    | 3%  |
| FM/ AM radio              | 1027  | 498    | 517    | 55        | 160   | 300   | 497  | 65               | 89           | 142          | 458  | 294          | 248  | 186 | 257 | 833      | 97        | 54    | 42  |
|                           | 45%   | 47%    | 44%    | 34%       | 38%   | 40%   | 55%  | 51%              | 50%          | 49%          | 42%  | 42%          | 43%  | 45% | 51% | 44%      | 45%       | 48%   | 58% |
|                           |       |        |        |           |       | cde   |      | j                | j            | j            |      |              |      | klm |     |          |           | opq   |     |
|                           |       | 49%    | 50%    | 5%        | 16%   | 29%   | 48%  | 6%               | 9%           | 14%          | 45%  | 29%          | 24%  | 18% | 25% | 81%      | 9%        | 5%    | 4%  |
| Mobile phone              | 659   | 328    | 326    | 58        | 174   | 257   | 163  | 25               | 40           | 67           | 374  | 231          | 204  | 103 | 109 | 551      | 60        | 30    | 18  |
|                           | 29%   | 31%    | 28%    | 36%       | 41%   | 34%   | 18%  | 20%              | 22%          | 23%          | 34%  | 33%          | 35%  | 25% | 22% | 29%      | 28%       | 26%   | 25% |
|                           |       |        |        | f         | ef    | f     |      |                  |              |              | ghi  | mn           | mn   |     |     |          |           |       |     |
|                           |       | 50%    | 49%    | 9%        | 26%   | 39%   | 25%  | 4%               | 6%           | 10%          | 57%  | 35%          | 31%  | 16% | 17% | 84%      | 9%        | 5%    | 3%  |
| Smart speaker             | 611   | 296    | 309    | 48        | 132   | 241   | 186  | 15               | 44           | 72           | 354  | 210          | 169  | 113 | 106 | 510      | 52        | 31    | 18  |
|                           | 27%   | 28%    | 26%    | 30%       | 31%   | 32%   | 21%  | 12%              | 24%          | 25%          | 33%  | 30%          | 29%  | 27% | 21% | 27%      | 24%       | 28%   | 25% |
|                           |       |        |        | f         | f     | f     |      |                  | g            | g            | ghi  | n            | n    | n   |     |          |           |       |     |
|                           |       | 48%    | 51%    | 8%        | 22%   | 39%   | 30%  | 3%               | 7%           | 12%          | 58%  | 34%          | 28%  | 18% | 17% | 83%      | 9%        | 5%    | 3%  |
| TV set                    | 512   | 252    | 255    | 20        | 74    | 151   | 259  | 31               | 58           | 66           | 229  | 167          | 121  | 77  | 128 | 414      | 59        | 21    | 17  |
|                           | 22%   | 24%    | 22%    | 12%       | 18%   | 20%   | 29%  | 24%              | 32%          | 23%          | 21%  | 24%          | 21%  | 19% | 25% | 22%      | 28%       | 19%   | 23% |
|                           |       |        |        |           |       | c     | cde  |                  | ij           |              |      | m            |      | lm  |     |          | oq        |       |     |
|                           |       | 49%    | 50%    | 4%        | 14%   | 30%   | 51%  | 6%               | 11%          | 13%          | 45%  | 33%          | 24%  | 15% | 25% | 81%      | 12%       | 4%    | 3%  |
| Internet/ WiFi radio set  | 330   | 187    | 138    | 19        | 74    | 123   | 110  | 14               | 20           | 36           | 190  | 141          | 86   | 46  | 46  | 278      | 28        | 14    | 11  |
|                           | 15%   | 18%    | 12%    | 12%       | 17%   | 16%   | 12%  | 11%              | 11%          | 12%          | 17%  | 20%          | 15%  | 11% | 9%  | 15%      | 13%       | 12%   | 15% |
|                           |       | b      |        |           | f     | f     |      |                  |              |              | ghi  | lmn          | n    |     |     |          |           |       |     |
|                           |       | 57%    | 42%    | 6%        | 22%   | 37%   | 33%  | 4%               | 6%           | 11%          | 58%  | 43%          | 26%  | 14% | 14% | 84%      | 8%        | 4%    | 3%  |
| Laptop/ desktop computer  | 321   | 184    | 133    | 27        | 65    | 111   | 118  | 14               | 15           | 33           | 188  | 131          | 106  | 27  | 49  | 268      | 33        | 13    | 7   |
|                           | 14%   | 17%    | 11%    | 17%       | 15%   | 15%   | 13%  | 11%              | 9%           | 11%          | 17%  | 19%          | 18%  | 7%  | 10% | 14%      | 15%       | 11%   | 10% |
|                           |       | b      |        |           |       |       |      |                  |              |              | hi   | mn           | mn   |     |     | r        | r         |       |     |
|                           |       | 57%    | 41%    | 8%        | 20%   | 35%   | 37%  | 4%               | 5%           | 10%          | 59%  | 41%          | 33%  | 8%  | 15% | 84%      | 10%       | 4%    | 2%  |
| Tablet computer           | 206   | 108    | 97     | 14        | 31    | 77    | 82   | 9                | 14           | 22           | 111  | 78           | 53   | 28  | 43  | 173      | 20        | 7     | 5   |
|                           | 9%    | 10%    | 8%     | 9%        | 7%    | 10%   | 9%   | 7%               | 8%           | 8%           | 10%  | 11%          | 9%   | 7%  | 8%  | 9%       | 9%        | 7%    | 7%  |
|                           |       |        |        |           |       |       |      |                  |              |              | m    |              |      |     |     |          |           |       |     |
|                           |       | 52%    | 47%    | 7%        | 15%   | 37%   | 40%  | 4%               | 7%           | 11%          | 54%  | 38%          | 26%  | 14% | 21% | 84%      | 10%       | 4%    | 3%  |

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

## QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total           | 4017  | 1909   | 2057   | 311       | 678   | 1375  | 1601 | 240              | 307          | 537          | 1884 | 1194         | 1288 | 523 | 875 | 2548     | 454       | 475   | 540 |
| Effective Weighted Sample  | 2714  | 1286   | 1399   | 206       | 490   | 949   | 1038 | 154              | 204          | 361          | 1306 | 851          | 926  | 363 | 607 | 2096     | 260       | 317   | 446 |
| Total                      | 2274  | 1065   | 1179   | 160       | 423   | 752   | 906  | 127              | 180          | 289          | 1089 | 692          | 580  | 417 | 502 | 1875     | 214       | 113   | 73  |
|                            |       | 47%    | 52%    | 7%        | 19%   | 33%   | 40%  | 6%               | 8%           | 13%          | 48%  | 30%          | 25%  | 18% | 22% | 82%      | 9%        | 5%    | 3%  |
| Other device/s             | 52    | 21     | 31     | 4         | 12    | 18    | 17   | 1                | 5            | 7            | 24   | 20           | 11   | 10  | 9   | 41       | 8         | 2     | 1   |
|                            | 2%    | 2%     | 3%     | 2%        | 3%    | 2%    | 2%   | 1%               | 3%           | 2%           | 2%   | 3%           | 2%   | 2%  | 2%  | 2%       | 4%        | 2%    | 1%  |
|                            |       | 40%    | 59%    | 7%        | 22%   | 35%   | 33%  | 2%               | 10%          | 14%          | 45%  | 38%          | 22%  | 19% | 17% | 78%      | 16%       | 4%    | 2%  |
| Don't know                 | 86    | 39     | 43     | 10        | 31    | 20    | 24   | 5                | 6            | 15           | 26   | 15           | 19   | 19  | 20  | 69       | 8         | 6     | 4   |
|                            | 4%    | 4%     | 4%     | 6%        | 7%    | 3%    | 3%   | 4%               | 3%           | 5%           | 2%   | 2%           | 3%   | 5%  | 4%  | 4%       | 4%        | 5%    | 5%  |
|                            |       |        |        | ef        | ef    |       |      |                  |              | j            |      |              |      | k   | k   |          | r         |       |     |
|                            |       | 45%    | 50%    | 12%       | 35%   | 23%   | 28%  | 6%               | 6%           | 17%          | 30%  | 17%          | 22%  | 22% | 24% | 80%      | 9%        | 7%    | 4%  |
| NOT ANSWERED [POSTAL ONLY] | 9     | 3      | 6      | -         | -     | *     | 9    | 1                | 3            | -            | 1    | -            | 2    | 1   | 4   | 8        | 1         | -     | 1   |
|                            | *%    | *%     | 1%     | -%        | -%    | *%    | 1%   | 1%               | 2%           | -%           | *%   | -%           | *%   | *%  | 1%  | *%       | 1%        | -%    | 1%  |
|                            |       |        |        |           |       |       | de   |                  | ij           |              |      |              |      | k   |     |          |           |       |     |
|                            |       | 35%    | 65%    | -%        | -%    | 2%    | 91%  | 7%               | 36%          | -%           | 5%   | -%           | 24%  | 8%  | 46% | 80%      | 13%       | -%    | 7%  |

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

## QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4017  | 248             | 375        | 288        | 278       | 254       | 296         | 307           | 242        | 260        | 2984     | 1033  | 2380           | 1545        | 2201              | 1816         |
| Effective Weighted Sample | 2714  | 221             | 329        | 254        | 248       | 221       | 267         | 269           | 209        | 227        | 2251     | 468   | 1647           | 1021        | 1437              | 1280         |
| Total                     | 2274  | 242             | 347        | 205        | 173       | 197       | 166         | 184           | 94         | 266        | 1918     | 356   | 1430           | 789         | 1237              | 1037         |
|                           |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 84%      | 16%   | 63%            | 35%         | 54%               | 46%          |
| DAB radio                 | 1215  | 125             | 189        | 117        | 96        | 111       | 89          | 104           | 44         | 141        | 1003     | 212   | 784            | 409         | 731               | 483          |
|                           | 53%   | 52%             | 55%        | 57%        | 56%       | 57%       | 53%         | 57%           | 47%        | 53%        | 52%      | 60%   | 55%            | 52%         | 59%               | 47%          |
|                           |       |                 |            | h          |           | h         |             | h             |            |            |          | j     |                |             | o                 |              |
|                           |       | 10%             | 16%        | 10%        | 8%        | 9%        | 7%          | 9%            | 4%         | 12%        | 83%      | 17%   | 65%            | 34%         | 60%               | 40%          |
| FM/ AM radio              | 1027  | 84              | 160        | 106        | 75        | 73        | 76          | 90            | 45         | 124        | 830      | 197   | 606            | 398         | 609               | 418          |
|                           | 45%   | 35%             | 46%        | 51%        | 43%       | 37%       | 46%         | 49%           | 48%        | 47%        | 43%      | 55%   | 42%            | 50%         | 49%               | 40%          |
|                           |       |                 | ae         | ae         |           |           | ae          | ae            | ae         | ae         |          | j     |                | l           | o                 |              |
|                           |       | 8%              | 16%        | 10%        | 7%        | 7%        | 7%          | 9%            | 4%         | 12%        | 81%      | 19%   | 59%            | 39%         | 59%               | 41%          |
| Mobile phone              | 659   | 89              | 91         | 58         | 49        | 63        | 49          | 51            | 29         | 73         | 572      | 87    | 492            | 157         | 323               | 336          |
|                           | 29%   | 37%             | 26%        | 28%        | 28%       | 32%       | 29%         | 28%           | 31%        | 27%        | 30%      | 24%   | 34%            | 20%         | 26%               | 32%          |
|                           |       | bodgi           |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                           |       | 13%             | 14%        | 9%         | 7%        | 10%       | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 75%            | 24%         | 49%               | 51%          |
| Smart speaker             | 611   | 62              | 93         | 56         | 45        | 54        | 46          | 55            | 28         | 71         | 522      | 89    | 458            | 145         | 341               | 270          |
|                           | 27%   | 26%             | 27%        | 27%        | 26%       | 27%       | 28%         | 30%           | 30%        | 27%        | 27%      | 25%   | 32%            | 18%         | 28%               | 26%          |
|                           |       |                 |            |            |           |           |             |               |            |            | m        |       |                |             |                   |              |
|                           |       | 10%             | 15%        | 9%         | 7%        | 9%        | 8%          | 9%            | 5%         | 12%        | 85%      | 15%   | 75%            | 24%         | 56%               | 44%          |
| TV set                    | 512   | 40              | 87         | 49         | 35        | 44        | 41          | 41            | 21         | 57         | 424      | 87    | 285            | 215         | 286               | 226          |
|                           | 22%   | 16%             | 25%        | 24%        | 20%       | 22%       | 25%         | 23%           | 22%        | 21%        | 22%      | 24%   | 20%            | 27%         | 23%               | 22%          |
|                           |       |                 | a          | a          |           |           | a           |               |            |            |          |       |                | l           |                   |              |
|                           |       | 8%              | 17%        | 10%        | 7%        | 9%        | 8%          | 8%            | 4%         | 11%        | 83%      | 17%   | 56%            | 42%         | 56%               | 44%          |
| Internet/ WiFi radio set  | 330   | 41              | 57         | 35         | 25        | 27        | 31          | 23            | 13         | 27         | 278      | 52    | 230            | 93          | 172               | 158          |
|                           | 15%   | 17%             | 16%        | 17%        | 15%       | 13%       | 19%         | 13%           | 14%        | 10%        | 15%      | 15%   | 16%            | 12%         | 14%               | 15%          |
|                           |       | i               | i          | i          |           |           | i           |               |            |            |          |       | m              |             |                   |              |
|                           |       | 12%             | 17%        | 11%        | 8%        | 8%        | 9%          | 7%            | 4%         | 8%         | 84%      | 16%   | 70%            | 28%         | 52%               | 48%          |
| Laptop/ desktop computer  | 321   | 42              | 54         | 32         | 23        | 25        | 25          | 19            | 12         | 38         | 269      | 52    | 215            | 101         | 174               | 147          |
|                           | 14%   | 17%             | 16%        | 16%        | 13%       | 13%       | 15%         | 10%           | 13%        | 14%        | 14%      | 14%   | 15%            | 13%         | 14%               | 14%          |
|                           |       | g               | g          |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 13%             | 17%        | 10%        | 7%        | 8%        | 8%          | 6%            | 4%         | 12%        | 84%      | 16%   | 67%            | 31%         | 54%               | 46%          |
| Tablet computer           | 206   | 28              | 44         | 17         | 11        | 14        | 12          | 8             | 9          | 30         | 175      | 30    | 138            | 66          | 112               | 94           |
|                           | 9%    | 11%             | 13%        | 8%         | 6%        | 7%        | 7%          | 4%            | 10%        | 11%        | 9%       | 9%    | 10%            | 8%          | 9%                | 9%           |
|                           |       | dg              | defg       |            |           |           |             |               | g          | dg         |          |       |                |             |                   |              |
|                           |       | 14%             | 21%        | 8%         | 5%        | 7%        | 6%          | 4%            | 4%         | 15%        | 85%      | 15%   | 67%            | 32%         | 54%               | 46%          |

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

QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 4017  | 248             | 375        | 288        | 278       | 254       | 296         | 307           | 242        | 260        | 2984     | 1033  | 2380           | 1545        | 2201              | 1816        |
| Effective Weighted Sample  | 2714  | 221             | 329        | 254        | 248       | 221       | 267         | 269           | 209        | 227        | 2251     | 468   | 1647           | 1021        | 1437              | 1280        |
| Total                      | 2274  | 242             | 347        | 205        | 173       | 197       | 166         | 184           | 94         | 266        | 1918     | 356   | 1430           | 789         | 1237              | 1037        |
|                            |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 84%      | 16%   | 63%            | 35%         | 54%               | 46%         |
| Other device/s             | 52    | 6               | 4          | 8          | 3         | 8         | 5           | 3             | -          | 4          | 40       | 12    | 36             | 13          | 33                | 20          |
|                            | 2%    | 3%              | 1%         | 4%         | 2%        | 4%        | 3%          | 1%            | -%         | 1%         | 2%       | 3%    | 3%             | 2%          | 3%                | 2%          |
|                            |       | h               |            | bh         | h         | bh        | h           |               |            |            |          |       |                |             |                   |             |
|                            |       | 12%             | 8%         | 15%        | 6%        | 15%       | 9%          | 5%            | -%         | 7%         | 76%      | 24%   | 70%            | 24%         | 63%               | 37%         |
| Don't know                 | 86    | 8               | 12         | 3          | 6         | 13        | 6           | 6             | 6          | 9          | 80       | 6     | 49             | 28          | 27                | 60          |
|                            | 4%    | 3%              | 4%         | 2%         | 3%        | 7%        | 4%          | 3%            | 6%         | 3%         | 4%       | 2%    | 3%             | 4%          | 2%                | 6%          |
|                            |       |                 |            |            |           | c         |             |               | c          |            | k        |       |                |             | n                 |             |
|                            |       | 9%              | 14%        | 4%         | 7%        | 15%       | 7%          | 7%            | 7%         | 10%        | 92%      | 8%    | 57%            | 32%         | 31%               | 69%         |
| NOT ANSWERED [POSTAL ONLY] | 9     | 1               | 3          | -          | -         | -         | 1           | -             | *          | 2          | 7        | 2     | 1              | 8           | 3                 | 6           |
|                            | *%    | *%              | 1%         | -%         | -%        | -%        | *%          | -%            | *%         | 1%         | *%       | 1%    | *%             | 1%          | *%                | 1%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                            |       | 7%              | 33%        | -%         | -%        | -%        | 9%          | -%            | 5%         | 26%        | 78%      | 22%   | 9%             | 86%         | 34%               | 66%         |

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



**QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)**

Base : Those who ever listen to live radio

|                           | Total | TV SERVICES          |                      |                       |           | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d |                               |                        |
| Significance Level: 95%   |       |                      |                      |                       |           |                               |                        |
| Unweighted total          | 4017  | 2037                 | 1827                 | 3307                  | 3182      | 1732                          | 3932                   |
| Effective Weighted Sample | 2714  | 1380                 | 1231                 | 2294                  | 2184      | 1185                          | 2673                   |
| Total                     | 2274  | 1151                 | 1049                 | 1859                  | 1785      | 965                           | 2215                   |
|                           |       | 51%                  | 46%                  | 82%                   | 78%       | 42%                           | 97%                    |
| DAB radio                 | 1215  | 647                  | 603                  | 1054                  | 968       | 523                           | 1196                   |
|                           | 53%   | 56%                  | 57%                  | 57%                   | 54%       | 54%                           | 54%                    |
|                           |       |                      | f                    |                       |           |                               |                        |
|                           |       | 53%                  | 50%                  | 87%                   | 80%       | 43%                           | 98%                    |
| FM/ AM radio              | 1027  | 495                  | 535                  | 834                   | 763       | 414                           | 1001                   |
|                           | 45%   | 43%                  | 51%                  | 45%                   | 43%       | 43%                           | 45%                    |
|                           |       |                      | acdef                |                       |           |                               |                        |
|                           |       | 48%                  | 52%                  | 81%                   | 74%       | 40%                           | 98%                    |
| Mobile phone              | 659   | 362                  | 285                  | 591                   | 600       | 367                           | 654                    |
|                           | 29%   | 31%                  | 27%                  | 32%                   | 34%       | 38%                           | 30%                    |
|                           |       | b                    | b                    | b                     | bf        | abcdf                         |                        |
|                           |       | 55%                  | 43%                  | 90%                   | 91%       | 56%                           | 99%                    |
| Smart speaker             | 611   | 360                  | 272                  | 568                   | 573       | 321                           | 608                    |
|                           | 27%   | 31%                  | 26%                  | 31%                   | 32%       | 33%                           | 27%                    |
|                           |       | bf                   |                      | bf                    | bf        | bf                            |                        |
|                           |       | 59%                  | 45%                  | 93%                   | 94%       | 53%                           | 99%                    |
| TV set                    | 512   | 288                  | 285                  | 447                   | 388       | 227                           | 507                    |
|                           | 22%   | 25%                  | 27%                  | 24%                   | 22%       | 23%                           | 23%                    |
|                           |       | d                    | cdef                 |                       |           |                               |                        |
|                           |       | 56%                  | 56%                  | 87%                   | 76%       | 44%                           | 99%                    |
| Internet/ WiFi radio set  | 330   | 171                  | 176                  | 293                   | 287       | 182                           | 328                    |
|                           | 15%   | 15%                  | 17%                  | 16%                   | 16%       | 19%                           | 15%                    |
|                           |       |                      |                      |                       |           | acdf                          |                        |
|                           |       | 52%                  | 53%                  | 89%                   | 87%       | 55%                           | 99%                    |
| Laptop/ desktop computer  | 321   | 161                  | 155                  | 291                   | 270       | 177                           | 320                    |
|                           | 14%   | 14%                  | 15%                  | 16%                   | 15%       | 18%                           | 14%                    |
|                           |       |                      |                      |                       |           | abcdf                         |                        |
|                           |       | 50%                  | 48%                  | 91%                   | 84%       | 55%                           | 100%                   |
| Tablet computer           | 206   | 118                  | 104                  | 186                   | 177       | 115                           | 202                    |
|                           | 9%    | 10%                  | 10%                  | 10%                   | 10%       | 12%                           | 9%                     |
|                           |       |                      |                      |                       |           | f                             |                        |
|                           |       | 57%                  | 50%                  | 90%                   | 86%       | 56%                           | 98%                    |

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

QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 4017  | 2037                 | 1827                 | 3307                  | 3182      | 1732               | 3932                   |
| Effective Weighted Sample  | 2714  | 1380                 | 1231                 | 2294                  | 2184      | 1185               | 2673                   |
| Total                      | 2274  | 1151                 | 1049                 | 1859                  | 1785      | 965                | 2215                   |
|                            |       | 51%                  | 46%                  | 82%                   | 78%       | 42%                | 97%                    |
| Other device/s             | 52    | 26                   | 23                   | 37                    | 46        | 24                 | 50                     |
|                            | 2%    | 2%                   | 2%                   | 2%                    | 3%        | 2%                 | 2%                     |
|                            |       | 50%                  | 44%                  | 71%                   | 88%       | 46%                | 95%                    |
| Don't know                 | 86    | 36                   | 26                   | 54                    | 66        | 29                 | 77                     |
|                            | 4%    | 3%                   | 2%                   | 3%                    | 4%        | 3%                 | 3%                     |
|                            |       | 42%                  | 30%                  | 63%                   | 76%       | 33%                | 89%                    |
| NOT ANSWERED [POSTAL ONLY] | 9     | 3                    | 6                    | 4                     | 2         | 1                  | 8                      |
|                            | *0%   | *0%                  | 1%                   | *0%                   | *0%       | *0%                | *0%                    |
|                            |       |                      | d                    |                       |           |                    |                        |
|                            |       | 36%                  | 66%                  | 44%                   | 20%       | 13%                | 82%                    |

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

## QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 1674  | 857    | 783    | 151       | 304   | 622   | 575 | 102              | 115          | 212          | 835  | 568          | 585 | 182 | 287 | 1088     | 173       | 189   | 224 |
| Effective Weighted Sample | 1181  | 600    | 558    | 109       | 224   | 436   | 399 | 70               | 79           | 148          | 608  | 415          | 424 | 128 | 210 | 925      | 99        | 132   | 188 |
| Total                     | 915   | 453    | 445    | 74        | 187   | 339   | 302 | 47               | 66           | 116          | 478  | 334          | 264 | 133 | 151 | 766      | 73        | 49    | 28  |
|                           |       | 49%    | 49%    | 8%        | 20%   | 37%   | 33% | 5%               | 7%           | 13%          | 52%  | 37%          | 29% | 15% | 16% | 84%      | 8%        | 5%    | 3%  |
| Mobile phone              | 440   | 216    | 218    | 37        | 109   | 177   | 112 | 18               | 23           | 48           | 269  | 178          | 151 | 55  | 46  | 369      | 36        | 21    | 14  |
|                           | 48%   | 48%    | 49%    | 50%       | 59%   | 52%   | 37% | 39%              | 34%          | 41%          | 56%  | 53%          | 57% | 41% | 30% | 48%      | 49%       | 44%   | 50% |
|                           |       |        |        | f         | f     | f     |     |                  |              |              | ghi  | mn           | mn  | n   |     |          |           |       |     |
|                           |       | 49%    | 50%    | 8%        | 25%   | 40%   | 25% | 4%               | 5%           | 11%          | 61%  | 41%          | 34% | 12% | 10% | 84%      | 8%        | 5%    | 3%  |
| Laptop/ desktop computer  | 221   | 122    | 95     | 19        | 37    | 64    | 100 | 10               | 16           | 27           | 118  | 90           | 74  | 23  | 31  | 189      | 15        | 12    | 6   |
|                           | 24%   | 27%    | 21%    | 26%       | 20%   | 19%   | 33% | 21%              | 25%          | 23%          | 25%  | 27%          | 28% | 17% | 21% | 25%      | 20%       | 25%   | 20% |
|                           |       | b      |        |           |       | de    |     |                  |              |              |      | m            | m   |     |     |          |           |       |     |
|                           |       | 55%    | 43%    | 9%        | 17%   | 29%   | 45% | 4%               | 7%           | 12%          | 53%  | 41%          | 33% | 10% | 14% | 85%      | 7%        | 5%    | 3%  |
| Tablet computer           | 168   | 89     | 78     | 8         | 19    | 57    | 80  | 9                | 12           | 20           | 94   | 82           | 44  | 15  | 24  | 139      | 16        | 8     | 5   |
|                           | 18%   | 20%    | 18%    | 11%       | 10%   | 17%   | 27% | 19%              | 19%          | 17%          | 20%  | 25%          | 17% | 11% | 16% | 18%      | 22%       | 16%   | 19% |
|                           |       |        |        |           |       | d     | cde |                  |              |              |      | lmn          |     |     |     |          |           |       |     |
|                           |       | 53%    | 47%    | 5%        | 11%   | 34%   | 48% | 5%               | 7%           | 12%          | 56%  | 49%          | 26% | 9%  | 14% | 83%      | 10%       | 4%    | 3%  |
| Internet/ WiFi radio set  | 162   | 88     | 70     | 12        | 33    | 55    | 58  | 10               | 12           | 27           | 72   | 71           | 43  | 17  | 26  | 134      | 14        | 9     | 5   |
|                           | 18%   | 20%    | 16%    | 16%       | 18%   | 16%   | 19% | 21%              | 18%          | 23%          | 15%  | 21%          | 16% | 13% | 17% | 18%      | 19%       | 19%   | 17% |
|                           |       |        |        |           |       | j     |     |                  |              |              |      | m            |     |     |     |          |           |       |     |
|                           |       | 55%    | 43%    | 7%        | 20%   | 34%   | 36% | 6%               | 7%           | 17%          | 45%  | 44%          | 27% | 11% | 16% | 83%      | 9%        | 6%    | 3%  |
| Smart speaker             | 143   | 80     | 59     | 10        | 27    | 65    | 39  | 11               | 10           | 16           | 80   | 54           | 37  | 19  | 27  | 121      | 10        | 7     | 4   |
|                           | 16%   | 18%    | 13%    | 14%       | 15%   | 19%   | 13% | 23%              | 16%          | 14%          | 17%  | 16%          | 14% | 14% | 18% | 16%      | 14%       | 15%   | 14% |
|                           |       | b      |        |           |       | f     |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                           |       | 56%    | 41%    | 7%        | 19%   | 45%   | 28% | 8%               | 7%           | 11%          | 56%  | 38%          | 26% | 13% | 19% | 85%      | 7%        | 5%    | 3%  |
| TV set                    | 89    | 46     | 42     | 7         | 17    | 27    | 37  | 9                | 13           | 13           | 31   | 23           | 27  | 15  | 23  | 75       | 7         | 5     | 3   |
|                           | 10%   | 10%    | 9%     | 9%        | 9%    | 8%    | 12% | 18%              | 20%          | 11%          | 7%   | 7%           | 10% | 11% | 15% | 10%      | 9%        | 9%    | 9%  |
|                           |       |        |        |           |       | e     |     | j                | j            |              |      |              |     | k   |     |          |           |       |     |
|                           |       | 52%    | 47%    | 8%        | 19%   | 31%   | 41% | 10%              | 15%          | 15%          | 35%  | 26%          | 31% | 17% | 26% | 84%      | 8%        | 5%    | 3%  |
| Other device/s            | 24    | 11     | 13     | 1         | 7     | 7     | 9   | -                | 3            | 6            | 11   | 8            | 4   | 8   | 3   | 20       | 2         | 1     | 1   |
|                           | 3%    | 2%     | 3%     | 1%        | 4%    | 2%    | 3%  | -%               | 5%           | 5%           | 2%   | 2%           | 1%  | 6%  | 2%  | 3%       | 3%        | 1%    | 2%  |
|                           |       |        |        |           |       |       |     |                  |              |              |      |              | kln |     |     |          |           |       |     |
|                           |       | 47%    | 53%    | 4%        | 29%   | 29%   | 38% | -%               | 13%          | 23%          | 46%  | 32%          | 16% | 36% | 11% | 86%      | 9%        | 3%    | 2%  |
| Don't know                | 139   | 73     | 63     | 11        | 30    | 55    | 40  | 8                | 12           | 19           | 54   | 29           | 21  | 40  | 38  | 111      | 13        | 9     | 6   |
|                           | 15%   | 16%    | 14%    | 15%       | 16%   | 16%   | 13% | 17%              | 18%          | 16%          | 11%  | 9%           | 8%  | 30% | 25% | 14%      | 18%       | 19%   | 20% |
|                           |       |        |        |           |       |       |     |                  |              |              |      |              | kl  | kl  |     |          |           | o     |     |
|                           |       | 53%    | 45%    | 8%        | 21%   | 40%   | 29% | 6%               | 9%           | 14%          | 39%  | 21%          | 15% | 29% | 27% | 80%      | 10%       | 7%    | 4%  |

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

QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

|                            |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%    | Total | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total           | 1674  | 857    | 783    | 151       | 304   | 622   | 575 | 102              | 115              | 212              | 835  | 568          | 585 | 182 | 287 | 1088        | 173          | 189   | 224 |
| Effective Weighted Sample  | 1181  | 600    | 558    | 109       | 224   | 436   | 399 | 70               | 79               | 148              | 608  | 415          | 424 | 128 | 210 | 925         | 99           | 132   | 188 |
| Total                      | 915   | 453    | 445    | 74        | 187   | 339   | 302 | 47               | 66               | 116              | 478  | 334          | 264 | 133 | 151 | 766         | 73           | 49    | 28  |
|                            |       | 49%    | 49%    | 8%        | 20%   | 37%   | 33% | 5%               | 7%               | 13%              | 52%  | 37%          | 29% | 15% | 16% | 84%         | 8%           | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 3     | 2      | 2      | -         | -     | 1     | 3   | 1                | *                | 2                | *    | 2            | 1   | *   | 1   | 3           | *            | -     | *   |
|                            | *%    | *%     | *%     | -%        | -%    | *%    | 1%  | 2%               | *%               | 2%               | *%   | *%           | *%  | *%  | 1%  | *%          | *%           | -%    | 1%  |
|                            |       |        |        |           |       |       |     | j                |                  | j                |      |              |     |     |     |             |              |       |     |
|                            |       | 51%    | 49%    | -%        | -%    | 16%   | 84% | 27%              | 3%               | 55%              | 11%  | 44%          | 19% | 3%  | 33% | 86%         | 7%           | -%    | 8%  |

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

## QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 1674  | 132             | 159        | 116        | 120       | 112       | 137         | 120           | 94         | 98         | 1269     | 405   | 1025           | 609         | 890               | 784          |
| Effective Weighted Sample | 1181  | 121             | 145        | 105        | 108       | 96        | 127         | 105           | 83         | 90         | 991      | 190   | 734            | 429         | 608               | 573          |
| Total                     | 915   | 123             | 140        | 79         | 71        | 84        | 75          | 70            | 34         | 90         | 776      | 139   | 602            | 290         | 478               | 437          |
|                           |       | 13%             | 15%        | 9%         | 8%        | 9%        | 8%          | 8%            | **         | **         | 85%      | 15%   | 66%            | 32%         | 52%               | 48%          |
| Mobile phone              | 440   | 75              | 58         | 36         | 32        | 38        | 33          | 34            | **         | **         | 381      | 58    | 324            | 109         | 231               | 208          |
|                           | 48%   | 61%             | 42%        | 46%        | 45%       | 45%       | 44%         | 48%           | **         | **         | 49%      | 42%   | 54%            | 38%         | 48%               | 48%          |
|                           |       | bcdef           |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 17%             | 13%        | 8%         | 7%        | 9%        | 8%          | 8%            | **         | **         | 87%      | 13%   | 74%            | 25%         | 53%               | 47%          |
| Laptop/ desktop computer  | 221   | 35              | 36         | 25         | 17        | 12        | 21          | 16            | **         | **         | 183      | 38    | 139            | 78          | 115               | 106          |
|                           | 24%   | 28%             | 26%        | 32%        | 24%       | 15%       | 28%         | 23%           | **         | **         | 24%      | 28%   | 23%            | 27%         | 24%               | 24%          |
|                           |       | e               | e          | e          |           |           | e           |               |            |            |          |       |                |             |                   |              |
|                           |       | 16%             | 16%        | 11%        | 8%        | 6%        | 10%         | 7%            | **         | **         | 83%      | 17%   | 63%            | 35%         | 52%               | 48%          |
| Tablet computer           | 168   | 23              | 38         | 15         | 11        | 9         | 11          | 7             | **         | **         | 138      | 30    | 98             | 69          | 99                | 69           |
|                           | 18%   | 18%             | 27%        | 19%        | 16%       | 11%       | 15%         | 10%           | **         | **         | 18%      | 22%   | 16%            | 24%         | 21%               | 16%          |
|                           |       |                 | defg       |            |           |           |             |               |            |            |          |       | l              |             | o                 |              |
|                           |       | 13%             | 23%        | 9%         | 7%        | 6%        | 7%          | 4%            | **         | **         | 82%      | 18%   | 58%            | 41%         | 59%               | 41%          |
| Internet/ WiFi radio set  | 162   | 18              | 25         | 18         | 11        | 10        | 15          | 15            | **         | **         | 130      | 32    | 109            | 48          | 88                | 74           |
|                           | 18%   | 15%             | 18%        | 23%        | 15%       | 12%       | 20%         | 22%           | **         | **         | 17%      | 23%   | 18%            | 16%         | 18%               | 17%          |
|                           |       |                 | e          |            |           |           |             |               |            |            |          | j     |                |             |                   |              |
|                           |       | 11%             | 15%        | 11%        | 7%        | 6%        | 9%          | 9%            | **         | **         | 80%      | 20%   | 67%            | 29%         | 54%               | 46%          |
| Smart speaker             | 143   | 15              | 20         | 14         | 13        | 12        | 15          | 11            | **         | **         | 116      | 26    | 104            | 36          | 76                | 67           |
|                           | 16%   | 12%             | 15%        | 18%        | 18%       | 14%       | 20%         | 16%           | **         | **         | 15%      | 19%   | 17%            | 12%         | 16%               | 15%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 10%             | 14%        | 10%        | 9%        | 9%        | 10%         | 8%            | **         | **         | 82%      | 18%   | 73%            | 25%         | 53%               | 47%          |
| TV set                    | 89    | 9               | 11         | 7          | 5         | 8         | 7           | 8             | **         | **         | 72       | 17    | 52             | 36          | 46                | 43           |
|                           | 10%   | 7%              | 8%         | 9%         | 8%        | 9%        | 10%         | 11%           | **         | **         | 9%       | 12%   | 9%             | 12%         | 10%               | 10%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                           |       | 10%             | 13%        | 8%         | 6%        | 9%        | 8%          | 9%            | **         | **         | 81%      | 19%   | 58%            | 41%         | 51%               | 49%          |
| Other device/s            | 24    | 3               | 4          | 1          | -         | 1         | 2           | 5             | **         | **         | 21       | 3     | 17             | 7           | 11                | 12           |
|                           | 3%    | 3%              | 3%         | 2%         | -%        | 1%        | 3%          | 6%            | **         | **         | 3%       | 2%    | 3%             | 2%          | 2%                | 3%           |
|                           |       |                 |            |            |           |           |             | d             |            |            |          |       |                |             |                   |              |
|                           |       | 13%             | 19%        | 5%         | -%        | 5%        | 10%         | 19%           | **         | **         | 87%      | 13%   | 72%            | 28%         | 48%               | 52%          |
| Don't know                | 139   | 12              | 25         | 7          | 10        | 20        | 9           | 8             | **         | **         | 124      | 15    | 84             | 46          | 62                | 76           |
|                           | 15%   | 10%             | 18%        | 9%         | 14%       | 24%       | 13%         | 11%           | **         | **         | 16%      | 11%   | 14%            | 16%         | 13%               | 17%          |
|                           |       |                 |            |            |           | acfg      |             |               |            |            |          |       |                |             | n                 |              |
|                           |       | 9%              | 18%        | 5%         | 7%        | 15%       | 7%          | 6%            | **         | **         | 89%      | 11%   | 61%            | 33%         | 45%               | 55%          |

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

**QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)**

Base : Those who ever listen to catch-up radio

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |     |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|-----|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | ~h         | ~i         | j     | k              | l       | m                 | n   | o           |
| Unweighted total           | 1674  | 132             | 159        | 116        | 120       | 112       | 137         | 120           | 94         | 98         | 1269  | 405            | 1025    | 609               | 890 | 784         |
| Effective Weighted Sample  | 1181  | 121             | 145        | 105        | 108       | 96        | 127         | 105           | 83         | 90         | 991   | 190            | 734     | 429               | 608 | 573         |
| Total                      | 915   | 123             | 140        | 79         | 71        | 84        | 75          | 70            | 34         | 90         | 776   | 139            | 602     | 290               | 478 | 437         |
|                            |       | 13%             | 15%        | 9%         | 8%        | 9%        | 8%          | 8%            | **         | **         | 85%   | 15%            | 66%     | 32%               | 52% | 48%         |
| NOT ANSWERED [POSTAL ONLY] | 3     | *               | -          | 2          | -         | -         | *           | *             | **         | **         | 2     | 1              | *       | 3                 | 2   | 1           |
|                            | *%    | *%              | -%         | 2%         | -%        | -%        | *%          | 1%            | **         | **         | *%    | 1%             | *%      | 1%                | *%  | *%          |
|                            |       | 13%             | -%         | 48%        | -%        | -%        | 11%         | 14%           | **         | **         | 61%   | 39%            | 8%      | 92%               | 69% | 31%         |

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

**QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)**

Base : Those who ever listen to catch-up radio

|                            | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|----------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                            |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%    |       |                 |                 |                  |      |               |                   |
| Unweighted total           | 1674  | 787             | 745             | 1433             | 1409 | 781           | 1640              |
| Effective Weighted Sample  | 1181  | 553             | 522             | 1026             | 997  | 552           | 1159              |
| Total                      | 915   | 440             | 404             | 795              | 771  | 430           | 898               |
|                            |       | 48%             | 44%             | 87%              | 84%  | 47%           | 98%               |
| Mobile phone               | 440   | 208             | 194             | 401              | 402  | 228           | 438               |
|                            | 48%   | 47%             | 48%             | 50%              | 52%  | 53%           | 49%               |
|                            |       | 47%             | 44%             | 91%              | 91%  | 52%           | 100%              |
| Laptop/ desktop computer   | 221   | 101             | 110             | 205              | 187  | 118           | 219               |
|                            | 24%   | 23%             | 27%             | 26%              | 24%  | 27%           | 24%               |
|                            |       | 46%             | 50%             | 93%              | 85%  | 54%           | 99%               |
| Tablet computer            | 168   | 83              | 90              | 159              | 141  | 87            | 166               |
|                            | 18%   | 19%             | 22%             | 20%              | 18%  | 20%           | 18%               |
|                            |       | 50%             | 54%             | 95%              | 84%  | 52%           | 99%               |
| Internet/ WiFi radio set   | 162   | 75              | 83              | 142              | 139  | 74            | 157               |
|                            | 18%   | 17%             | 21%             | 18%              | 18%  | 17%           | 17%               |
|                            |       | 46%             | 52%             | 88%              | 86%  | 46%           | 97%               |
| Smart speaker              | 143   | 76              | 58              | 129              | 133  | 79            | 141               |
|                            | 16%   | 17%             | 14%             | 16%              | 17%  | 18%           | 16%               |
|                            |       | 54%             | 41%             | 91%              | 93%  | 55%           | 99%               |
| TV set                     | 89    | 51              | 42              | 77               | 71   | 45            | 88                |
|                            | 10%   | 12%             | 10%             | 10%              | 9%   | 10%           | 10%               |
|                            |       | 57%             | 47%             | 86%              | 80%  | 50%           | 99%               |
| Other device/s             | 24    | 15              | 9               | 21               | 19   | 9             | 24                |
|                            | 3%    | 3%              | 2%              | 3%               | 2%   | 2%            | 3%                |
|                            |       | 62%             | 39%             | 88%              | 80%  | 38%           | 100%              |
| Don't know                 | 139   | 75              | 54              | 103              | 109  | 61            | 134               |
|                            | 15%   | 17%             | 13%             | 13%              | 14%  | 14%           | 15%               |
|                            |       | c               |                 |                  |      |               |                   |
|                            |       | 54%             | 39%             | 75%              | 79%  | 44%           | 96%               |
| NOT ANSWERED [POSTAL ONLY] | 3     | *               | 2               | 2                | *    | 1             | 3                 |
|                            | *%    | *%              | 1%              | *%               | *%   | *%            | *%                |
|                            |       |                 | d               |                  |      |               |                   |
|                            |       | 11%             | 71%             | 47%              | 14%  | 44%           | 100%              |

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

QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 2244  | 1109   | 1099   | 344       | 527   | 768   | 578 | 130              | 126          | 242          | 1160 | 747          | 889 | 222 | 317 | 1461     | 234       | 250   | 299 |
| Effective Weighted Sample | 1567  | 766    | 778    | 235       | 381   | 544   | 393 | 88               | 87           | 168          | 842  | 541          | 660 | 157 | 230 | 1229     | 138       | 175   | 254 |
| Total                     | 1258  | 610    | 627    | 171       | 325   | 429   | 315 | 62               | 74           | 130          | 677  | 447          | 416 | 181 | 169 | 1052     | 107       | 61    | 39  |
|                           |       | 49%    | 50%    | 14%       | 26%   | 34%   | 25% | 5%               | 6%           | 10%          | 54%  | 36%          | 33% | 14% | 13% | 84%      | 8%        | 5%    | 3%  |
| Mobile phone              | 857   | 418    | 428    | 133       | 264   | 296   | 155 | 40               | 38           | 76           | 498  | 321          | 317 | 104 | 91  | 719      | 71        | 40    | 28  |
|                           | 68%   | 69%    | 68%    | 77%       | 81%   | 69%   | 49% | 64%              | 51%          | 59%          | 74%  | 72%          | 76% | 57% | 54% | 68%      | 66%       | 66%   | 73% |
|                           |       |        |        | ef        | ef    | f     |     |                  |              |              | hi   | mn           | mn  |     |     |          |           |       |     |
|                           |       | 49%    | 50%    | 15%       | 31%   | 34%   | 18% | 5%               | 4%           | 9%           | 58%  | 37%          | 37% | 12% | 11% | 84%      | 8%        | 5%    | 3%  |
| Laptop/ desktop computer  | 262   | 149    | 111    | 51        | 60    | 67    | 83  | 17               | 18           | 31           | 130  | 88           | 102 | 26  | 38  | 221      | 24        | 12    | 6   |
|                           | 21%   | 24%    | 18%    | 30%       | 18%   | 16%   | 26% | 27%              | 25%          | 24%          | 19%  | 20%          | 25% | 14% | 23% | 21%      | 22%       | 19%   | 16% |
|                           |       | b      |        | de        |       | de    |     |                  |              |              |      |              | km  |     | m   |          |           |       |     |
|                           |       | 57%    | 42%    | 20%       | 23%   | 26%   | 32% | 7%               | 7%           | 12%          | 49%  | 33%          | 39% | 10% | 15% | 84%      | 9%        | 4%    | 2%  |
| Tablet computer           | 191   | 99     | 92     | 11        | 33    | 67    | 79  | 11               | 12           | 22           | 100  | 79           | 60  | 21  | 26  | 158      | 22        | 6     | 6   |
|                           | 15%   | 16%    | 15%    | 6%        | 10%   | 16%   | 25% | 18%              | 17%          | 17%          | 15%  | 18%          | 14% | 11% | 15% | 15%      | 20%       | 10%   | 15% |
|                           |       |        |        |           |       | cd    | cde |                  |              |              |      |              |     |     |     |          | q         |       |     |
|                           |       | 52%    | 48%    | 6%        | 17%   | 35%   | 41% | 6%               | 6%           | 11%          | 52%  | 41%          | 31% | 11% | 14% | 82%      | 11%       | 3%    | 3%  |
| Smart speaker             | 191   | 98     | 90     | 24        | 56    | 78    | 32  | 7                | 12           | 20           | 124  | 74           | 61  | 27  | 26  | 162      | 13        | 10    | 5   |
|                           | 15%   | 16%    | 14%    | 14%       | 17%   | 18%   | 10% | 11%              | 16%          | 15%          | 18%  | 17%          | 15% | 15% | 15% | 15%      | 13%       | 17%   | 13% |
|                           |       |        |        |           | f     | f     |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                           |       | 51%    | 47%    | 13%       | 29%   | 41%   | 17% | 4%               | 6%           | 10%          | 65%  | 39%          | 32% | 14% | 13% | 85%      | 7%        | 5%    | 3%  |
| Internet/ WiFi radio set  | 125   | 67     | 56     | 15        | 26    | 55    | 29  | 8                | 10           | 17           | 54   | 45           | 26  | 23  | 26  | 105      | 10        | 5     | 4   |
|                           | 10%   | 11%    | 9%     | 8%        | 8%    | 13%   | 9%  | 13%              | 13%          | 13%          | 8%   | 10%          | 6%  | 13% | 16% | 10%      | 10%       | 8%    | 11% |
|                           |       |        |        |           |       | d     |     |                  |              | j            |      | l            |     | l   | kl  |          |           |       |     |
|                           |       | 54%    | 45%    | 12%       | 21%   | 44%   | 23% | 6%               | 8%           | 14%          | 43%  | 36%          | 21% | 18% | 21% | 85%      | 8%        | 4%    | 3%  |
| TV set                    | 65    | 32     | 30     | 8         | 22    | 22    | 11  | 4                | 9            | 11           | 26   | 17           | 20  | 16  | 10  | 56       | 3         | 3     | 2   |
|                           | 5%    | 5%     | 5%     | 5%        | 7%    | 5%    | 4%  | 6%               | 11%          | 8%           | 4%   | 4%           | 5%  | 9%  | 6%  | 5%       | 3%        | 6%    | 6%  |
|                           |       |        |        |           | f     |       |     |                  | j            | j            |      |              |     | kl  |     |          |           |       |     |
|                           |       | 50%    | 47%    | 13%       | 34%   | 34%   | 17% | 6%               | 13%          | 17%          | 40%  | 26%          | 30% | 25% | 15% | 86%      | 5%        | 5%    | 3%  |
| Other device/s            | 30    | 13     | 16     | 5         | 9     | 8     | 8   | 1                | 2            | 6            | 14   | 10           | 4   | 8   | 7   | 26       | 1         | 2     | 1   |
|                           | 2%    | 2%     | 3%     | 3%        | 3%    | 2%    | 3%  | 1%               | 3%           | 5%           | 2%   | 2%           | 1%  | 4%  | 4%  | 2%       | 1%        | 3%    | 2%  |
|                           |       |        |        |           |       | j     |     |                  |              | j            |      |              |     | l   | l   |          |           |       |     |
|                           |       | 45%    | 54%    | 17%       | 31%   | 26%   | 27% | 2%               | 7%           | 22%          | 47%  | 33%          | 13% | 26% | 23% | 86%      | 5%        | 6%    | 3%  |
| Don't know                | 110   | 56     | 48     | 11        | 14    | 46    | 34  | 8                | 8            | 17           | 41   | 27           | 20  | 30  | 26  | 89       | 10        | 7     | 4   |
|                           | 9%    | 9%     | 8%     | 6%        | 4%    | 11%   | 11% | 13%              | 11%          | 13%          | 6%   | 6%           | 5%  | 17% | 16% | 9%       | 10%       | 11%   | 9%  |
|                           |       |        |        |           |       | d     | d   | j                |              | j            |      |              |     | kl  | kl  |          |           |       |     |
|                           |       | 51%    | 44%    | 10%       | 13%   | 42%   | 31% | 7%               | 8%           | 15%          | 37%  | 25%          | 18% | 27% | 24% | 81%      | 9%        | 6%    | 3%  |

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



## QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

|                            |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%    | Total | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total           | 2244  | 1109   | 1099   | 344       | 527   | 768   | 578 | 130              | 126              | 242              | 1160 | 747          | 889 | 222 | 317 | 1461        | 234          | 250   | 299 |
| Effective Weighted Sample  | 1567  | 766    | 778    | 235       | 381   | 544   | 393 | 88               | 87               | 168              | 842  | 541          | 660 | 157 | 230 | 1229        | 138          | 175   | 254 |
| Total                      | 1258  | 610    | 627    | 171       | 325   | 429   | 315 | 62               | 74               | 130              | 677  | 447          | 416 | 181 | 169 | 1052        | 107          | 61    | 39  |
|                            |       | 49%    | 50%    | 14%       | 26%   | 34%   | 25% | 5%               | 6%               | 10%              | 54%  | 36%          | 33% | 14% | 13% | 84%         | 8%           | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 1     | *      | 1      | *         | -     | -     | *   | -                | -                | -                | *    | -            | 1   | -   | *   | 1           | -            | -     | *   |
|                            | *%    | *%     | *%     | *%        | -%    | -%    | *%  | -%               | -%               | -%               | *%   | -%           | *%  | -%  | *%  | *%          | -%           | -%    | *%  |
|                            |       | 39%    | 61%    | 39%       | -%    | -%    | 6%  | -%               | -%               | -%               | 6%   | -%           | 61% | -%  | 39% | 94%         | -%           | -%    | 6%  |

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

## QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 2244  | 201             | 229        | 156        | 164       | 142       | 166         | 147           | 121        | 135        | 1755     | 489   | 1449           | 746         | 1143              | 1101         |
| Effective Weighted Sample | 1567  | 181             | 206        | 141        | 148       | 121       | 151         | 131           | 107        | 122        | 1342     | 226   | 1034           | 522         | 772               | 795          |
| Total                     | 1258  | 190             | 201        | 107        | 96        | 111       | 91          | 85            | 43         | 128        | 1090     | 168   | 878            | 350         | 630               | 628          |
|                           |       | 15%             | 16%        | 9%         | 8%        | 9%        | 7%          | 7%            | 3%         | 10%        | 87%      | 13%   | 70%            | 28%         | 50%               | 50%          |
| Mobile phone              | 857   | 157             | 124        | 67         | 62        | 74        | 57          | 61            | 29         | 88         | 760      | 98    | 639            | 203         | 409               | 449          |
|                           | 68%   | 83%             | 62%        | 63%        | 65%       | 66%       | 63%         | 72%           | 66%        | 69%        | 70%      | 58%   | 73%            | 58%         | 65%               | 71%          |
|                           |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                           |       | 18%             | 14%        | 8%         | 7%        | 9%        | 7%          | 7%            | 3%         | 10%        | 89%      | 11%   | 75%            | 24%         | 48%               | 52%          |
| Laptop/ desktop computer  | 262   | 44              | 49         | 26         | 21        | 20        | 20          | 16            | 7          | 18         | 229      | 33    | 159            | 97          | 124               | 138          |
|                           | 21%   | 23%             | 24%        | 25%        | 22%       | 18%       | 21%         | 19%           | 16%        | 14%        | 21%      | 20%   | 18%            | 28%         | 20%               | 22%          |
|                           |       |                 | i          | i          |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                           |       | 17%             | 19%        | 10%        | 8%        | 8%        | 7%          | 6%            | 3%         | 7%         | 87%      | 13%   | 61%            | 37%         | 47%               | 53%          |
| Tablet computer           | 191   | 27              | 38         | 23         | 8         | 15        | 11          | 7             | 6          | 22         | 157      | 34    | 118            | 71          | 113               | 78           |
|                           | 15%   | 14%             | 19%        | 22%        | 8%        | 14%       | 12%         | 9%            | 13%        | 17%        | 14%      | 20%   | 13%            | 20%         | 18%               | 12%          |
|                           |       |                 | dg         | dfg        |           |           |             |               |            | d          |          | j     | l              |             | o                 |              |
|                           |       | 14%             | 20%        | 12%        | 4%        | 8%        | 6%          | 4%            | 3%         | 11%        | 82%      | 18%   | 62%            | 37%         | 59%               | 41%          |
| Smart speaker             | 191   | 28              | 32         | 18         | 16        | 15        | 11          | 16            | 7          | 19         | 165      | 26    | 152            | 38          | 99                | 92           |
|                           | 15%   | 15%             | 16%        | 17%        | 16%       | 13%       | 13%         | 19%           | 16%        | 15%        | 15%      | 15%   | 17%            | 11%         | 16%               | 15%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 15%             | 17%        | 10%        | 8%        | 8%        | 6%          | 8%            | 4%         | 10%        | 87%      | 13%   | 80%            | 20%         | 52%               | 48%          |
| Internet/ WiFi radio set  | 125   | 11              | 28         | 14         | 5         | 13        | 11          | 8             | 6          | 11         | 105      | 20    | 86             | 32          | 65                | 59           |
|                           | 10%   | 6%              | 14%        | 13%        | 5%        | 12%       | 12%         | 9%            | 13%        | 8%         | 10%      | 12%   | 10%            | 9%          | 10%               | 9%           |
|                           |       |                 | ad         | ad         |           | d         | ad          |               | ad         |            |          |       |                |             |                   |              |
|                           |       | 8%              | 22%        | 11%        | 4%        | 11%       | 9%          | 6%            | 5%         | 9%         | 84%      | 16%   | 69%            | 26%         | 52%               | 48%          |
| TV set                    | 65    | 12              | 10         | 4          | 6         | 3         | 6           | 4             | 2          | 10         | 57       | 7     | 45             | 17          | 27                | 37           |
|                           | 5%    | 6%              | 5%         | 4%         | 6%        | 3%        | 6%          | 4%            | 4%         | 8%         | 5%       | 4%    | 5%             | 5%          | 4%                | 6%           |
|                           |       | 18%             | 15%        | 6%         | 9%        | 5%        | 9%          | 6%            | 2%         | 15%        | 89%      | 11%   | 70%            | 26%         | 42%               | 58%          |
| Other device/s            | 30    | 4               | 3          | 2          | 2         | 4         | 1           | 4             | *          | 5          | 25       | 5     | 21             | 9           | 15                | 15           |
|                           | 2%    | 2%              | 2%         | 2%         | 2%        | 3%        | 1%          | 4%            | 1%         | 4%         | 2%       | 3%    | 2%             | 3%          | 2%                | 2%           |
|                           |       | 14%             | 11%        | 7%         | 6%        | 13%       | 4%          | 13%           | 1%         | 18%        | 84%      | 16%   | 71%            | 29%         | 48%               | 52%          |
| Don't know                | 110   | 11              | 13         | 9          | 9         | 13        | 10          | 6             | 4          | 14         | 93       | 17    | 68             | 37          | 53                | 57           |
|                           | 9%    | 6%              | 7%         | 8%         | 10%       | 11%       | 11%         | 7%            | 10%        | 11%        | 9%       | 10%   | 8%             | 11%         | 8%                | 9%           |
|                           |       | 10%             | 12%        | 8%         | 8%        | 11%       | 9%          | 5%            | 4%         | 13%        | 84%      | 16%   | 62%            | 34%         | 48%               | 52%          |

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

QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o           |
| Unweighted total           | 2244  | 201             | 229        | 156        | 164       | 142       | 166         | 147           | 121        | 135        | 1755  | 489            | 1449    | 746               | 1143 | 1101        |
| Effective Weighted Sample  | 1567  | 181             | 206        | 141        | 148       | 121       | 151         | 131           | 107        | 122        | 1342  | 226            | 1034    | 522               | 772  | 795         |
| Total                      | 1258  | 190             | 201        | 107        | 96        | 111       | 91          | 85            | 43         | 128        | 1090  | 168            | 878     | 350               | 630  | 628         |
|                            |       | 15%             | 16%        | 9%         | 8%        | 9%        | 7%          | 7%            | 3%         | 10%        | 87%   | 13%            | 70%     | 28%               | 50%  | 50%         |
| NOT ANSWERED [POSTAL ONLY] | 1     | -               | -          | -          | *         | -         | -           | -             | -          | 1          | 1     | *              | 1       | *                 | *    | 1           |
|                            | *%    | -%              | -%         | -%         | *%        | -%        | -%          | -%            | -%         | *%         | *%    | *%             | *%      | *%                | *%   | *%          |
|                            |       | -%              | -%         | -%         | 39%       | -%        | -%          | -%            | -%         | 55%        | 94%   | 6%             | 61%     | 39%               | 6%   | 94%         |

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

## QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 2244  | 1052                 | 898                  | 1876                  | 2009      | 1152               | 2214                   |
| Effective Weighted Sample  | 1567  | 726                  | 628                  | 1336                  | 1415      | 813                | 1556                   |
| Total                      | 1258  | 586                  | 498                  | 1055                  | 1123      | 639                | 1237                   |
|                            |       | 47%                  | 40%                  | 84%                   | 89%       | 51%                | 98%                    |
| Mobile phone               | 857   | 396                  | 322                  | 727                   | 803       | 480                | 847                    |
|                            | 68%   | 68%                  | 65%                  | 69%                   | 72%       | 75%                | 69%                    |
|                            |       |                      |                      |                       | b         | abcf               |                        |
|                            |       | 46%                  | 38%                  | 85%                   | 94%       | 56%                | 99%                    |
| Laptop/ desktop computer   | 262   | 117                  | 107                  | 221                   | 236       | 147                | 261                    |
|                            | 21%   | 20%                  | 22%                  | 21%                   | 21%       | 23%                | 21%                    |
|                            |       | 45%                  | 41%                  | 84%                   | 90%       | 56%                | 100%                   |
| Tablet computer            | 191   | 98                   | 91                   | 172                   | 165       | 104                | 191                    |
|                            | 15%   | 17%                  | 18%                  | 16%                   | 15%       | 16%                | 15%                    |
|                            |       |                      | d                    |                       |           |                    |                        |
|                            |       | 51%                  | 47%                  | 90%                   | 86%       | 54%                | 100%                   |
| Smart speaker              | 191   | 99                   | 77                   | 177                   | 185       | 109                | 191                    |
|                            | 15%   | 17%                  | 15%                  | 17%                   | 16%       | 17%                | 15%                    |
|                            |       | 52%                  | 40%                  | 92%                   | 97%       | 57%                | 100%                   |
| Internet/ WiFi radio set   | 125   | 65                   | 58                   | 107                   | 111       | 62                 | 123                    |
|                            | 10%   | 11%                  | 12%                  | 10%                   | 10%       | 10%                | 10%                    |
|                            |       | 52%                  | 47%                  | 86%                   | 89%       | 49%                | 99%                    |
| TV set                     | 65    | 34                   | 26                   | 53                    | 57        | 37                 | 63                     |
|                            | 5%    | 6%                   | 5%                   | 5%                    | 5%        | 6%                 | 5%                     |
|                            |       | 52%                  | 40%                  | 82%                   | 88%       | 56%                | 97%                    |
| Other device/s             | 30    | 15                   | 14                   | 24                    | 25        | 9                  | 28                     |
|                            | 2%    | 3%                   | 3%                   | 2%                    | 2%        | 1%                 | 2%                     |
|                            |       | 49%                  | 47%                  | 81%                   | 82%       | 29%                | 92%                    |
| Don't know                 | 110   | 55                   | 46                   | 85                    | 89        | 49                 | 106                    |
|                            | 9%    | 9%                   | 9%                   | 8%                    | 8%        | 8%                 | 9%                     |
|                            |       | 50%                  | 41%                  | 77%                   | 81%       | 44%                | 96%                    |
| NOT ANSWERED [POSTAL ONLY] | 1     | *                    | *                    | 1                     | 1         | 1                  | 1                      |
|                            | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                            |       | 6%                   | 39%                  | 100%                  | 100%      | 94%                | 100%                   |

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

QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 2453  | 1142   | 1276   | 425       | 646   | 864   | 499 | 142              | 149          | 281          | 1281 | 729          | 963 | 286 | 411 | 1613     | 284       | 281   | 275 |
| Effective Weighted Sample | 1709  | 807    | 881    | 288       | 471   | 612   | 331 | 100              | 101          | 198          | 914  | 533          | 716 | 199 | 306 | 1339     | 164       | 201   | 232 |
| Total                     | 1403  | 638    | 745    | 224       | 400   | 474   | 292 | 67               | 87           | 146          | 765  | 446          | 446 | 236 | 229 | 1162     | 137       | 69    | 35  |
|                           |       | 45%    | 53%    | 16%       | 29%   | 34%   | 21% | 5%               | 6%           | 10%          | 55%  | 32%          | 32% | 17% | 16% | 83%      | 10%       | 5%    | 3%  |
| Mobile phone              | 1039  | 473    | 552    | 194       | 330   | 358   | 151 | 50               | 56           | 101          | 593  | 323          | 360 | 170 | 160 | 864      | 102       | 47    | 26  |
|                           | 74%   | 74%    | 74%    | 87%       | 82%   | 76%   | 52% | 74%              | 65%          | 70%          | 78%  | 72%          | 81% | 72% | 70% | 74%      | 74%       | 68%   | 74% |
|                           |       |        |        | ef        | ef    | f     |     |                  |              |              | hi   |              | kmn |     |     |          |           |       |     |
|                           |       | 46%    | 53%    | 19%       | 32%   | 34%   | 15% | 5%               | 5%           | 10%          | 57%  | 31%          | 35% | 16% | 15% | 83%      | 10%       | 4%    | 3%  |
| Smart speaker             | 616   | 289    | 319    | 71        | 178   | 229   | 133 | 20               | 37           | 70           | 380  | 226          | 187 | 88  | 96  | 514      | 53        | 34    | 15  |
|                           | 44%   | 45%    | 43%    | 32%       | 45%   | 48%   | 45% | 30%              | 42%          | 48%          | 50%  | 51%          | 42% | 37% | 42% | 44%      | 39%       | 49%   | 43% |
|                           |       |        |        | c         | c     | c     |     |                  |              | g            | g    | lmn          |     |     |     |          |           | p     |     |
|                           |       | 47%    | 52%    | 12%       | 29%   | 37%   | 22% | 3%               | 6%           | 11%          | 62%  | 37%          | 30% | 14% | 16% | 83%      | 9%        | 5%    | 2%  |
| Laptop/ desktop computer  | 350   | 198    | 143    | 99        | 95    | 97    | 55  | 20               | 23           | 30           | 193  | 110          | 152 | 36  | 42  | 293      | 35        | 14    | 8   |
|                           | 25%   | 31%    | 19%    | 44%       | 24%   | 21%   | 19% | 30%              | 26%          | 20%          | 25%  | 25%          | 34% | 15% | 18% | 25%      | 26%       | 21%   | 22% |
|                           |       | b      |        | def       |       |       |     |                  |              |              |      | mn           | kmn |     |     |          |           |       |     |
|                           |       | 57%    | 41%    | 28%       | 27%   | 28%   | 16% | 6%               | 7%           | 9%           | 55%  | 31%          | 43% | 10% | 12% | 84%      | 10%       | 4%    | 2%  |
| Tablet computer           | 239   | 138    | 98     | 32        | 52    | 76    | 76  | 7                | 18           | 23           | 138  | 86           | 71  | 48  | 30  | 198      | 26        | 10    | 5   |
|                           | 17%   | 22%    | 13%    | 14%       | 13%   | 16%   | 26% | 11%              | 20%          | 16%          | 18%  | 19%          | 16% | 20% | 13% | 17%      | 19%       | 15%   | 15% |
|                           |       | b      |        |           |       |       | cde |                  |              |              |      | n            |     | n   |     |          |           |       |     |
|                           |       | 58%    | 41%    | 13%       | 22%   | 32%   | 32% | 3%               | 7%           | 9%           | 58%  | 36%          | 30% | 20% | 13% | 83%      | 11%       | 4%    | 2%  |
| TV set                    | 173   | 86     | 86     | 26        | 53    | 58    | 34  | 6                | 13           | 23           | 90   | 57           | 49  | 31  | 32  | 136      | 22        | 10    | 5   |
|                           | 12%   | 14%    | 11%    | 11%       | 13%   | 12%   | 12% | 10%              | 15%          | 15%          | 12%  | 13%          | 11% | 13% | 14% | 12%      | 16%       | 15%   | 13% |
|                           |       | 50%    | 49%    | 15%       | 31%   | 34%   | 20% | 4%               | 7%           | 13%          | 52%  | 33%          | 29% | 18% | 18% | 78%      | 13%       | 6%    | 3%  |
| Internet/ WiFi radio set  | 152   | 91     | 60     | 23        | 38    | 63    | 28  | 10               | 13           | 18           | 74   | 61           | 38  | 23  | 28  | 127      | 16        | 6     | 3   |
|                           | 11%   | 14%    | 8%     | 10%       | 10%   | 13%   | 10% | 15%              | 15%          | 13%          | 10%  | 14%          | 8%  | 10% | 12% | 11%      | 12%       | 8%    | 10% |
|                           |       | b      |        |           |       |       |     |                  |              |              |      | l            |     |     |     |          |           |       |     |
|                           |       | 60%    | 40%    | 15%       | 25%   | 41%   | 18% | 7%               | 8%           | 12%          | 49%  | 40%          | 25% | 15% | 18% | 84%      | 11%       | 4%    | 2%  |
| Other device/s            | 47    | 25     | 21     | 5         | 11    | 17    | 14  | -                | 6            | 6            | 29   | 16           | 12  | 13  | 5   | 38       | 5         | 1     | 2   |
|                           | 3%    | 4%     | 3%     | 2%        | 3%    | 4%    | 5%  | -%               | 7%           | 4%           | 4%   | 4%           | 3%  | 5%  | 2%  | 3%       | 4%        | 1%    | 5%  |
|                           |       |        |        |           |       |       |     | g                | g            | g            | g    |              |     |     |     |          |           |       | q   |
|                           |       | 54%    | 46%    | 11%       | 24%   | 36%   | 29% | -%               | 13%          | 13%          | 62%  | 35%          | 26% | 27% | 11% | 83%      | 12%       | 2%    | 4%  |
| Don't know                | 75    | 34     | 39     | 5         | 17    | 23    | 28  | 4                | 7            | 8            | 27   | 19           | 15  | 15  | 18  | 59       | 9         | 5     | 3   |
|                           | 5%    | 5%     | 5%     | 2%        | 4%    | 5%    | 10% | 6%               | 9%           | 5%           | 4%   | 4%           | 3%  | 6%  | 8%  | 5%       | 6%        | 7%    | 8%  |
|                           |       |        |        |           |       | c     | cde |                  | j            |              |      |              |     | l   | kl  |          |           |       |     |
|                           |       | 45%    | 52%    | 6%        | 22%   | 31%   | 38% | 6%               | 10%          | 10%          | 37%  | 26%          | 20% | 20% | 25% | 78%      | 11%       | 6%    | 4%  |

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

QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

|                            | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total           | 2453  | 1142   | 1276   | 425       | 646   | 864   | 499 | 142              | 149              | 281              | 1281 | 729          | 963 | 286 | 411 | 1613        | 284          | 281   | 275 |
| Effective Weighted Sample  | 1709  | 807    | 881    | 288       | 471   | 612   | 331 | 100              | 101              | 198              | 914  | 533          | 716 | 199 | 306 | 1339        | 164          | 201   | 232 |
| Total                      | 1403  | 638    | 745    | 224       | 400   | 474   | 292 | 67               | 87               | 146              | 765  | 446          | 446 | 236 | 229 | 1162        | 137          | 69    | 35  |
|                            |       | 45%    | 53%    | 16%       | 29%   | 34%   | 21% | 5%               | 6%               | 10%              | 55%  | 32%          | 32% | 17% | 16% | 83%         | 10%          | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 1     | -      | 1      | -         | -     | *     | -   | -                | *                | -                | -    | -            | 1   | -   | -   | 1           | -            | -     | *   |
|                            | *%    | -%     | *%     | -%        | -%    | *%    | -%  | -%               | *%               | -%               | -%   | -%           | *%  | -%  | -%  | *%          | -%           | -%    | *%  |
|                            |       | -%     | 84%    | -%        | -%    | 16%   | -%  | -%               | 16%              | -%               | -%   | -%           | 84% | -%  | -%  | 84%         | -%           | -%    | 16% |

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

QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 2453  | 202             | 236        | 151        | 167       | 158       | 177         | 193           | 170        | 159        | 1904     | 549   | 1646           | 762         | 1203              | 1250         |
| Effective Weighted Sample | 1709  | 180             | 211        | 137        | 150       | 142       | 160         | 171           | 151        | 137        | 1456     | 255   | 1164           | 533         | 804               | 908          |
| Total                     | 1403  | 194             | 208        | 106        | 102       | 118       | 100         | 111           | 64         | 158        | 1208     | 195   | 1006           | 367         | 687               | 715          |
|                           |       | 14%             | 15%        | 8%         | 7%        | 8%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 72%            | 26%         | 49%               | 51%          |
| Mobile phone              | 1039  | 162             | 146        | 76         | 70        | 88        | 70          | 86            | 50         | 116        | 917      | 122   | 776            | 247         | 482               | 557          |
|                           | 74%   | 83%             | 70%        | 71%        | 69%       | 75%       | 71%         | 78%           | 78%        | 73%        | 76%      | 63%   | 77%            | 67%         | 70%               | 78%          |
|                           |       | bcd fi          |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                           |       | 16%             | 14%        | 7%         | 7%        | 8%        | 7%          | 8%            | 5%         | 11%        | 88%      | 12%   | 75%            | 24%         | 46%               | 54%          |
| Smart speaker             | 616   | 59              | 95         | 55         | 49        | 53        | 47          | 57            | 28         | 70         | 533      | 83    | 473            | 135         | 329               | 286          |
|                           | 44%   | 31%             | 46%        | 52%        | 48%       | 45%       | 48%         | 51%           | 44%        | 44%        | 44%      | 42%   | 47%            | 37%         | 48%               | 40%          |
|                           |       |                 | a          | a          | a         | a         | a           | a             | a          | a          |          |       | m              |             | o                 |              |
|                           |       | 10%             | 15%        | 9%         | 8%        | 9%        | 8%          | 9%            | 5%         | 11%        | 87%      | 13%   | 77%            | 22%         | 53%               | 47%          |
| Laptop/ desktop computer  | 350   | 63              | 61         | 28         | 21        | 19        | 21          | 25            | 13         | 41         | 310      | 39    | 227            | 116         | 157               | 193          |
|                           | 25%   | 32%             | 29%        | 27%        | 21%       | 16%       | 21%         | 23%           | 21%        | 26%        | 26%      | 20%   | 23%            | 32%         | 23%               | 27%          |
|                           |       | defgh           | e          | e          |           |           |             |               |            | e          |          |       | l              |             | n                 |              |
|                           |       | 18%             | 18%        | 8%         | 6%        | 5%        | 6%          | 7%            | 4%         | 12%        | 89%      | 11%   | 65%            | 33%         | 45%               | 55%          |
| Tablet computer           | 239   | 39              | 43         | 18         | 15        | 19        | 19          | 15            | 8          | 22         | 202      | 37    | 167            | 70          | 125               | 115          |
|                           | 17%   | 20%             | 20%        | 17%        | 14%       | 16%       | 19%         | 14%           | 12%        | 14%        | 17%      | 19%   | 17%            | 19%         | 18%               | 16%          |
|                           |       |                 | h          |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 16%             | 18%        | 7%         | 6%        | 8%        | 8%          | 6%            | 3%         | 9%         | 84%      | 16%   | 70%            | 29%         | 52%               | 48%          |
| TV set                    | 173   | 18              | 26         | 10         | 13        | 16        | 9           | 18            | 9          | 19         | 147      | 26    | 127            | 45          | 72                | 101          |
|                           | 12%   | 9%              | 12%        | 9%         | 12%       | 13%       | 9%          | 16%           | 14%        | 12%        | 12%      | 13%   | 13%            | 12%         | 11%               | 14%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                           |       | 10%             | 15%        | 6%         | 7%        | 9%        | 5%          | 10%           | 5%         | 11%        | 85%      | 15%   | 73%            | 26%         | 42%               | 58%          |
| Internet/ WiFi radio set  | 152   | 14              | 28         | 12         | 16        | 12        | 14          | 12            | 7          | 12         | 124      | 29    | 114            | 35          | 72                | 81           |
|                           | 11%   | 7%              | 13%        | 12%        | 16%       | 10%       | 14%         | 11%           | 12%        | 8%         | 10%      | 15%   | 11%            | 9%          | 10%               | 11%          |
|                           |       |                 |            |            | ai        |           |             |               |            |            |          | j     |                |             |                   |              |
|                           |       | 9%              | 18%        | 8%         | 11%       | 8%        | 9%          | 8%            | 5%         | 8%         | 81%      | 19%   | 75%            | 23%         | 47%               | 53%          |
| Other device/s            | 47    | 4               | 8          | 3          | 4         | 4         | 6           | 4             | 2          | 4          | 32       | 14    | 36             | 10          | 28                | 18           |
|                           | 3%    | 2%              | 4%         | 3%         | 4%        | 3%        | 6%          | 4%            | 3%         | 3%         | 3%       | 7%    | 4%             | 3%          | 4%                | 3%           |
|                           |       |                 |            |            |           |           | a           |               |            |            |          | j     |                |             |                   |              |
|                           |       | 8%              | 17%        | 6%         | 8%        | 8%        | 13%         | 9%            | 4%         | 9%         | 70%      | 30%   | 76%            | 23%         | 61%               | 39%          |
| Don't know                | 75    | 11              | 10         | 4          | 7         | 7         | 6           | 4             | 2          | 8          | 64       | 10    | 45             | 25          | 35                | 40           |
|                           | 5%    | 5%              | 5%         | 4%         | 7%        | 6%        | 6%          | 4%            | 2%         | 5%         | 5%       | 5%    | 5%             | 7%          | 5%                | 6%           |
|                           |       | 14%             | 13%        | 5%         | 9%        | 10%       | 8%          | 6%            | 2%         | 11%        | 86%      | 14%   | 61%            | 33%         | 47%               | 53%          |

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

QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 2453  | 202             | 236        | 151        | 167       | 158       | 177         | 193           | 170        | 159        | 1904     | 549   | 1646           | 762         | 1203              | 1250         |
| Effective Weighted Sample  | 1709  | 180             | 211        | 137        | 150       | 142       | 160         | 171           | 151        | 137        | 1456     | 255   | 1164           | 533         | 804               | 908          |
| Total                      | 1403  | 194             | 208        | 106        | 102       | 118       | 100         | 111           | 64         | 158        | 1208     | 195   | 1006           | 367         | 687               | 715          |
|                            |       | 14%             | 15%        | 8%         | 7%        | 8%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 72%            | 26%         | 49%               | 51%          |
| NOT ANSWERED [POSTAL ONLY] | 1     | -               | -          | -          | -         | -         | -           | -             | -          | 1          | 1        | -     | 1              | -           | *                 | 1            |
|                            | *%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | *%         | *%       | -%    | *%             | -%          | *%                | *%           |
|                            |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | 84%        | 100%     | -%    | 84%            | -%          | 16%               | 84%          |

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



QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

|                            | Total | TV SERVICES     |                 |                  |      | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|----------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD |                          |                   |
| Significance Level: 95%    |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total           | 2453  | 1280            | 919             | 2073             | 2291 | 1280                     | 2432              |
| Effective Weighted Sample  | 1709  | 873             | 638             | 1458             | 1603 | 888                      | 1701              |
| Total                      | 1403  | 736             | 537             | 1195             | 1308 | 734                      | 1387              |
|                            |       | 52%             | 38%             | 85%              | 93%  | 52%                      | 99%               |
| Mobile phone               | 1039  | 534             | 383             | 892              | 993  | 584                      | 1032              |
|                            | 74%   | 73%             | 71%             | 75%              | 76%  | 80%                      | 74%               |
|                            |       |                 |                 |                  | b    | abcdf                    |                   |
|                            |       | 51%             | 37%             | 86%              | 96%  | 56%                      | 99%               |
| Smart speaker              | 616   | 343             | 246             | 556              | 595  | 341                      | 613               |
|                            | 44%   | 47%             | 46%             | 47%              | 45%  | 46%                      | 44%               |
|                            |       | 56%             | 40%             | 90%              | 97%  | 55%                      | 100%              |
| Laptop/ desktop computer   | 350   | 156             | 129             | 295              | 327  | 216                      | 346               |
|                            | 25%   | 21%             | 24%             | 25%              | 25%  | 29%                      | 25%               |
|                            |       |                 |                 |                  | a    | abcdf                    | a                 |
|                            |       | 45%             | 37%             | 84%              | 94%  | 62%                      | 99%               |
| Tablet computer            | 239   | 144             | 103             | 220              | 223  | 137                      | 239               |
|                            | 17%   | 20%             | 19%             | 18%              | 17%  | 19%                      | 17%               |
|                            |       | 60%             | 43%             | 92%              | 93%  | 57%                      | 100%              |
| TV set                     | 173   | 106             | 67              | 158              | 166  | 111                      | 170               |
|                            | 12%   | 14%             | 12%             | 13%              | 13%  | 15%                      | 12%               |
|                            |       |                 |                 |                  |      | f                        |                   |
|                            |       | 61%             | 39%             | 91%              | 96%  | 64%                      | 98%               |
| Internet/ WiFi radio set   | 152   | 89              | 60              | 133              | 147  | 78                       | 152               |
|                            | 11%   | 12%             | 11%             | 11%              | 11%  | 11%                      | 11%               |
|                            |       | 59%             | 39%             | 87%              | 96%  | 51%                      | 100%              |
| Other device/s             | 47    | 28              | 21              | 41               | 44   | 26                       | 47                |
|                            | 3%    | 4%              | 4%              | 3%               | 3%   | 4%                       | 3%                |
|                            |       | 60%             | 46%             | 87%              | 95%  | 57%                      | 100%              |
| Don't know                 | 75    | 36              | 32              | 54               | 60   | 38                       | 73                |
|                            | 5%    | 5%              | 6%              | 5%               | 5%   | 5%                       | 5%                |
|                            |       | 48%             | 42%             | 73%              | 80%  | 51%                      | 97%               |
| NOT ANSWERED [POSTAL ONLY] | 1     | -               | -               | 1                | 1    | 1                        | 1                 |
|                            | *%    | -%              | -%              | *%               | *%   | *%                       | *%                |
|                            |       | -%              | -%              | 84%              | 100% | 84%                      | 100%              |

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

## QP26E. Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)

Base : Those who ever listen to a free music streaming service

|                            | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total           | 1996  | 968    | 1006   | 265       | 422   | 742   | 543 | 137              | 151          | 277          | 894  | 528          | 683 | 267 | 446 | 1280     | 234       | 233   | 249 |
| Effective Weighted Sample  | 1385  | 664    | 706    | 188       | 309   | 514   | 361 | 98               | 104          | 188          | 625  | 371          | 506 | 189 | 336 | 1066     | 139       | 164   | 208 |
| Total                      | 1113  | 534    | 567    | 134       | 271   | 404   | 288 | 68               | 86           | 147          | 504  | 304          | 310 | 215 | 237 | 910      | 114       | 56    | 33  |
|                            |       | 48%    | 51%    | 12%       | 24%   | 36%   | 26% | 6%               | 8%           | 13%          | 45%  | 27%          | 28% | 19% | 21% | 82%      | 10%       | 5%    | 3%  |
| Mobile phone               | 698   | 326    | 367    | 93        | 208   | 257   | 133 | 46               | 50           | 88           | 316  | 188          | 205 | 140 | 145 | 580      | 69        | 27    | 22  |
|                            | 63%   | 61%    | 65%    | 69%       | 77%   | 64%   | 46% | 67%              | 58%          | 60%          | 63%  | 62%          | 66% | 65% | 61% | 64%      | 61%       | 48%   | 67% |
|                            |       |        |        | f         | ef    | f     |     |                  |              |              |      |              |     |     |     | q        | q         |       | q   |
|                            |       | 47%    | 53%    | 13%       | 30%   | 37%   | 19% | 7%               | 7%           | 13%          | 45%  | 27%          | 29% | 20% | 21% | 83%      | 10%       | 4%    | 3%  |
| Smart speaker              | 327   | 163    | 160    | 23        | 78    | 133   | 92  | 14               | 25           | 47           | 162  | 97           | 83  | 65  | 69  | 264      | 34        | 22    | 7   |
|                            | 29%   | 31%    | 28%    | 17%       | 29%   | 33%   | 32% | 20%              | 29%          | 32%          | 32%  | 32%          | 27% | 30% | 29% | 29%      | 30%       | 39%   | 22% |
|                            |       |        |        | c         | c     | c     |     |                  |              | g            | g    |              |     |     |     |          |           | or    |     |
|                            |       | 50%    | 49%    | 7%        | 24%   | 41%   | 28% | 4%               | 8%           | 14%          | 50%  | 30%          | 25% | 20% | 21% | 81%      | 10%       | 7%    | 2%  |
| Laptop/ desktop computer   | 221   | 122    | 96     | 38        | 56    | 66    | 61  | 16               | 19           | 25           | 97   | 64           | 85  | 26  | 38  | 184      | 22        | 10    | 6   |
|                            | 20%   | 23%    | 17%    | 28%       | 21%   | 16%   | 21% | 24%              | 22%          | 17%          | 19%  | 21%          | 27% | 12% | 16% | 20%      | 19%       | 17%   | 17% |
|                            |       | b      |        | e         |       |       |     |                  |              |              |      | m            | k   | m   | n   |          |           |       |     |
|                            |       | 55%    | 44%    | 17%       | 25%   | 30%   | 27% | 7%               | 9%           | 11%          | 44%  | 29%          | 38% | 12% | 17% | 83%      | 10%       | 4%    | 3%  |
| Tablet computer            | 164   | 85     | 79     | 16        | 20    | 56    | 70  | 8                | 22           | 27           | 65   | 46           | 37  | 39  | 35  | 128      | 22        | 8     | 5   |
|                            | 15%   | 16%    | 14%    | 12%       | 7%    | 14%   | 24% | 11%              | 26%          | 18%          | 13%  | 15%          | 12% | 18% | 15% | 14%      | 19%       | 14%   | 16% |
|                            |       |        |        | d         |       | d     | cde |                  | gj           |              |      |              |     | l   |     |          |           |       |     |
|                            |       | 52%    | 48%    | 10%       | 12%   | 34%   | 43% | 5%               | 14%          | 17%          | 40%  | 28%          | 22% | 24% | 21% | 78%      | 14%       | 5%    | 3%  |
| TV set                     | 138   | 67     | 71     | 11        | 38    | 49    | 40  | 14               | 14           | 19           | 53   | 39           | 30  | 24  | 42  | 113      | 13        | 8     | 5   |
|                            | 12%   | 12%    | 12%    | 8%        | 14%   | 12%   | 14% | 21%              | 16%          | 13%          | 11%  | 13%          | 10% | 11% | 18% | 12%      | 11%       | 13%   | 16% |
|                            |       |        |        | c         |       |       | c   | j                |              |              |      |              |     |     | lm  |          |           |       |     |
|                            |       | 48%    | 51%    | 8%        | 28%   | 36%   | 29% | 10%              | 10%          | 14%          | 39%  | 29%          | 22% | 17% | 30% | 82%      | 9%        | 5%    | 4%  |
| Internet/ WiFi radio set   | 131   | 68     | 63     | 11        | 34    | 49    | 36  | 11               | 12           | 21           | 50   | 36           | 31  | 28  | 30  | 105      | 14        | 9     | 5   |
|                            | 12%   | 13%    | 11%    | 8%        | 13%   | 12%   | 13% | 16%              | 13%          | 14%          | 10%  | 12%          | 10% | 13% | 13% | 12%      | 12%       | 15%   | 14% |
|                            |       | 52%    | 48%    | 9%        | 26%   | 37%   | 27% | 8%               | 9%           | 16%          | 38%  | 27%          | 24% | 22% | 23% | 80%      | 10%       | 7%    | 3%  |
| Other device/s             | 31    | 18     | 13     | 4         | 6     | 10    | 10  | 1                | 2            | 6            | 13   | 8            | 6   | 6   | 9   | 28       | 2         | 1     | 1   |
|                            | 3%    | 3%     | 2%     | 3%        | 2%    | 2%    | 3%  | 1%               | 3%           | 4%           | 3%   | 3%           | 2%  | 3%  | 4%  | 3%       | 1%        | 2%    | 3%  |
|                            |       | 58%    | 42%    | 12%       | 20%   | 32%   | 32% | 3%               | 8%           | 20%          | 43%  | 27%          | 20% | 18% | 27% | 88%      | 5%        | 4%    | 3%  |
| Don't know                 | 94    | 41     | 49     | 11        | 17    | 36    | 25  | 6                | 4            | 11           | 42   | 23           | 28  | 15  | 19  | 73       | 13        | 5     | 2   |
|                            | 8%    | 8%     | 9%     | 8%        | 6%    | 9%    | 9%  | 8%               | 5%           | 8%           | 8%   | 8%           | 9%  | 7%  | 8%  | 8%       | 11%       | 9%    | 7%  |
|                            |       | 44%    | 52%    | 12%       | 18%   | 38%   | 26% | 6%               | 5%           | 12%          | 44%  | 25%          | 30% | 16% | 21% | 78%      | 14%       | 5%    | 2%  |
| NOT ANSWERED [POSTAL ONLY] | 6     | 3      | 4      | -         | -     | 2     | 4   | 2                | 2            | -            | 2    | 1            | 2   | 1   | 3   | 5        | *         | -     | *   |
|                            | 1%    | 1%     | 1%     | -%        | -%    | *%    | 1%  | 2%               | 2%           | -%           | *%   | *%           | 1%  | *%  | 1%  | 1%       | *%        | -%    | 1%  |
|                            |       |        |        |           |       | d     |     | ij               | ij           |              |      |              |     |     |     |          |           |       |     |
|                            |       | 44%    | 56%    | -%        | -%    | 26%   | 61% | 24%              | 30%          | -%           | 25%  | 12%          | 34% | 11% | 43% | 87%      | 7%        | -%    | 6%  |

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

## QP26E. Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)

Base : Those who ever listen to a free music streaming service

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 1996  | 143             | 190        | 127        | 135       | 145       | 141         | 144           | 128        | 127        | 1525     | 471   | 1223           | 726         | 942               | 1054         |
| Effective Weighted Sample | 1385  | 127             | 168        | 114        | 119       | 127       | 130         | 128           | 111        | 112        | 1164     | 222   | 854            | 513         | 620               | 767          |
| Total                     | 1113  | 133             | 171        | 88         | 82        | 104       | 81          | 82            | 48         | 121        | 948      | 165   | 725            | 358         | 518               | 595          |
|                           |       | 12%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 85%      | 15%   | 65%            | 32%         | 47%               | 53%          |
| Mobile phone              | 698   | 101             | 98         | 48         | 43        | 74        | 51          | 55            | 31         | 80         | 613      | 86    | 479            | 203         | 299               | 399          |
|                           | 63%   | 76%             | 57%        | 54%        | 53%       | 71%       | 63%         | 68%           | 64%        | 66%        | 65%      | 52%   | 66%            | 57%         | 58%               | 67%          |
|                           |       | bcdfh           |            |            |           | bcd       |             | cd            |            | d          | k        |       | m              |             |                   | n            |
|                           |       | 14%             | 14%        | 7%         | 6%        | 11%       | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 69%            | 29%         | 43%               | 57%          |
| Smart speaker             | 327   | 24              | 50         | 31         | 24        | 28        | 26          | 29            | 17         | 35         | 274      | 53    | 232            | 92          | 165               | 162          |
|                           | 29%   | 18%             | 29%        | 35%        | 29%       | 27%       | 33%         | 36%           | 35%        | 29%        | 29%      | 32%   | 32%            | 26%         | 32%               | 27%          |
|                           |       |                 | a          | a          | a         |           | a           | a             | a          | a          |          |       | m              |             |                   |              |
|                           |       | 7%              | 15%        | 10%        | 7%        | 9%        | 8%          | 9%            | 5%         | 11%        | 84%      | 16%   | 71%            | 28%         | 50%               | 50%          |
| Laptop/ desktop computer  | 221   | 37              | 46         | 22         | 14        | 15        | 10          | 13            | 7          | 19         | 191      | 31    | 141            | 75          | 101               | 120          |
|                           | 20%   | 28%             | 27%        | 25%        | 17%       | 15%       | 13%         | 16%           | 15%        | 16%        | 20%      | 18%   | 19%            | 21%         | 19%               | 20%          |
|                           |       | defghi          | defghi     | f          |           |           |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 17%             | 21%        | 10%        | 6%        | 7%        | 5%          | 6%            | 3%         | 9%         | 86%      | 14%   | 63%            | 34%         | 46%               | 54%          |
| Tablet computer           | 164   | 13              | 33         | 14         | 11        | 14        | 10          | 11            | 8          | 14         | 135      | 29    | 98             | 63          | 75                | 89           |
|                           | 15%   | 10%             | 19%        | 16%        | 14%       | 13%       | 12%         | 13%           | 17%        | 12%        | 14%      | 17%   | 13%            | 18%         | 14%               | 15%          |
|                           |       |                 | a          |            |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                           |       | 8%              | 20%        | 8%         | 7%        | 8%        | 6%          | 7%            | 5%         | 9%         | 83%      | 17%   | 60%            | 38%         | 46%               | 54%          |
| TV set                    | 138   | 12              | 18         | 16         | 12        | 19        | 7           | 9             | 7          | 13         | 112      | 26    | 82             | 51          | 63                | 75           |
|                           | 12%   | 9%              | 11%        | 18%        | 15%       | 18%       | 9%          | 11%           | 14%        | 11%        | 12%      | 16%   | 11%            | 14%         | 12%               | 13%          |
|                           |       |                 | af         |            |           | af        |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 8%              | 13%        | 12%        | 9%        | 14%       | 5%          | 6%            | 5%         | 9%         | 81%      | 19%   | 59%            | 37%         | 46%               | 54%          |
| Internet/ WiFi radio set  | 131   | 10              | 27         | 12         | 10        | 9         | 10          | 11            | 5          | 12         | 106      | 26    | 84             | 43          | 62                | 69           |
|                           | 12%   | 8%              | 16%        | 13%        | 12%       | 8%        | 12%         | 14%           | 10%        | 10%        | 11%      | 15%   | 12%            | 12%         | 12%               | 12%          |
|                           |       |                 | a          |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 8%              | 20%        | 9%         | 7%        | 7%        | 7%          | 9%            | 4%         | 9%         | 81%      | 19%   | 64%            | 32%         | 47%               | 53%          |
| Other device/s            | 31    | 4               | 1          | 4          | 3         | 5         | 1           | 3             | 1          | 7          | 25       | 6     | 21             | 10          | 15                | 17           |
|                           | 3%    | 3%              | *%         | 4%         | 4%        | 5%        | 1%          | 3%            | 2%         | 5%         | 3%       | 4%    | 3%             | 3%          | 3%                | 3%           |
|                           |       |                 | b          | b          | b         | b         |             |               |            | b          |          |       |                |             |                   |              |
|                           |       | 13%             | 2%         | 12%        | 11%       | 15%       | 3%          | 9%            | 3%         | 21%        | 81%      | 19%   | 66%            | 32%         | 47%               | 53%          |
| Don't know                | 94    | 9               | 15         | 8          | 9         | 8         | 6           | 4             | 4          | 9          | 81       | 13    | 66             | 24          | 36                | 57           |
|                           | 8%    | 6%              | 9%         | 9%         | 11%       | 8%        | 8%          | 5%            | 8%         | 8%         | 9%       | 8%    | 9%             | 7%          | 7%                | 10%          |
|                           |       | 9%              | 16%        | 9%         | 10%       | 9%        | 7%          | 4%            | 4%         | 10%        | 87%      | 13%   | 70%            | 25%         | 39%               | 61%          |

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

**QP26E. Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)**

Base : Those who ever listen to a free music streaming service

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 1996  | 143             | 190        | 127        | 135       | 145       | 141         | 144           | 128        | 127        | 1525     | 471   | 1223           | 726         | 942               | 1054         |
| Effective Weighted Sample  | 1385  | 127             | 168        | 114        | 119       | 127       | 130         | 128           | 111        | 112        | 1164     | 222   | 854            | 513         | 620               | 767          |
| Total                      | 1113  | 133             | 171        | 88         | 82        | 104       | 81          | 82            | 48         | 121        | 948      | 165   | 725            | 358         | 518               | 595          |
|                            |       | 12%             | 15%        | 8%         | 7%        | 9%        | 7%          | 7%            | 4%         | 11%        | 85%      | 15%   | 65%            | 32%         | 47%               | 53%          |
| NOT ANSWERED [POSTAL ONLY] | 6     | 2               | 1          | 2          | -         | -         | -           | *             | -          | 1          | 6        | -     | 3              | 3           | 1                 | 5            |
|                            | 1%    | 1%              | 1%         | 2%         | -%        | -%        | -%          | *%            | -%         | *%         | 1%       | -%    | *%             | 1%          | *%                | 1%           |
|                            |       | 24%             | 21%        | 27%        | -%        | -%        | -%          | 6%            | -%         | 9%         | 100%     | -%    | 51%            | 49%         | 20%               | 80%          |

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

## QP26E. Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)

Base : Those who ever listen to a free music streaming service

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------------|-------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d |                          |                   |
| Significance Level: 95%    |       |                      |                      |                       |           | e                        | f                 |
| Unweighted total           | 1996  | 996                  | 815                  | 1617                  | 1726      | 998                      | 1966              |
| Effective Weighted Sample  | 1385  | 692                  | 563                  | 1134                  | 1200      | 691                      | 1367              |
| Total                      | 1113  | 553                  | 455                  | 897                   | 952       | 548                      | 1092              |
|                            |       | 50%                  | 41%                  | 81%                   | 86%       | 49%                      | 98%               |
| Mobile phone               | 698   | 348                  | 274                  | 565                   | 626       | 369                      | 690               |
|                            | 63%   | 63%                  | 60%                  | 63%                   | 66%       | 67%                      | 63%               |
|                            |       |                      |                      |                       | b         | b                        |                   |
|                            |       | 50%                  | 39%                  | 81%                   | 90%       | 53%                      | 99%               |
| Smart speaker              | 327   | 189                  | 146                  | 288                   | 299       | 175                      | 324               |
|                            | 29%   | 34%                  | 32%                  | 32%                   | 31%       | 32%                      | 30%               |
|                            |       | f                    |                      |                       |           |                          |                   |
|                            |       | 58%                  | 45%                  | 88%                   | 92%       | 53%                      | 99%               |
| Laptop/ desktop computer   | 221   | 95                   | 90                   | 180                   | 186       | 120                      | 217               |
|                            | 20%   | 17%                  | 20%                  | 20%                   | 20%       | 22%                      | 20%               |
|                            |       |                      |                      |                       | a         |                          |                   |
|                            |       | 43%                  | 40%                  | 81%                   | 84%       | 54%                      | 98%               |
| Tablet computer            | 164   | 91                   | 79                   | 142                   | 136       | 92                       | 161               |
|                            | 15%   | 16%                  | 17%                  | 16%                   | 14%       | 17%                      | 15%               |
|                            |       | 55%                  | 48%                  | 87%                   | 83%       | 56%                      | 98%               |
| TV set                     | 138   | 85                   | 65                   | 120                   | 121       | 82                       | 137               |
|                            | 12%   | 15%                  | 14%                  | 13%                   | 13%       | 15%                      | 13%               |
|                            |       | 61%                  | 47%                  | 87%                   | 88%       | 60%                      | 99%               |
| Internet/ WiFi radio set   | 131   | 77                   | 61                   | 116                   | 111       | 67                       | 130               |
|                            | 12%   | 14%                  | 13%                  | 13%                   | 12%       | 12%                      | 12%               |
|                            |       | 59%                  | 47%                  | 88%                   | 85%       | 51%                      | 99%               |
| Other device/s             | 31    | 16                   | 14                   | 24                    | 28        | 19                       | 31                |
|                            | 3%    | 3%                   | 3%                   | 3%                    | 3%        | 3%                       | 3%                |
|                            |       | 52%                  | 46%                  | 78%                   | 89%       | 60%                      | 100%              |
| Don't know                 | 94    | 45                   | 34                   | 69                    | 70        | 45                       | 90                |
|                            | 8%    | 8%                   | 7%                   | 8%                    | 7%        | 8%                       | 8%                |
|                            |       | 48%                  | 36%                  | 74%                   | 75%       | 49%                      | 96%               |
| NOT ANSWERED [POSTAL ONLY] | 6     | 2                    | 4                    | 4                     | 2         | 2                        | 6                 |
|                            | 1%    | *%                   | 1%                   | *%                    | *%        | *%                       | 1%                |
|                            |       | 36%                  | 64%                  | 58%                   | 34%       | 37%                      | 100%              |

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

QP26F. Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f   | ~g               | ~h           | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 1132  | 500    | 616    | 152       | 263   | 435   | 270 | 72               | 70           | 153          | 561  | 369          | 434 | 104 | 183 | 745      | 121       | 126   | 140 |
| Effective Weighted Sample | 804   | 353    | 440    | 106       | 188   | 320   | 185 | 53               | 45           | 106          | 418  | 272          | 328 | 74  | 132 | 631      | 74        | 87    | 117 |
| Total                     | 625   | 270    | 346    | 75        | 162   | 238   | 144 | 32               | 38           | 81           | 327  | 218          | 205 | 82  | 93  | 526      | 50        | 31    | 18  |
|                           |       | 43%    | 55%    | 12%       | 26%   | 38%   | 23% | **               | **           | 13%          | 52%  | 35%          | 33% | 13% | 15% | 84%      | 8%        | 5%    | 3%  |
| Mobile phone              | 418   | 184    | 229    | 48        | 127   | 156   | 85  | **               | **           | 51           | 239  | 154          | 147 | 49  | 56  | 349      | 38        | 18    | 13  |
|                           | 67%   | 68%    | 66%    | 64%       | 79%   | 65%   | 59% | **               | **           | 62%          | 73%  | 70%          | 72% | 59% | 60% | 66%      | 78%       | 58%   | 68% |
|                           |       |        |        |           | cef   |       |     |                  |              |              | i    | n            | mn  |     |     |          | oq        |       |     |
|                           |       | 44%    | 55%    | 11%       | 30%   | 37%   | 20% | **               | **           | 12%          | 57%  | 37%          | 35% | 12% | 13% | 84%      | 9%        | 4%    | 3%  |
| Tablet computer           | 109   | 49     | 60     | 6         | 18    | 41    | 44  | **               | **           | 22           | 54   | 39           | 41  | 14  | 11  | 89       | 11        | 5     | 3   |
|                           | 17%   | 18%    | 17%    | 8%        | 11%   | 17%   | 31% | **               | **           | 28%          | 16%  | 18%          | 20% | 17% | 11% | 17%      | 22%       | 18%   | 17% |
|                           |       |        |        |           |       | c     | cde |                  |              | j            |      |              | n   |     |     |          |           |       |     |
|                           |       | 45%    | 55%    | 6%        | 17%   | 37%   | 40% | **               | **           | 21%          | 49%  | 36%          | 38% | 13% | 10% | 82%      | 10%       | 5%    | 3%  |
| Smart speaker             | 88    | 47     | 39     | 12        | 22    | 38    | 16  | **               | **           | 18           | 48   | 23           | 31  | 17  | 12  | 75       | 4         | 6     | 3   |
|                           | 14%   | 17%    | 11%    | 16%       | 13%   | 16%   | 11% | **               | **           | 22%          | 15%  | 11%          | 15% | 21% | 13% | 14%      | 9%        | 18%   | 14% |
|                           |       | b      |        |           |       |       |     |                  |              |              |      |              | k   |     |     |          |           |       |     |
|                           |       | 53%    | 45%    | 13%       | 25%   | 43%   | 18% | **               | **           | 20%          | 55%  | 26%          | 35% | 19% | 14% | 86%      | 5%        | 6%    | 3%  |
| Laptop/ desktop computer  | 67    | 34     | 33     | 10        | 17    | 21    | 20  | **               | **           | 12           | 24   | 23           | 19  | 6   | 15  | 56       | 7         | 2     | 1   |
|                           | 11%   | 13%    | 9%     | 13%       | 10%   | 9%    | 14% | **               | **           | 15%          | 7%   | 11%          | 9%  | 8%  | 16% | 11%      | 15%       | 8%    | 7%  |
|                           |       |        |        |           |       |       |     |                  |              | j            |      |              |     | l   |     |          |           |       |     |
|                           |       | 51%    | 49%    | 15%       | 25%   | 31%   | 29% | **               | **           | 18%          | 37%  | 35%          | 29% | 9%  | 23% | 84%      | 11%       | 4%    | 2%  |
| Internet/ WiFi radio set  | 37    | 22     | 15     | 9         | 10    | 11    | 7   | **               | **           | 10           | 12   | 13           | 10  | 7   | 6   | 32       | 2         | 2     | 1   |
|                           | 6%    | 8%     | 4%     | 11%       | 6%    | 5%    | 5%  | **               | **           | 12%          | 4%   | 6%           | 5%  | 8%  | 7%  | 6%       | 3%        | 8%    | 4%  |
|                           |       | b      |        | ef        |       |       |     |                  |              | j            |      |              |     |     |     |          |           |       |     |
|                           |       | 59%    | 41%    | 23%       | 28%   | 30%   | 19% | **               | **           | 27%          | 33%  | 35%          | 26% | 18% | 17% | 87%      | 4%        | 6%    | 2%  |
| TV set                    | 22    | 13     | 8      | 4         | 9     | 6     | 2   | **               | **           | 5            | 7    | 6            | 7   | 4   | 3   | 19       | 1         | 2     | 1   |
|                           | 3%    | 5%     | 2%     | 5%        | 6%    | 3%    | 2%  | **               | **           | 6%           | 2%   | 3%           | 3%  | 5%  | 4%  | 4%       | 2%        | 5%    | 4%  |
|                           |       |        |        |           | f     |       |     |                  |              | j            |      |              |     |     |     |          |           |       |     |
|                           |       | 58%    | 39%    | 19%       | 43%   | 28%   | 10% | **               | **           | 22%          | 35%  | 26%          | 32% | 20% | 15% | 86%      | 4%        | 7%    | 3%  |
| Other device/s            | 25    | 10     | 15     | 2         | 4     | 7     | 12  | **               | **           | 5            | 11   | 9            | 7   | 5   | 3   | 21       | 2         | 1     | *   |
|                           | 4%    | 4%     | 4%     | 2%        | 3%    | 3%    | 8%  | **               | **           | 6%           | 3%   | 4%           | 3%  | 6%  | 3%  | 4%       | 4%        | 4%    | 2%  |
|                           |       |        |        |           |       |       | cde |                  |              |              |      |              |     |     |     |          |           |       |     |
|                           |       | 39%    | 61%    | 6%        | 18%   | 28%   | 47% | **               | **           | 18%          | 45%  | 36%          | 28% | 21% | 11% | 86%      | 7%        | 6%    | 1%  |
| Don't know                | 61    | 24     | 34     | 7         | 9     | 33    | 9   | **               | **           | 2            | 30   | 18           | 15  | 13  | 12  | 52       | 3         | 4     | 2   |
|                           | 10%   | 9%     | 10%    | 10%       | 6%    | 14%   | 6%  | **               | **           | 2%           | 9%   | 8%           | 7%  | 15% | 13% | 10%      | 7%        | 12%   | 10% |
|                           |       |        |        |           |       | df    |     |                  |              | i            |      |              | l   | l   |     |          |           |       |     |
|                           |       | 40%    | 56%    | 12%       | 15%   | 54%   | 15% | **               | **           | 3%           | 49%  | 30%          | 24% | 21% | 20% | 85%      | 5%        | 6%    | 3%  |

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

QP26F. Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

|                            | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f   | ~g               | ~h           | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total           | 1132  | 500    | 616    | 152       | 263   | 435   | 270 | 72               | 70           | 153          | 561  | 369          | 434 | 104 | 183 | 745      | 121       | 126   | 140 |
| Effective Weighted Sample  | 804   | 353    | 440    | 106       | 188   | 320   | 185 | 53               | 45           | 106          | 418  | 272          | 328 | 74  | 132 | 631      | 74        | 87    | 117 |
| Total                      | 625   | 270    | 346    | 75        | 162   | 238   | 144 | 32               | 38           | 81           | 327  | 218          | 205 | 82  | 93  | 526      | 50        | 31    | 18  |
|                            |       | 43%    | 55%    | 12%       | 26%   | 38%   | 23% | **               | **           | 13%          | 52%  | 35%          | 33% | 13% | 15% | 84%      | 8%        | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 3     | 2      | 1      | -         | -     | -     | 2   | **               | **           | 1            | -    | 2            | 1   | 1   | -   | 3        | -         | -     | -   |
|                            | *%    | 1%     | *%     | -%        | -%    | -%    | 1%  | **               | **           | 1%           | -%   | 1%           | *%  | 1%  | -%  | 1%       | -%        | -%    | -%  |
|                            |       | 56%    | 44%    | -%        | -%    | -%    | 57% | **               | **           | 32%          | -%   | 56%          | 19% | 25% | -%  | 100%     | -%        | -%    | -%  |

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

QP26F. Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | ~a              | b          | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 1132  | 85              | 116        | 90         | 83        | 73        | 89          | 80            | 60         | 69         | 869      | 263   | 726            | 382         | 567               | 565          |
| Effective Weighted Sample  | 804   | 77              | 102        | 83         | 74        | 68        | 82          | 72            | 54         | 63         | 682      | 123   | 523            | 276         | 388               | 416          |
| Total                      | 625   | 80              | 101        | 63         | 49        | 52        | 48          | 45            | 23         | 67         | 538      | 87    | 431            | 178         | 306               | 319          |
|                            |       | **              | 16%        | **         | **        | **        | **          | **            | **         | **         | 86%      | 14%   | 69%            | 29%         | 49%               | 51%          |
| Mobile phone               | 418   | **              | 62         | **         | **        | **        | **          | **            | **         | **         | 364      | 54    | 312            | 100         | 207               | 211          |
|                            | 67%   | **              | 61%        | **         | **        | **        | **          | **            | **         | **         | 68%      | 62%   | 72%            | 56%         | 68%               | 66%          |
|                            |       | **              | 15%        | **         | **        | **        | **          | **            | **         | **         | 87%      | 13%   | 75%            | 24%         | 49%               | 51%          |
| Tablet computer            | 109   | **              | 24         | **         | **        | **        | **          | **            | **         | **         | 91       | 17    | 68             | 37          | 59                | 50           |
|                            | 17%   | **              | 24%        | **         | **        | **        | **          | **            | **         | **         | 17%      | 20%   | 16%            | 21%         | 19%               | 16%          |
|                            |       | **              | 22%        | **         | **        | **        | **          | **            | **         | **         | 84%      | 16%   | 63%            | 34%         | 54%               | 46%          |
| Smart speaker              | 88    | **              | 14         | **         | **        | **        | **          | **            | **         | **         | 80       | 8     | 64             | 22          | 36                | 52           |
|                            | 14%   | **              | 14%        | **         | **        | **        | **          | **            | **         | **         | 15%      | 9%    | 15%            | 12%         | 12%               | 16%          |
|                            |       | **              | 16%        | **         | **        | **        | **          | **            | **         | **         | 91%      | 9%    | 73%            | 25%         | 41%               | 59%          |
| Laptop/ desktop computer   | 67    | **              | 14         | **         | **        | **        | **          | **            | **         | **         | 59       | 8     | 36             | 30          | 30                | 37           |
|                            | 11%   | **              | 13%        | **         | **        | **        | **          | **            | **         | **         | 11%      | 10%   | 8%             | 17%         | 10%               | 12%          |
|                            |       | **              | 20%        | **         | **        | **        | **          | **            | **         | **         | 87%      | 13%   | 54%            | 45%         | 45%               | 55%          |
| Internet/ WiFi radio set   | 37    | **              | 9          | **         | **        | **        | **          | **            | **         | **         | 30       | 7     | 23             | 12          | 20                | 17           |
|                            | 6%    | **              | 9%         | **         | **        | **        | **          | **            | **         | **         | 6%       | 8%    | 5%             | 7%          | 7%                | 5%           |
|                            |       | **              | 24%        | **         | **        | **        | **          | **            | **         | **         | 81%      | 19%   | 61%            | 32%         | 54%               | 46%          |
| TV set                     | 22    | **              | 3          | **         | **        | **        | **          | **            | **         | **         | 20       | 2     | 15             | 6           | 10                | 12           |
|                            | 3%    | **              | 3%         | **         | **        | **        | **          | **            | **         | **         | 4%       | 2%    | 3%             | 3%          | 3%                | 4%           |
|                            |       | **              | 13%        | **         | **        | **        | **          | **            | **         | **         | 90%      | 10%   | 68%            | 28%         | 45%               | 55%          |
| Other device/s             | 25    | **              | 3          | **         | **        | **        | **          | **            | **         | **         | 22       | 3     | 15             | 10          | 11                | 13           |
|                            | 4%    | **              | 3%         | **         | **        | **        | **          | **            | **         | **         | 4%       | 3%    | 3%             | 5%          | 4%                | 4%           |
|                            |       | **              | 13%        | **         | **        | **        | **          | **            | **         | **         | 89%      | 11%   | 61%            | 39%         | 45%               | 55%          |
| Don't know                 | 61    | **              | 9          | **         | **        | **        | **          | **            | **         | **         | 52       | 9     | 43             | 16          | 28                | 32           |
|                            | 10%   | **              | 9%         | **         | **        | **        | **          | **            | **         | **         | 10%      | 10%   | 10%            | 9%          | 9%                | 10%          |
|                            |       | **              | 15%        | **         | **        | **        | **          | **            | **         | **         | 85%      | 15%   | 70%            | 26%         | 47%               | 53%          |
| NOT ANSWERED [POSTAL ONLY] | 3     | **              | 1          | **         | **        | **        | **          | **            | **         | **         | 3        | -     | 1              | 2           | 2                 | 1            |
|                            | *%    | **              | 1%         | **         | **        | **        | **          | **            | **         | **         | 1%       | -%    | *%             | 1%          | 1%                | *%           |
|                            |       | **              | 32%        | **         | **        | **        | **          | **            | **         | **         | 100%     | -%    | 19%            | 81%         | 57%               | 43%          |

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



## QP26F. Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

|                            | Total | TV SERVICES |           |          |         |           |          |
|----------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                            |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                            |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
|                            |       | a           | b         | c        | d       | e         | f        |
| Significance Level: 95%    |       |             |           |          |         |           |          |
| Unweighted total           | 1132  | 518         | 450       | 936      | 1027    | 590       | 1120     |
| Effective Weighted Sample  | 804   | 375         | 315       | 676      | 738     | 421       | 799      |
| Total                      | 625   | 296         | 244       | 525      | 570     | 328       | 616      |
|                            |       | 47%         | 39%       | 84%      | 91%     | 52%       | 98%      |
| Mobile phone               | 418   | 202         | 161       | 361      | 393     | 235       | 415      |
|                            | 67%   | 68%         | 66%       | 69%      | 69%     | 72%       | 67%      |
|                            |       | 48%         | 39%       | 86%      | 94%     | 56%       | 99%      |
| Tablet computer            | 109   | 58          | 54        | 95       | 100     | 60        | 108      |
|                            | 17%   | 20%         | 22%       | 18%      | 17%     | 18%       | 18%      |
|                            |       | 53%         | 50%       | 88%      | 92%     | 55%       | 100%     |
| Smart speaker              | 88    | 43          | 38        | 77       | 86      | 52        | 87       |
|                            | 14%   | 15%         | 15%       | 15%      | 15%     | 16%       | 14%      |
|                            |       | 49%         | 43%       | 87%      | 98%     | 59%       | 99%      |
| Laptop/ desktop computer   | 67    | 31          | 20        | 51       | 60      | 41        | 64       |
|                            | 11%   | 10%         | 8%        | 10%      | 10%     | 13%       | 10%      |
|                            |       | 46%         | 30%       | 77%      | 89%     | 62%       | 96%      |
| Internet/ WiFi radio set   | 37    | 23          | 14        | 31       | 35      | 18        | 36       |
|                            | 6%    | 8%          | 6%        | 6%       | 6%      | 5%        | 6%       |
|                            |       | 62%         | 38%       | 83%      | 95%     | 47%       | 99%      |
| TV set                     | 22    | 15          | 10        | 18       | 20      | 9         | 21       |
|                            | 3%    | 5%          | 4%        | 3%       | 3%      | 3%        | 3%       |
|                            |       | 71%         | 44%       | 83%      | 91%     | 41%       | 98%      |
| Other device/s             | 25    | 14          | 11        | 22       | 21      | 11        | 25       |
|                            | 4%    | 5%          | 5%        | 4%       | 4%      | 3%        | 4%       |
|                            |       | 57%         | 46%       | 90%      | 87%     | 45%       | 100%     |
| Don't know                 | 61    | 27          | 22        | 47       | 51      | 28        | 57       |
|                            | 10%   | 9%          | 9%        | 9%       | 9%      | 8%        | 9%       |
|                            |       | 45%         | 36%       | 78%      | 84%     | 46%       | 94%      |
| NOT ANSWERED [POSTAL ONLY] | 3     | -           | 2         | 2        | 1       | 1         | 3        |
|                            | *%    | -%          | 1%        | *%       | *%      | *%        | *%       |
|                            |       | -%          | 57%       | 76%      | 43%     | 19%       | 100%     |

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

## QP26G. Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)

Base : Those who ever listen to music videos online or through music TV channels as background listening

|                           |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 2664  | 1277   | 1346   | 352       | 576   | 1002  | 701 | 193              | 204          | 355          | 1195 | 663          | 918 | 366 | 611 | 1724     | 292       | 305   | 343 |
| Effective Weighted Sample | 1848  | 885    | 938    | 245       | 422   | 700   | 459 | 135              | 142          | 243          | 845  | 481          | 683 | 255 | 449 | 1429     | 176       | 215   | 288 |
| Total                     | 1525  | 725    | 776    | 190       | 359   | 565   | 388 | 95               | 121          | 192          | 714  | 392          | 423 | 299 | 345 | 1247     | 155       | 77    | 46  |
|                           |       | 48%    | 51%    | 12%       | 24%   | 37%   | 25% | 6%               | 8%           | 13%          | 47%  | 26%          | 28% | 20% | 23% | 82%      | 10%       | 5%    | 3%  |
| TV set                    | 691   | 319    | 366    | 59        | 155   | 280   | 189 | 39               | 58           | 97           | 343  | 178          | 175 | 138 | 178 | 557      | 78        | 33    | 23  |
|                           | 45%   | 44%    | 47%    | 31%       | 43%   | 50%   | 49% | 41%              | 48%          | 50%          | 48%  | 45%          | 41% | 46% | 52% | 45%      | 51%       | 43%   | 49% |
|                           |       |        |        |           | c     | cd    | c   |                  |              |              |      |              |     |     | l   |          |           |       |     |
|                           |       | 46%    | 53%    | 9%        | 22%   | 40%   | 27% | 6%               | 8%           | 14%          | 50%  | 26%          | 25% | 20% | 26% | 81%      | 11%       | 5%    | 3%  |
| Mobile phone              | 672   | 325    | 339    | 111       | 205   | 254   | 94  | 45               | 57           | 78           | 316  | 159          | 210 | 138 | 142 | 553      | 69        | 30    | 20  |
|                           | 44%   | 45%    | 44%    | 59%       | 57%   | 45%   | 24% | 47%              | 47%          | 41%          | 44%  | 41%          | 50% | 46% | 41% | 44%      | 45%       | 39%   | 44% |
|                           |       |        |        | ef        | ef    | f     |     |                  |              |              |      |              | kn  |     |     |          |           |       |     |
|                           |       | 48%    | 50%    | 17%       | 31%   | 38%   | 14% | 7%               | 8%           | 12%          | 47%  | 24%          | 31% | 21% | 21% | 82%      | 10%       | 4%    | 3%  |
| Laptop/ desktop computer  | 387   | 214    | 165    | 75        | 98    | 119   | 91  | 26               | 25           | 42           | 191  | 107          | 157 | 53  | 57  | 323      | 38        | 17    | 10  |
|                           | 25%   | 30%    | 21%    | 40%       | 27%   | 21%   | 23% | 27%              | 20%          | 22%          | 27%  | 27%          | 37% | 18% | 16% | 26%      | 25%       | 22%   | 21% |
|                           |       | b      |        | def       | e     |       |     |                  |              |              |      | mn           | kmn |     |     |          |           |       |     |
|                           |       | 55%    | 43%    | 19%       | 25%   | 31%   | 24% | 7%               | 6%           | 11%          | 49%  | 28%          | 41% | 14% | 15% | 83%      | 10%       | 4%    | 2%  |
| Tablet computer           | 237   | 127    | 109    | 19        | 44    | 104   | 66  | 11               | 25           | 33           | 115  | 74           | 58  | 45  | 50  | 186      | 32        | 12    | 7   |
|                           | 16%   | 17%    | 14%    | 10%       | 12%   | 18%   | 17% | 12%              | 21%          | 17%          | 16%  | 19%          | 14% | 15% | 14% | 15%      | 20%       | 16%   | 15% |
|                           |       | b      |        |           |       | cd    | cd  |                  | g            |              |      | l            |     |     |     |          |           |       |     |
|                           |       | 54%    | 46%    | 8%        | 19%   | 44%   | 28% | 5%               | 11%          | 14%          | 49%  | 31%          | 24% | 19% | 21% | 79%      | 13%       | 5%    | 3%  |
| Smart speaker             | 200   | 100    | 99     | 20        | 52    | 82    | 45  | 11               | 14           | 31           | 103  | 58           | 52  | 41  | 44  | 166      | 13        | 14    | 7   |
|                           | 13%   | 14%    | 13%    | 11%       | 15%   | 15%   | 12% | 12%              | 12%          | 16%          | 14%  | 15%          | 12% | 14% | 13% | 13%      | 9%        | 18%   | 16% |
|                           |       |        |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           | p     | p   |
|                           |       | 50%    | 49%    | 10%       | 26%   | 41%   | 22% | 6%               | 7%           | 16%          | 51%  | 29%          | 26% | 21% | 22% | 83%      | 7%        | 7%    | 4%  |
| Internet/ WiFi radio set  | 168   | 87     | 79     | 15        | 42    | 63    | 47  | 13               | 16           | 29           | 71   | 42           | 38  | 34  | 45  | 136      | 16        | 10    | 6   |
|                           | 11%   | 12%    | 10%    | 8%        | 12%   | 11%   | 12% | 13%              | 13%          | 15%          | 10%  | 11%          | 9%  | 12% | 13% | 11%      | 11%       | 13%   | 12% |
|                           |       |        |        |           |       |       |     |                  |              | j            |      |              |     |     | l   |          |           |       |     |
|                           |       | 52%    | 47%    | 9%        | 25%   | 37%   | 28% | 7%               | 10%          | 17%          | 42%  | 25%          | 22% | 21% | 27% | 81%      | 10%       | 6%    | 3%  |
| Other device/s            | 27    | 15     | 13     | 1         | 6     | 8     | 11  | 1                | 5            | 5            | 9    | 7            | 5   | 7   | 6   | 23       | 3         | 1     | *   |
|                           | 2%    | 2%     | 2%     | 1%        | 2%    | 1%    | 3%  | 1%               | 4%           | 3%           | 1%   | 2%           | 1%  | 2%  | 2%  | 2%       | 2%        | 1%    | 1%  |
|                           |       |        |        |           |       |       | c   |                  | j            |              |      |              |     |     |     |          |           |       |     |
|                           |       | 55%    | 45%    | 4%        | 21%   | 30%   | 40% | 3%               | 20%          | 19%          | 32%  | 27%          | 18% | 26% | 21% | 85%      | 10%       | 3%    | 2%  |
| Don't know                | 105   | 52     | 50     | 9         | 17    | 36    | 41  | 4                | 9            | 9            | 46   | 30           | 21  | 24  | 23  | 84       | 12        | 5     | 4   |
|                           | 7%    | 7%     | 7%     | 5%        | 5%    | 6%    | 11% | 4%               | 8%           | 5%           | 6%   | 8%           | 5%  | 8%  | 7%  | 7%       | 8%        | 7%    | 9%  |
|                           |       |        |        |           |       |       | cde |                  |              |              |      |              |     |     |     |          |           |       |     |
|                           |       | 49%    | 48%    | 8%        | 16%   | 34%   | 39% | 3%               | 9%           | 8%           | 43%  | 29%          | 20% | 22% | 22% | 80%      | 12%       | 5%    | 4%  |

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

QP26G. Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)

Base : Those who ever listen to music videos online or through music TV channels as background listening

|                            |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%    | Total | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total           | 2664  | 1277   | 1346   | 352       | 576   | 1002  | 701 | 193              | 204              | 355              | 1195 | 663          | 918 | 366 | 611 | 1724        | 292          | 305   | 343 |
| Effective Weighted Sample  | 1848  | 885    | 938    | 245       | 422   | 700   | 459 | 135              | 142              | 243              | 845  | 481          | 683 | 255 | 449 | 1429        | 176          | 215   | 288 |
| Total                      | 1525  | 725    | 776    | 190       | 359   | 565   | 388 | 95               | 121              | 192              | 714  | 392          | 423 | 299 | 345 | 1247        | 155          | 77    | 46  |
|                            |       | 48%    | 51%    | 12%       | 24%   | 37%   | 25% | 6%               | 8%               | 13%              | 47%  | 26%          | 28% | 20% | 23% | 82%         | 10%          | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 11    | 4      | 5      | *         | -     | 2     | 5   | 2                | 1                | 1                | 1    | 1            | 1   | 1   | 3   | 10          | 1            | *     | *   |
|                            | 1%    | 1%     | 1%     | *%        | -%    | *%    | 1%  | 2%               | 1%               | 1%               | *%   | *%           | *%  | *%  | 1%  | 1%          | *%           | *%    | 1%  |
|                            |       |        |        |           |       |       | d   | j                |                  |                  |      |              |     |     |     |             |              |       |     |
|                            |       | 35%    | 45%    | 1%        | -%    | 20%   | 43% | 16%              | 6%               | 9%               | 9%   | 6%           | 10% | 6%  | 27% | 89%         | 6%           | 1%    | 4%  |

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

**QP26G. Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)**

Base : Those who ever listen to music videos online or through music TV channels as background listening

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 2664  | 203             | 220        | 177        | 185       | 188       | 190         | 212           | 174        | 175        | 2095     | 569   | 1664           | 936         | 1227              | 1437         |
| Effective Weighted Sample  | 1848  | 182             | 194        | 160        | 165       | 165       | 176         | 191           | 153        | 151        | 1595     | 254   | 1166           | 661         | 810               | 1043         |
| Total                      | 1525  | 190             | 207        | 120        | 115       | 142       | 108         | 125           | 67         | 174        | 1333     | 192   | 1017           | 464         | 706               | 819          |
|                            |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 67%            | 30%         | 46%               | 54%          |
| TV set                     | 691   | 64              | 105        | 46         | 54        | 58        | 53          | 58            | 41         | 79         | 605      | 86    | 471            | 206         | 326               | 365          |
|                            | 45%   | 33%             | 51%        | 38%        | 47%       | 41%       | 50%         | 46%           | 61%        | 45%        | 45%      | 45%   | 46%            | 44%         | 46%               | 45%          |
|                            |       |                 | ac         |            | a         |           | ac          | a             | acdefgi    | a          |          |       |                |             |                   |              |
|                            |       | 9%              | 15%        | 7%         | 8%        | 8%        | 8%          | 8%            | 6%         | 11%        | 88%      | 12%   | 68%            | 30%         | 47%               | 53%          |
| Mobile phone               | 672   | 101             | 85         | 50         | 41        | 71        | 49          | 52            | 26         | 78         | 596      | 76    | 471            | 191         | 269               | 403          |
|                            | 44%   | 53%             | 41%        | 42%        | 36%       | 50%       | 45%         | 42%           | 38%        | 45%        | 45%      | 40%   | 46%            | 41%         | 38%               | 49%          |
|                            |       | bcdgh           |            |            |           | dh        |             |               |            |            |          |       | m              |             | n                 |              |
|                            |       | 15%             | 13%        | 7%         | 6%        | 11%       | 7%          | 8%            | 4%         | 12%        | 89%      | 11%   | 70%            | 28%         | 40%               | 60%          |
| Laptop/ desktop computer   | 387   | 68              | 55         | 33         | 29        | 25        | 26          | 33            | 12         | 44         | 341      | 46    | 263            | 119         | 169               | 218          |
|                            | 25%   | 36%             | 26%        | 27%        | 25%       | 18%       | 24%         | 26%           | 17%        | 25%        | 26%      | 24%   | 26%            | 26%         | 24%               | 27%          |
|                            |       | defghi          | h          | eh         |           |           |             |               |            |            |          |       |                |             |                   |              |
|                            |       | 18%             | 14%        | 8%         | 7%        | 7%        | 7%          | 8%            | 3%         | 11%        | 88%      | 12%   | 68%            | 31%         | 44%               | 56%          |
| Tablet computer            | 237   | 32              | 36         | 15         | 12        | 22        | 16          | 17            | 7          | 29         | 203      | 34    | 159            | 74          | 110               | 126          |
|                            | 16%   | 17%             | 18%        | 13%        | 10%       | 15%       | 15%         | 14%           | 11%        | 17%        | 15%      | 18%   | 16%            | 16%         | 16%               | 15%          |
|                            |       |                 | d          |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                            |       | 13%             | 15%        | 6%         | 5%        | 9%        | 7%          | 7%            | 3%         | 12%        | 86%      | 14%   | 67%            | 31%         | 47%               | 53%          |
| Smart speaker              | 200   | 16              | 24         | 24         | 16        | 17        | 19          | 19            | 9          | 23         | 172      | 28    | 143            | 56          | 91                | 110          |
|                            | 13%   | 8%              | 12%        | 20%        | 14%       | 12%       | 17%         | 15%           | 14%        | 13%        | 13%      | 15%   | 14%            | 12%         | 13%               | 13%          |
|                            |       |                 | abe        |            |           |           | a           | a             |            |            |          |       |                |             |                   |              |
|                            |       | 8%              | 12%        | 12%        | 8%        | 8%        | 9%          | 10%           | 5%         | 11%        | 86%      | 14%   | 71%            | 28%         | 45%               | 55%          |
| Internet/ WiFi radio set   | 168   | 14              | 23         | 14         | 11        | 15        | 10          | 17            | 9          | 23         | 143      | 25    | 117            | 45          | 73                | 95           |
|                            | 11%   | 7%              | 11%        | 12%        | 9%        | 11%       | 10%         | 14%           | 13%        | 13%        | 11%      | 13%   | 12%            | 10%         | 10%               | 12%          |
|                            |       | 8%              | 14%        | 8%         | 6%        | 9%        | 6%          | 10%           | 5%         | 13%        | 85%      | 15%   | 70%            | 27%         | 43%               | 57%          |
| Other device/s             | 27    | 4               | 2          | 2          | 2         | 3         | 1           | 3             | 2          | 5          | 27       | 1     | 17             | 8           | 15                | 13           |
|                            | 2%    | 2%              | 1%         | 1%         | 2%        | 2%        | 1%          | 3%            | 3%         | 3%         | 2%       | 1%    | 2%             | 2%          | 2%                | 2%           |
|                            |       | 14%             | 6%         | 6%         | 7%        | 12%       | 2%          | 12%           | 8%         | 17%        | 97%      | 3%    | 62%            | 30%         | 54%               | 46%          |
| Don't know                 | 105   | 13              | 13         | 12         | 7         | 10        | 7           | 6             | 3          | 13         | 90       | 15    | 67             | 32          | 54                | 51           |
|                            | 7%    | 7%              | 6%         | 10%        | 6%        | 7%        | 6%          | 5%            | 4%         | 8%         | 7%       | 8%    | 7%             | 7%          | 8%                | 6%           |
|                            |       | 13%             | 13%        | 11%        | 7%        | 9%        | 6%          | 6%            | 3%         | 13%        | 86%      | 14%   | 63%            | 31%         | 51%               | 49%          |
| NOT ANSWERED [POSTAL ONLY] | 11    | 1               | 3          | 1          | -         | 2         | 1           | 1             | 1          | 1          | 11       | *     | 2              | 4           | 3                 | 9            |
|                            | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                            |       | 6%              | 25%        | 7%         | 1%        | 19%       | 9%          | 9%            | 8%         | 5%         | 96%      | 4%    | 16%            | 33%         | 23%               | 77%          |

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

## QP26G. Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)

Base : Those who ever listen to music videos online or through music TV channels as background listening

|                            | Total | TV SERVICES          |                      |                       |           |                               |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                               |                        |
| Unweighted total           | 2664  | 1349                 | 1100                 | 2164                  | 2280      | 1439                          | 2623                   |
| Effective Weighted Sample  | 1848  | 923                  | 756                  | 1512                  | 1593      | 997                           | 1824                   |
| Total                      | 1525  | 782                  | 645                  | 1241                  | 1295      | 822                           | 1495                   |
|                            |       | 51%                  | 42%                  | 81%                   | 85%       | 54%                           | 98%                    |
| TV set                     | 691   | 415                  | 311                  | 599                   | 589       | 396                           | 684                    |
|                            | 45%   | 53%                  | 48%                  | 48%                   | 45%       | 48%                           | 46%                    |
|                            |       | bcdef                |                      |                       |           |                               |                        |
|                            |       | 60%                  | 45%                  | 87%                   | 85%       | 57%                           | 99%                    |
| Mobile phone               | 672   | 347                  | 268                  | 541                   | 608       | 410                           | 664                    |
|                            | 44%   | 44%                  | 42%                  | 44%                   | 47%       | 50%                           | 44%                    |
|                            |       |                      |                      |                       | b         | abcf                          |                        |
|                            |       | 52%                  | 40%                  | 80%                   | 90%       | 61%                           | 99%                    |
| Laptop/ desktop computer   | 387   | 157                  | 163                  | 311                   | 332       | 236                           | 380                    |
|                            | 25%   | 20%                  | 25%                  | 25%                   | 26%       | 29%                           | 25%                    |
|                            |       | a                    | a                    | a                     | a         | ac                            | a                      |
|                            |       | 41%                  | 42%                  | 80%                   | 86%       | 61%                           | 98%                    |
| Tablet computer            | 237   | 128                  | 116                  | 195                   | 208       | 148                           | 235                    |
|                            | 16%   | 16%                  | 18%                  | 16%                   | 16%       | 18%                           | 16%                    |
|                            |       | 54%                  | 49%                  | 83%                   | 88%       | 63%                           | 100%                   |
| Smart speaker              | 200   | 112                  | 85                   | 176                   | 180       | 123                           | 200                    |
|                            | 13%   | 14%                  | 13%                  | 14%                   | 14%       | 15%                           | 13%                    |
|                            |       | 56%                  | 42%                  | 88%                   | 90%       | 61%                           | 100%                   |
| Internet/ WiFi radio set   | 168   | 94                   | 77                   | 141                   | 135       | 87                            | 164                    |
|                            | 11%   | 12%                  | 12%                  | 11%                   | 10%       | 11%                           | 11%                    |
|                            |       | 56%                  | 46%                  | 84%                   | 81%       | 52%                           | 97%                    |
| Other device/s             | 27    | 17                   | 13                   | 21                    | 26        | 17                            | 27                     |
|                            | 2%    | 2%                   | 2%                   | 2%                    | 2%        | 2%                            | 2%                     |
|                            |       | 61%                  | 47%                  | 75%                   | 94%       | 62%                           | 99%                    |
| Don't know                 | 105   | 42                   | 47                   | 80                    | 79        | 44                            | 99                     |
|                            | 7%    | 5%                   | 7%                   | 6%                    | 6%        | 5%                            | 7%                     |
|                            |       | 40%                  | 45%                  | 77%                   | 75%       | 42%                           | 94%                    |
| NOT ANSWERED [POSTAL ONLY] | 11    | 4                    | 7                    | 10                    | 4         | 6                             | 11                     |
|                            | 1%    | *%                   | 1%                   | 1%                    | *%        | 1%                            | 1%                     |
|                            |       |                      | d                    |                       |           |                               |                        |
|                            |       | 32%                  | 64%                  | 86%                   | 39%       | 55%                           | 100%                   |

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

QP26H. Which devices do you ever use to... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (MULTI CODE)

Base : Those who ever play an interactive audio game using only your voice

|                            | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |    | NATION   |           |       |    |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|----|----------|-----------|-------|----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                            |       | a      | b      | ~c        | ~d    | e     | ~f  | ~g               | ~h           | ~i           | j    | ~k           | l   | ~m | ~n | o        | ~p        | ~q    | ~r |
| Significance Level: 95%    |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
| Unweighted total           | 338   | 159    | 172    | 74        | 90    | 141   | 29  | 33               | 28           | 53           | 141  | 81           | 110 | 57 | 78 | 233      | 27        | 39    | 39 |
| Effective Weighted Sample  | 240   | 113    | 122    | 56        | 67    | 97    | 19  | 23               | 19           | 35           | 107  | 61           | 83  | 40 | 61 | 192      | 16        | 29    | 32 |
| Total                      | 198   | 93     | 101    | 40        | 61    | 79    | 15  | 16               | 16           | 34           | 86   | 52           | 48  | 44 | 45 | 167      | 14        | 12    | 5  |
|                            |       | 47%    | 51%    | **        | **    | 40%   | **  | **               | **           | **           | 43%  | **           | 24% | ** | ** | 84%      | **        | **    | ** |
| Smart speaker              | 83    | 42     | 39     | **        | **    | 43    | **  | **               | **           | **           | 46   | **           | 24  | ** | ** | 68       | **        | **    | ** |
|                            | 42%   | 45%    | 39%    | **        | **    | 55%   | **  | **               | **           | **           | 53%  | **           | 51% | ** | ** | 41%      | **        | **    | ** |
|                            |       | 50%    | 47%    | **        | **    | 52%   | **  | **               | **           | **           | 55%  | **           | 29% | ** | ** | 81%      | **        | **    | ** |
| Mobile phone               | 50    | 23     | 27     | **        | **    | 17    | **  | **               | **           | **           | 14   | **           | 7   | ** | ** | 42       | **        | **    | ** |
|                            | 25%   | 25%    | 27%    | **        | **    | 21%   | **  | **               | **           | **           | 17%  | **           | 14% | ** | ** | 25%      | **        | **    | ** |
|                            |       | 46%    | 54%    | **        | **    | 33%   | **  | **               | **           | **           | 29%  | **           | 13% | ** | ** | 83%      | **        | **    | ** |
| Tablet computer            | 29    | 14     | 16     | **        | **    | 8     | **  | **               | **           | **           | 9    | **           | 9   | ** | ** | 25       | **        | **    | ** |
|                            | 15%   | 15%    | 16%    | **        | **    | 10%   | **  | **               | **           | **           | 10%  | **           | 18% | ** | ** | 15%      | **        | **    | ** |
|                            |       | 46%    | 54%    | **        | **    | 28%   | **  | **               | **           | **           | 29%  | **           | 29% | ** | ** | 86%      | **        | **    | ** |
| Laptop/ desktop computer   | 25    | 13     | 11     | **        | **    | 5     | **  | **               | **           | **           | 11   | **           | 8   | ** | ** | 22       | **        | **    | ** |
|                            | 12%   | 14%    | 11%    | **        | **    | 7%    | **  | **               | **           | **           | 12%  | **           | 17% | ** | ** | 13%      | **        | **    | ** |
|                            |       | 53%    | 45%    | **        | **    | 22%   | **  | **               | **           | **           | 43%  | **           | 33% | ** | ** | 88%      | **        | **    | ** |
| Other device/s             | 15    | 9      | 6      | **        | **    | 4     | **  | **               | **           | **           | 5    | **           | 1   | ** | ** | 15       | **        | **    | ** |
|                            | 8%    | 10%    | 6%     | **        | **    | 5%    | **  | **               | **           | **           | 6%   | **           | 2%  | ** | ** | 9%       | **        | **    | ** |
|                            |       | 58%    | 42%    | **        | **    | 24%   | **  | **               | **           | **           | 35%  | **           | 7%  | ** | ** | 94%      | **        | **    | ** |
| Don't know                 | 39    | 19     | 18     | **        | **    | 15    | **  | **               | **           | **           | 16   | **           | 10  | ** | ** | 32       | **        | **    | ** |
|                            | 20%   | 21%    | 18%    | **        | **    | 19%   | **  | **               | **           | **           | 19%  | **           | 21% | ** | ** | 19%      | **        | **    | ** |
|                            |       | 49%    | 46%    | **        | **    | 38%   | **  | **               | **           | **           | 41%  | **           | 25% | ** | ** | 81%      | **        | **    | ** |
| NOT ANSWERED [POSTAL ONLY] | 1     | *      | 1      | **        | **    | -     | **  | **               | **           | **           | -    | **           | *   | ** | ** | 1        | **        | **    | ** |
|                            | 1%    | *%     | 1%     | **        | **    | -%    | **  | **               | **           | **           | -%   | **           | *%  | ** | ** | 1%       | **        | **    | ** |
|                            |       | 5%     | 95%    | **        | **    | -%    | **  | **               | **           | **           | -%   | **           | 5%  | ** | ** | 95%      | **        | **    | ** |

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

QP26H. Which devices do you ever use to... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (MULTI CODE)

Base : Those who ever play an interactive audio game using only your voice

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o            |
| Unweighted total           | 338   | 28              | 29         | 21         | 32        | 26        | 24          | 26            | 22         | 25         | 274      | 64    | 210            | 119         | 125               | 213          |
| Effective Weighted Sample  | 240   | 25              | 25         | 20         | 28        | 21        | 22          | 23            | 19         | 23         | 212      | 28    | 149            | 88          | 85                | 156          |
| Total                      | 198   | 26              | 25         | 13         | 18        | 20        | 14          | 15            | 9          | 26         | 176      | 22    | 129            | 62          | 74                | 124          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 89%      | **    | 65%            | 31%         | 38%               | 62%          |
| Smart speaker              | 83    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 73       | **    | 64             | 18          | 35                | 48           |
|                            | 42%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 41%      | **    | 50%            | 30%         | 48%               | 38%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | m              | 78%         | 22%               | 43%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | 78%            | 22%         | 43%               | 57%          |
| Mobile phone               | 50    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 46       | **    | 33             | 15          | 16                | 34           |
|                            | 25%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 26%      | **    | 25%            | 24%         | 22%               | 28%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | 65%            | 29%         | 33%               | 67%          |
| Tablet computer            | 29    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 26       | **    | 15             | 11          | 12                | 17           |
|                            | 15%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 15%      | **    | 12%            | 18%         | 16%               | 14%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 89%      | **    | 52%            | 39%         | 41%               | 59%          |
| Laptop/ desktop computer   | 25    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 24       | **    | 14             | 10          | 10                | 14           |
|                            | 12%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 13%      | **    | 11%            | 17%         | 14%               | 12%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | 58%            | 42%         | 42%               | 58%          |
| Other device/s             | 15    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 15       | **    | 11             | 4           | 2                 | 13           |
|                            | 8%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | **    | 8%             | 7%          | 3%                | 10%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | 71%            | 29%         | 16%               | 84%          |
| Don't know                 | 39    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 35       | **    | 22             | 15          | 14                | 25           |
|                            | 20%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 20%      | **    | 17%            | 24%         | 19%               | 20%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 89%      | **    | 57%            | 38%         | 36%               | 64%          |
| NOT ANSWERED [POSTAL ONLY] | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | **    | -              | 1           | *                 | 1            |
|                            | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | **    | -%             | 2%          | *%                | 1%           |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | -%             | 100%        | 5%                | 95%          |

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

QP26H. Which devices do you ever use to... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (MULTI CODE)

Base : Those who ever play an interactive audio game using only your voice

|                             | Total | TV SERVICES          |                      |                       |           | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
|-----------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                             |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d |                               |                        |
| Significance Level: 95%     |       |                      |                      |                       |           |                               |                        |
| Unweighted total            | 338   | 186                  | 124                  | 274                   | 317       | 157                           | 335                    |
| Effective Weighted Sample   | 240   | 131                  | 90                   | 195                   | 230       | 112                           | 238                    |
| Total                       | 198   | 109                  | 76                   | 158                   | 182       | 92                            | 196                    |
|                             |       | 55%                  | 39%                  | 80%                   | 92%       | 47%                           | 99%                    |
| Smart speaker               | 83    | 50                   | 31                   | 77                    | 81        | 44                            | 83                     |
|                             | 42%   | 46%                  | 41%                  | 48%                   | 45%       | 48%                           | 42%                    |
|                             |       | 60%                  | 38%                  | 92%                   | 98%       | 53%                           | 100%                   |
| Mobile phone                | 50    | 29                   | 26                   | 42                    | 48        | 23                            | 50                     |
|                             | 25%   | 27%                  | 34%                  | 26%                   | 27%       | 25%                           | 26%                    |
|                             |       | 58%                  | 51%                  | 82%                   | 96%       | 46%                           | 100%                   |
| Tablet computer             | 29    | 22                   | 13                   | 25                    | 26        | 9                             | 29                     |
|                             | 15%   | 20%                  | 17%                  | 16%                   | 14%       | 10%                           | 15%                    |
|                             |       | e<br>74%             | 46%                  | 85%                   | 90%       | 32%                           | 100%                   |
| Laptop/ desktop computer    | 25    | 12                   | 9                    | 19                    | 23        | 12                            | 25                     |
|                             | 12%   | 11%                  | 12%                  | 12%                   | 13%       | 13%                           | 13%                    |
|                             |       | 47%                  | 36%                  | 79%                   | 93%       | 47%                           | 100%                   |
| Other device/s              | 15    | 11                   | 6                    | 12                    | 15        | 8                             | 15                     |
|                             | 8%    | 10%                  | 8%                   | 8%                    | 8%        | 9%                            | 8%                     |
|                             |       | 72%                  | 41%                  | 80%                   | 100%      | 55%                           | 100%                   |
| Don't know                  | 39    | 18                   | 14                   | 24                    | 32        | 20                            | 37                     |
|                             | 20%   | 17%                  | 19%                  | 15%                   | 17%       | 22%                           | 19%                    |
|                             |       | 46%                  | 37%                  | 62%                   | 81%       | 52%                           | 94%                    |
| NOT ANSWERED [POSTAL ONLY]  | 1     | 1                    | 1                    | 1                     | 1         | *                             | 1                      |
|                             | 1%    | 1%                   | 1%                   | *%                    | *%        | *%                            | 1%                     |
|                             |       | 53%                  | 47%                  | 58%                   | 58%       | 5%                            | 100%                   |
| Columns Tested: a,b,c,d,e,f |       |                      |                      |                       |           |                               |                        |



QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)

Base : Those who listen to radio

|                                                                                                  | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|--------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                  |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                 | 4421  | 2094   | 2266   | 350       | 742   | 1491  | 1772 | 282              | 363          | 593          | 1969 | 1256         | 1401 | 560 | 1027 | 2826     | 487       | 537   | 571 |
| Effective Weighted Sample                                                                        | 2984  | 1406   | 1544   | 236       | 529   | 1030  | 1154 | 180              | 242          | 400          | 1363 | 894          | 1010 | 389 | 712  | 2314     | 277       | 361   | 472 |
| Total                                                                                            | 2509  | 1170   | 1302   | 183       | 455   | 818   | 1008 | 148              | 215          | 319          | 1129 | 725          | 631  | 444 | 590  | 2078     | 228       | 126   | 77  |
|                                                                                                  |       | 47%    | 52%    | 7%        | 18%   | 33%   | 40%  | 6%               | 9%           | 13%          | 45%  | 29%          | 25%  | 18% | 24%  | 83%      | 9%        | 5%    | 3%  |
| <b>WAYS OF LISTENING IN A CAR</b>                                                                |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
| Listen to live radio on an in-car FM or AM radio                                                 | 1309  | 602    | 695    | 80        | 226   | 426   | 553  | 54               | 112          | 173          | 598  | 379          | 352  | 241 | 283  | 1052     | 129       | 78    | 49  |
|                                                                                                  | 52%   | 51%    | 53%    | 44%       | 50%   | 52%   | 55%  | 37%              | 52%          | 54%          | 53%  | 52%          | 56%  | 54% | 48%  | 51%      | 56%       | 62%   | 64% |
|                                                                                                  |       |        |        |           |       | c     | cd   |                  | g            | g            | g    |              | n    | n   |      |          |           | o     | op  |
|                                                                                                  |       | 46%    | 53%    | 6%        | 17%   | 33%   | 42%  | 4%               | 9%           | 13%          | 46%  | 29%          | 27%  | 18% | 22%  | 80%      | 10%       | 6%    | 4%  |
| Listen to live radio on an in-car DAB radio                                                      | 1080  | 540    | 532    | 57        | 182   | 395   | 435  | 40               | 54           | 111          | 644  | 428          | 276  | 188 | 168  | 902      | 98        | 50    | 29  |
|                                                                                                  | 43%   | 46%    | 41%    | 31%       | 40%   | 48%   | 43%  | 27%              | 25%          | 35%          | 57%  | 59%          | 44%  | 42% | 28%  | 43%      | 43%       | 40%   | 38% |
|                                                                                                  |       | b      |        |           | c     | cdf   | c    |                  |              | h            | ghi  | lmn          | n    | n   |      | r        |           |       |     |
|                                                                                                  |       | 50%    | 49%    | 5%        | 17%   | 37%   | 40%  | 4%               | 5%           | 10%          | 60%  | 40%          | 26%  | 17% | 16%  | 84%      | 9%        | 5%    | 3%  |
| Listen to music on an in-car CD, tape or minidisc player                                         | 532   | 265    | 265    | 29        | 72    | 162   | 263  | 21               | 49           | 79           | 238  | 168          | 142  | 99  | 105  | 420      | 64        | 34    | 14  |
|                                                                                                  | 21%   | 23%    | 20%    | 16%       | 16%   | 20%   | 26%  | 14%              | 23%          | 25%          | 21%  | 23%          | 22%  | 22% | 18%  | 20%      | 28%       | 27%   | 18% |
|                                                                                                  |       |        |        |           |       | d     | cde  |                  | g            | g            | g    |              | n    | n   |      |          | or        | or    |     |
|                                                                                                  |       | 50%    | 50%    | 5%        | 13%   | 31%   | 49%  | 4%               | 9%           | 15%          | 45%  | 32%          | 27%  | 19% | 20%  | 79%      | 12%       | 6%    | 3%  |
| Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone | 498   | 236    | 257    | 77        | 162   | 179   | 77   | 13               | 25           | 47           | 318  | 172          | 164  | 93  | 57   | 408      | 48        | 26    | 15  |
|                                                                                                  | 20%   | 20%    | 20%    | 42%       | 36%   | 22%   | 8%   | 9%               | 11%          | 15%          | 28%  | 24%          | 26%  | 21% | 10%  | 20%      | 21%       | 21%   | 20% |
|                                                                                                  |       |        |        | ef        | ef    | f     |      |                  |              | g            | ghi  | n            | n    | n   |      |          |           |       |     |
|                                                                                                  |       | 47%    | 52%    | 16%       | 33%   | 36%   | 16%  | 3%               | 5%           | 9%           | 64%  | 35%          | 33%  | 19% | 11%  | 82%      | 10%       | 5%    | 3%  |
| Listen to music stored on a phone                                                                | 453   | 248    | 203    | 33        | 92    | 185   | 138  | 11               | 24           | 49           | 279  | 183          | 126  | 77  | 55   | 374      | 47        | 22    | 10  |
|                                                                                                  | 18%   | 21%    | 16%    | 18%       | 20%   | 23%   | 14%  | 8%               | 11%          | 15%          | 25%  | 25%          | 20%  | 17% | 9%   | 18%      | 21%       | 17%   | 13% |
|                                                                                                  |       | b      |        |           | f     | f     |      |                  |              | g            | ghi  | lmn          | n    | n   |      | r        | r         |       |     |
|                                                                                                  |       | 55%    | 45%    | 7%        | 20%   | 41%   | 30%  | 2%               | 5%           | 11%          | 61%  | 40%          | 28%  | 17% | 12%  | 83%      | 10%       | 5%    | 2%  |
| Listen to a podcast via a mobile phone                                                           | 213   | 115    | 96     | 20        | 64    | 85    | 40   | 5                | 4            | 17           | 156  | 98           | 70   | 28  | 12   | 177      | 19        | 12    | 5   |
|                                                                                                  | 8%    | 10%    | 7%     | 11%       | 14%   | 10%   | 4%   | 3%               | 2%           | 5%           | 14%  | 13%          | 11%  | 6%  | 2%   | 9%       | 8%        | 9%    | 7%  |
|                                                                                                  |       | b      |        | f         | ef    | f     |      |                  |              | h            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                                                                  |       | 54%    | 45%    | 10%       | 30%   | 40%   | 19%  | 2%               | 2%           | 8%           | 73%  | 46%          | 33%  | 13% | 6%   | 83%      | 9%        | 5%    | 3%  |

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

QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)

Base : Those who listen to radio

|                                                                                                                                          | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                                  |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                                                                         | 4421  | 2094   | 2266   | 350       | 742   | 1491  | 1772 | 282              | 363          | 593          | 1969 | 1256         | 1401 | 560 | 1027 | 2826     | 487       | 537   | 571 |
| Effective Weighted Sample                                                                                                                | 2984  | 1406   | 1544   | 236       | 529   | 1030  | 1154 | 180              | 242          | 400          | 1363 | 894          | 1010 | 389 | 712  | 2314     | 277       | 361   | 472 |
| Total                                                                                                                                    | 2509  | 1170   | 1302   | 183       | 455   | 818   | 1008 | 148              | 215          | 319          | 1129 | 725          | 631  | 444 | 590  | 2078     | 228       | 126   | 77  |
|                                                                                                                                          |       | 47%    | 52%    | 7%        | 18%   | 33%   | 40%  | 6%               | 9%           | 13%          | 45%  | 29%          | 25%  | 18% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone) | 179   | 88     | 90     | 30        | 56    | 68    | 23   | 7                | 7            | 22           | 106  | 65           | 57   | 30  | 24   | 155      | 14        | 6     | 4   |
|                                                                                                                                          | 7%    | 8%     | 7%     | 16%       | 12%   | 8%    | 2%   | 5%               | 3%           | 7%           | 9%   | 9%           | 9%   | 7%  | 4%   | 7%       | 6%        | 4%    | 5%  |
|                                                                                                                                          |       |        |        | ef        | ef    | f     |      |                  |              |              | gh   | n            | n    |     |      | qr       |           |       |     |
|                                                                                                                                          |       | 49%    | 51%    | 17%       | 31%   | 38%   | 13%  | 4%               | 4%           | 12%          | 59%  | 36%          | 32%  | 17% | 13%  | 87%      | 8%        | 3%    | 2%  |
| Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn                                                       | 114   | 66     | 46     | 8         | 31    | 48    | 25   | 5                | 3            | 23           | 60   | 41           | 29   | 25  | 16   | 97       | 8         | 5     | 3   |
|                                                                                                                                          | 5%    | 6%     | 4%     | 4%        | 7%    | 6%    | 2%   | 3%               | 1%           | 7%           | 5%   | 6%           | 5%   | 6%  | 3%   | 5%       | 4%        | 4%    | 4%  |
|                                                                                                                                          |       | b      |        |           | f     | f     |      |                  |              | h            | h    | n            | n    | n   |      |          |           |       |     |
|                                                                                                                                          |       | 58%    | 40%    | 7%        | 27%   | 42%   | 22%  | 4%               | 2%           | 21%          | 53%  | 36%          | 25%  | 22% | 14%  | 86%      | 7%        | 4%    | 2%  |
| Listen to live FM radio on a mobile phone                                                                                                | 85    | 43     | 41     | 12        | 29    | 24    | 18   | 4                | 9            | 10           | 40   | 24           | 27   | 15  | 13   | 70       | 8         | 4     | 3   |
|                                                                                                                                          | 3%    | 4%     | 3%     | 7%        | 6%    | 3%    | 2%   | 3%               | 4%           | 3%           | 4%   | 3%           | 4%   | 3%  | 2%   | 3%       | 3%        | 3%    | 4%  |
|                                                                                                                                          |       |        |        | ef        | ef    |       |      |                  |              |              |      |              | n    |     |      |          |           |       |     |
|                                                                                                                                          |       | 51%    | 49%    | 14%       | 35%   | 28%   | 21%  | 5%               | 10%          | 12%          | 47%  | 28%          | 32%  | 18% | 15%  | 82%      | 9%        | 5%    | 3%  |
| None of these                                                                                                                            | 119   | 52     | 55     | 11        | 22    | 34    | 45   | 13               | 11           | 16           | 14   | 15           | 16   | 21  | 46   | 102      | 8         | 7     | 3   |
|                                                                                                                                          | 5%    | 4%     | 4%     | 6%        | 5%    | 4%    | 4%   | 9%               | 5%           | 5%           | 1%   | 2%           | 3%   | 5%  | 8%   | 5%       | 4%        | 5%    | 4%  |
|                                                                                                                                          |       |        |        |           |       |       |      | j                | j            | j            |      |              |      | kl  | kl   |          |           |       |     |
|                                                                                                                                          |       | 44%    | 46%    | 9%        | 18%   | 29%   | 37%  | 11%              | 9%           | 13%          | 12%  | 13%          | 14%  | 18% | 38%  | 85%      | 7%        | 5%    | 2%  |
| Don't use a car                                                                                                                          | 278   | 115    | 156    | 41        | 51    | 74    | 104  | 42               | 45           | 38           | 69   | 35           | 64   | 33  | 121  | 239      | 26        | 7     | 6   |
|                                                                                                                                          | 11%   | 10%    | 12%    | 22%       | 11%   | 9%    | 10%  | 28%              | 21%          | 12%          | 6%   | 5%           | 10%  | 7%  | 20%  | 12%      | 12%       | 6%    | 8%  |
|                                                                                                                                          |       |        |        | def       |       |       |      | ij               | ij           | j            |      |              | k    | klm |      | qr       | q         |       |     |
|                                                                                                                                          |       | 41%    | 56%    | 15%       | 18%   | 26%   | 37%  | 15%              | 16%          | 14%          | 25%  | 13%          | 23%  | 12% | 43%  | 86%      | 9%        | 3%    | 2%  |

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

QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)

Base : Those who listen to radio

|                                                                                                  | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                  |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                                                                                                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%                                                                          |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total                                                                                 | 4421  | 280             | 404        | 314        | 310       | 293       | 316         | 339           | 274        | 296        | 3303     | 1118  | 2543           | 1764        | 2377              | 2044         |
| Effective Weighted Sample                                                                        | 2984  | 250             | 350        | 277        | 277       | 255       | 285         | 293           | 234        | 258        | 2487     | 502   | 1759           | 1167        | 1551              | 1435         |
| Total                                                                                            | 2509  | 273             | 378        | 222        | 190       | 226       | 176         | 206           | 107        | 301        | 2127     | 383   | 1517           | 922         | 1339              | 1170         |
|                                                                                                  |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 60%            | 37%         | 53%               | 47%          |
| <b>WAYS OF LISTENING IN A CAR</b>                                                                |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Listen to live radio on an in-car FM or AM radio                                                 | 1309  | 126             | 181        | 122        | 100       | 113       | 101         | 111           | 56         | 143        | 1073     | 236   | 816            | 460         | 757               | 552          |
|                                                                                                  | 52%   | 46%             | 48%        | 55%        | 53%       | 50%       | 57%         | 54%           | 52%        | 47%        | 50%      | 62%   | 54%            | 50%         | 57%               | 47%          |
|                                                                                                  |       | 10%             | 14%        | 9%         | 8%        | 9%        | 8%          | 9%            | 4%         | 11%        | 82%      | 18%   | 62%            | 35%         | 58%               | 42%          |
| Listen to live radio on an in-car DAB radio                                                      | 1080  | 115             | 176        | 94         | 81        | 93        | 78          | 92            | 46         | 128        | 878      | 201   | 737            | 332         | 681               | 398          |
|                                                                                                  | 43%   | 42%             | 47%        | 42%        | 43%       | 41%       | 44%         | 45%           | 43%        | 43%        | 41%      | 53%   | 49%            | 36%         | 51%               | 34%          |
|                                                                                                  |       | 11%             | 16%        | 9%         | 8%        | 9%        | 7%          | 9%            | 4%         | 12%        | 81%      | 19%   | 68%            | 31%         | 63%               | 37%          |
| Listen to music on an in-car CD, tape or minidisc player                                         | 532   | 47              | 70         | 59         | 46        | 41        | 40          | 33            | 15         | 70         | 441      | 91    | 317            | 203         | 305               | 226          |
|                                                                                                  | 21%   | 17%             | 19%        | 26%        | 24%       | 18%       | 22%         | 16%           | 14%        | 23%        | 21%      | 24%   | 21%            | 22%         | 23%               | 19%          |
|                                                                                                  |       | 9%              | 13%        | 11%        | 9%        | 8%        | 7%          | 6%            | 3%         | 13%        | 83%      | 17%   | 60%            | 38%         | 57%               | 43%          |
| Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone | 498   | 52              | 65         | 43         | 36        | 46        | 36          | 48            | 21         | 60         | 429      | 69    | 400            | 93          | 254               | 244          |
|                                                                                                  | 20%   | 19%             | 17%        | 20%        | 19%       | 20%       | 20%         | 23%           | 20%        | 20%        | 20%      | 18%   | 26%            | 10%         | 19%               | 21%          |
|                                                                                                  |       | 10%             | 13%        | 9%         | 7%        | 9%        | 7%          | 10%           | 4%         | 12%        | 86%      | 14%   | 80%            | 19%         | 51%               | 49%          |
| Listen to music stored on a phone                                                                | 453   | 52              | 66         | 50         | 34        | 42        | 34          | 34            | 14         | 47         | 371      | 82    | 343            | 103         | 266               | 188          |
|                                                                                                  | 18%   | 19%             | 17%        | 23%        | 18%       | 19%       | 19%         | 17%           | 14%        | 16%        | 17%      | 21%   | 23%            | 11%         | 20%               | 16%          |
|                                                                                                  |       | 12%             | 15%        | 11%        | 7%        | 9%        | 7%          | 8%            | 3%         | 10%        | 82%      | 18%   | 76%            | 23%         | 59%               | 41%          |
| Listen to a podcast via a mobile phone                                                           | 213   | 29              | 33         | 19         | 15        | 17        | 15          | 16            | 6          | 26         | 183      | 30    | 178            | 32          | 126               | 86           |
|                                                                                                  | 8%    | 11%             | 9%         | 9%         | 8%        | 8%        | 9%          | 8%            | 5%         | 9%         | 9%       | 8%    | 12%            | 3%          | 9%                | 7%           |
|                                                                                                  |       | 13%             | 16%        | 9%         | 7%        | 8%        | 7%          | 8%            | 3%         | 12%        | 86%      | 14%   | 84%            | 15%         | 59%               | 41%          |

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

**QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)**

Base : Those who listen to radio

|                                                                                                                                          | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                                                                                          |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                                                                                  |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                                                                                         | 4421  | 280             | 404        | 314        | 310       | 293       | 316         | 339           | 274        | 296        | 3303     | 1118  | 2543           | 1764        | 2377              | 2044        |
| Effective Weighted Sample                                                                                                                | 2984  | 250             | 350        | 277        | 277       | 255       | 285         | 293           | 234        | 258        | 2487     | 502   | 1759           | 1167        | 1551              | 1435        |
| Total                                                                                                                                    | 2509  | 273             | 378        | 222        | 190       | 226       | 176         | 206           | 107        | 301        | 2127     | 383   | 1517           | 922         | 1339              | 1170        |
|                                                                                                                                          |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 60%            | 37%         | 53%               | 47%         |
| Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone) | 179   | 16              | 31         | 13         | 11        | 22        | 10          | 19            | 5          | 28         | 149      | 30    | 137            | 41          | 97                | 82          |
|                                                                                                                                          | 7%    | 6%              | 8%         | 6%         | 6%        | 10%       | 5%          | 9%            | 5%         | 9%         | 7%       | 8%    | 9%             | 4%          | 7%                | 7%          |
|                                                                                                                                          |       | 9%              | 17%        | 8%         | 6%        | 13%       | 5%          | 11%           | 3%         | 16%        | 83%      | 17%   | 76%            | 23%         | 54%               | 46%         |
| Listen to digital radio on a mobile phone via an app such as RadioPlayer or Tuneln                                                       | 114   | 14              | 17         | 13         | 9         | 6         | 7           | 11            | 4          | 15         | 97       | 16    | 89             | 24          | 55                | 59          |
|                                                                                                                                          | 5%    | 5%              | 4%         | 6%         | 5%        | 3%        | 4%          | 6%            | 3%         | 5%         | 5%       | 4%    | 6%             | 3%          | 4%                | 5%          |
|                                                                                                                                          |       | 13%             | 15%        | 12%        | 8%        | 5%        | 7%          | 10%           | 3%         | 14%        | 86%      | 14%   | 78%            | 21%         | 48%               | 52%         |
| Listen to live FM radio on a mobile phone                                                                                                | 85    | 17              | 11         | 9          | 2         | 7         | 6           | 4             | 1          | 11         | 73       | 12    | 59             | 23          | 36                | 49          |
|                                                                                                                                          | 3%    | 6%              | 3%         | 4%         | 1%        | 3%        | 4%          | 2%            | 1%         | 4%         | 3%       | 3%    | 4%             | 3%          | 3%                | 4%          |
|                                                                                                                                          |       | bdgh            |            | d          |           |           | d           |               |            | d          |          |       |                |             |                   | n           |
|                                                                                                                                          |       | 21%             | 13%        | 10%        | 2%        | 9%        | 7%          | 5%            | 2%         | 13%        | 86%      | 14%   | 69%            | 28%         | 43%               | 57%         |
| None of these                                                                                                                            | 119   | 12              | 17         | 8          | 10        | 13        | 9           | 8             | 5          | 20         | 106      | 13    | 42             | 65          | 45                | 74          |
|                                                                                                                                          | 5%    | 4%              | 4%         | 4%         | 5%        | 6%        | 5%          | 4%            | 5%         | 7%         | 5%       | 3%    | 3%             | 7%          | 3%                | 6%          |
|                                                                                                                                          |       | 10%             | 14%        | 7%         | 9%        | 11%       | 7%          | 7%            | 4%         | 16%        | 89%      | 11%   | 36%            | 55%         | 38%               | 62%         |
| Don't use a car                                                                                                                          | 278   | 47              | 37         | 21         | 18        | 22        | 14          | 21            | 16         | 43         | 265      | 14    | 130            | 133         | 72                | 206         |
|                                                                                                                                          | 11%   | 17%             | 10%        | 9%         | 10%       | 10%       | 8%          | 10%           | 15%        | 14%        | 12%      | 4%    | 9%             | 14%         | 5%                | 18%         |
|                                                                                                                                          |       | bcdefg          |            |            |           |           |             |               | bcdf       | f          | k        |       | l              |             | n                 |             |
|                                                                                                                                          |       | 17%             | 13%        | 8%         | 6%        | 8%        | 5%          | 8%            | 6%         | 15%        | 95%      | 5%    | 47%            | 48%         | 26%               | 74%         |

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

**QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)**

Base : Those who listen to radio

|                                                                                                  | Total | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|--------------------------------------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                                                                                                  |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                          |       |                      |                      |                       |             |                    |                        |
| Unweighted total                                                                                 | 4421  | 2206                 | 1999                 | 3554                  | 3439        | 1865               | 4303                   |
| Effective Weighted Sample                                                                        | 2984  | 1493                 | 1348                 | 2468                  | 2366        | 1280               | 2920                   |
| Total                                                                                            | 2509  | 1252<br>50%          | 1146<br>46%          | 1997<br>80%           | 1922<br>77% | 1040<br>41%        | 2424<br>97%            |
| <b>WAYS OF LISTENING IN A CAR</b>                                                                |       |                      |                      |                       |             |                    |                        |
| Listen to live radio on an in-car FM or AM radio                                                 | 1309  | 692                  | 612                  | 1079                  | 1031        | 549                | 1285                   |
|                                                                                                  | 52%   | 55%                  | 53%                  | 54%                   | 54%         | 53%                | 53%                    |
|                                                                                                  |       | 53%                  | 47%                  | 82%                   | 79%         | 42%                | 98%                    |
| Listen to live radio on an in-car DAB radio                                                      | 1080  | 610                  | 505                  | 952                   | 904         | 491                | 1069                   |
|                                                                                                  | 43%   | 49%                  | 44%                  | 48%                   | 47%         | 47%                | 44%                    |
|                                                                                                  |       | bf<br>56%            | bf<br>47%            | bf<br>88%             | f<br>84%    | f<br>45%           | f<br>99%               |
| Listen to music on an in-car CD, tape or minidisc player                                         | 532   | 292                  | 285                  | 463                   | 429         | 233                | 526                    |
|                                                                                                  | 21%   | 23%                  | 25%                  | 23%                   | 22%         | 22%                | 22%                    |
|                                                                                                  |       |                      | f<br>55%             | f<br>54%              | f<br>87%    | f<br>44%           | f<br>99%               |
| Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone | 498   | 270                  | 203                  | 454                   | 484         | 300                | 498                    |
|                                                                                                  | 20%   | 22%                  | 18%                  | 23%                   | 25%         | 29%                | 21%                    |
|                                                                                                  |       | b<br>54%             | b<br>41%             | b<br>91%              | abcf<br>97% | abcdf<br>60%       | b<br>100%              |
| Listen to music stored on a phone                                                                | 453   | 262                  | 212                  | 404                   | 408         | 243                | 449                    |
|                                                                                                  | 18%   | 21%                  | 18%                  | 20%                   | 21%         | 23%                | 19%                    |
|                                                                                                  |       |                      |                      |                       | bf<br>90%   | bcf<br>54%         | bf<br>99%              |
| Listen to a podcast via a mobile phone                                                           | 213   | 114                  | 99                   | 196                   | 202         | 135                | 212                    |
|                                                                                                  | 8%    | 9%                   | 9%                   | 10%                   | 11%         | 13%                | 9%                     |
|                                                                                                  |       |                      |                      |                       | f<br>95%    | abcdf<br>64%       | f<br>100%              |

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

**QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)**

Base : Those who listen to radio

|                                                                                                                                                | Total      | TV SERVICES          |                      |                       |                 | YOUTUBE            |                        |
|------------------------------------------------------------------------------------------------------------------------------------------------|------------|----------------------|----------------------|-----------------------|-----------------|--------------------|------------------------|
|                                                                                                                                                |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d       | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                                        |            |                      |                      |                       |                 |                    |                        |
| Unweighted total                                                                                                                               | 4421       | 2206                 | 1999                 | 3554                  | 3439            | 1865               | 4303                   |
| Effective Weighted Sample                                                                                                                      | 2984       | 1493                 | 1348                 | 2468                  | 2366            | 1280               | 2920                   |
| Total                                                                                                                                          | 2509       | 1252<br>50%          | 1146<br>46%          | 1997<br>80%           | 1922<br>77%     | 1040<br>41%        | 2424<br>97%            |
| Listen to music using a streaming service like Spotify,<br>Apple Music or Deezer via an in-car infotainment<br>system (not via a mobile phone) | 179<br>7%  | 100<br>8%            | 80<br>7%             | 161<br>8%             | 171<br>9%<br>bf | 100<br>10%<br>bf   | 177<br>7%              |
|                                                                                                                                                |            | 56%                  | 45%                  | 90%                   | 96%             | 56%                | 99%                    |
| Listen to digital radio on a mobile phone via an app such<br>as RadioPlayer or TuneIn                                                          | 114<br>5%  | 69<br>6%             | 48<br>4%             | 107<br>5%             | 108<br>6%       | 66<br>6%<br>bf     | 114<br>5%              |
|                                                                                                                                                |            | 61%                  | 42%                  | 94%                   | 95%             | 58%                | 100%                   |
| Listen to live FM radio on a mobile phone                                                                                                      | 85<br>3%   | 46<br>4%             | 40<br>4%             | 72<br>4%              | 77<br>4%        | 46<br>4%           | 83<br>3%               |
|                                                                                                                                                |            | 54%                  | 47%                  | 85%                   | 91%             | 54%                | 98%                    |
| None of these                                                                                                                                  | 119<br>5%  | 26<br>2%             | 51<br>4%<br>acd      | 56<br>3%              | 53<br>3%        | 35<br>3%<br>a      | 92<br>4%<br>acd        |
|                                                                                                                                                |            | 22%                  | 43%                  | 47%                   | 45%             | 30%                | 77%                    |
| Don't use a car                                                                                                                                | 278<br>11% | 97<br>8%             | 121<br>11%<br>a      | 179<br>9%             | 182<br>9%       | 116<br>11%<br>ac   | 259<br>11%<br>ac       |
|                                                                                                                                                |            | 35%                  | 44%                  | 64%                   | 65%             | 42%                | 93%                    |

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

## SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

|                                         | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                 |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                        | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample               | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                   | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                         |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| ANY 'ACTIVE' DAB RADIO SETS IN THE HOME | 1227  | 604    | 606    | 65        | 163   | 377   | 601  | 68               | 93           | 166          | 589  | 396          | 298  | 222 | 266  | 1030     | 105       | 59    | 33  |
|                                         | 41%   | 43%    | 39%    | 22%       | 28%   | 40%   | 54%  | 35%              | 37%          | 46%          | 46%  | 50%          | 39%  | 44% | 36%  | 41%      | 39%       | 40%   | 36% |
|                                         |       | b      |        |           |       | cd    | cde  |                  |              | gh           | gh   | lmn          |      | n   |      | r        |           |       |     |
|                                         |       | 49%    | 49%    | 5%        | 13%   | 31%   | 49%  | 6%               | 8%           | 13%          | 48%  | 32%          | 24%  | 18% | 22%  | 84%      | 9%        | 5%    | 3%  |
| LISTEN TO DAB RADIO IN A CAR            | 1083  | 543    | 532    | 57        | 182   | 396   | 436  | 40               | 54           | 111          | 646  | 429          | 276  | 189 | 168  | 906      | 98        | 50    | 29  |
|                                         | 36%   | 39%    | 35%    | 20%       | 31%   | 42%   | 39%  | 20%              | 22%          | 31%          | 51%  | 54%          | 36%  | 37% | 23%  | 36%      | 36%       | 34%   | 32% |
|                                         |       | b      |        |           | c     | cd    | cd   |                  |              | gh           | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                                         |       | 50%    | 49%    | 5%        | 17%   | 37%   | 40%  | 4%               | 5%           | 10%          | 60%  | 40%          | 25%  | 17% | 15%  | 84%      | 9%        | 5%    | 3%  |
| ANY DAB RADIOS                          | 1673  | 811    | 842    | 100       | 262   | 565   | 720  | 86               | 116          | 205          | 857  | 567          | 421  | 296 | 335  | 1397     | 149       | 81    | 47  |
|                                         | 56%   | 58%    | 55%    | 34%       | 45%   | 60%   | 65%  | 44%              | 46%          | 56%          | 68%  | 71%          | 55%  | 58% | 46%  | 56%      | 55%       | 54%   | 52% |
|                                         |       | b      |        |           | c     | cd    | cde  |                  |              | gh           | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                                         |       | 48%    | 50%    | 6%        | 16%   | 34%   | 43%  | 5%               | 7%           | 12%          | 51%  | 34%          | 25%  | 18% | 20%  | 83%      | 9%        | 5%    | 3%  |

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

## SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

|                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                 |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                        | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample               | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                   | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                         |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| ANY 'ACTIVE' DAB RADIO SETS IN THE HOME | 1227  | 135             | 192        | 109        | 103       | 113       | 86          | 93            | 54         | 145        | 1026     | 201   | 714            | 484         | 704               | 524          |
|                                         | 41%   | 38%             | 44%        | 43%        | 47%       | 40%       | 41%         | 39%           | 41%        | 40%        | 40%      | 49%   | 41%            | 43%         | 47%               | 35%          |
|                                         |       |                 |            |            | ag        |           |             |               |            |            |          | j     |                |             | o                 |              |
|                                         |       | 11%             | 16%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 84%      | 16%   | 58%            | 39%         | 57%               | 43%          |
| LISTEN TO DAB RADIO IN A CAR            | 1083  | 115             | 177        | 95         | 81        | 93        | 78          | 93            | 46         | 128        | 880      | 204   | 738            | 333         | 684               | 399          |
|                                         | 36%   | 32%             | 41%        | 38%        | 37%       | 33%       | 37%         | 39%           | 35%        | 35%        | 34%      | 49%   | 42%            | 29%         | 46%               | 26%          |
|                                         |       |                 | ae         |            |           |           |             |               |            |            |          | j     | m              |             | o                 |              |
|                                         |       | 11%             | 16%        | 9%         | 8%        | 9%        | 7%          | 9%            | 4%         | 12%        | 81%      | 19%   | 68%            | 31%         | 63%               | 37%          |
| ANY DAB RADIOS                          | 1673  | 184             | 262        | 143        | 128       | 156       | 115         | 135           | 73         | 200        | 1401     | 272   | 1049           | 588         | 961               | 712          |
|                                         | 56%   | 51%             | 60%        | 57%        | 58%       | 56%       | 55%         | 56%           | 55%        | 55%        | 54%      | 66%   | 60%            | 52%         | 65%               | 47%          |
|                                         |       |                 | a          |            |           |           |             |               |            |            |          | j     | m              |             | o                 |              |
|                                         |       | 11%             | 16%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 84%      | 16%   | 63%            | 35%         | 57%               | 43%          |

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



## SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

|                                         | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|-----------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                         |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                 |       |                      |                      |                       |           |                    |                        |
| Unweighted total                        | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample               | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                                   | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                                         |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| ANY 'ACTIVE' DAB RADIO SETS IN THE HOME | 1227  | 637                  | 616                  | 1026                  | 915       | 479                | 1197                   |
|                                         | 41%   | 46%                  | 49%                  | 46%                   | 41%       | 39%                | 42%                    |
|                                         |       | def                  | def                  | def                   |           |                    |                        |
|                                         |       | 52%                  | 50%                  | 84%                   | 75%       | 39%                | 98%                    |
| LISTEN TO DAB RADIO IN A CAR            | 1083  | 611                  | 506                  | 953                   | 905       | 491                | 1071                   |
|                                         | 36%   | 44%                  | 40%                  | 43%                   | 40%       | 40%                | 38%                    |
|                                         |       | bdf                  |                      | f                     | f         |                    |                        |
|                                         |       | 56%                  | 47%                  | 88%                   | 84%       | 45%                | 99%                    |
| ANY DAB RADIOS                          | 1673  | 893                  | 785                  | 1409                  | 1310      | 702                | 1635                   |
|                                         | 56%   | 64%                  | 62%                  | 63%                   | 58%       | 58%                | 58%                    |
|                                         |       | def                  | def                  | def                   |           |                    |                        |
|                                         |       | 53%                  | 47%                  | 84%                   | 78%       | 42%                | 98%                    |

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

## QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

|                                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                                           | 4064  | 1922   | 2088   | 343       | 738   | 1456  | 1492 | 227              | 313          | 539          | 1916 | 1209         | 1339 | 509 | 867 | 2601     | 451       | 491   | 521 |
| Effective Weighted Sample                                                                                  | 2784  | 1306   | 1447   | 231       | 526   | 1005  | 998  | 154              | 212          | 371          | 1345 | 866          | 974  | 363 | 607 | 2165     | 256       | 334   | 434 |
| Total                                                                                                      | 2281  | 1062   | 1187   | 180       | 452   | 799   | 829  | 107              | 181          | 291          | 1096 | 702          | 602  | 409 | 487 | 1887     | 212       | 114   | 69  |
|                                                                                                            |       | 47%    | 52%    | 8%        | 20%   | 35%   | 36%  | 5%               | 8%           | 13%          | 48%  | 31%          | 26%  | 18% | 21% | 83%      | 9%        | 5%    | 3%  |
| Clear and high quality sound                                                                               | 1385  | 703    | 669    | 70        | 222   | 518   | 563  | 49               | 88           | 173          | 743  | 484          | 361  | 241 | 263 | 1145     | 133       | 70    | 37  |
|                                                                                                            | 61%   | 66%    | 56%    | 39%       | 49%   | 65%   | 68%  | 46%              | 49%          | 59%          | 68%  | 69%          | 60%  | 59% | 54% | 61%      | 63%       | 61%   | 54% |
|                                                                                                            |       | b      |        |           | c     | cd    | cd   |                  |              | gh           | ghi  | lmn          | n    |     |     | r        | r         | r     |     |
|                                                                                                            |       | 51%    | 48%    | 5%        | 16%   | 37%   | 41%  | 4%               | 6%           | 12%          | 54%  | 35%          | 26%  | 17% | 19% | 83%      | 10%       | 5%    | 3%  |
| A wider choice of radio stations/ digital-only radio stations                                              | 1384  | 686    | 687    | 83        | 273   | 514   | 504  | 63               | 103          | 160          | 735  | 466          | 382  | 235 | 267 | 1136     | 137       | 70    | 41  |
|                                                                                                            | 61%   | 65%    | 58%    | 46%       | 60%   | 64%   | 61%  | 59%              | 57%          | 55%          | 67%  | 66%          | 63%  | 58% | 55% | 60%      | 65%       | 61%   | 59% |
|                                                                                                            |       | b      |        |           | c     | c     | c    |                  |              |              | ghi  | mn           | mn   |     |     |          |           |       |     |
|                                                                                                            |       | 50%    | 50%    | 6%        | 20%   | 37%   | 36%  | 5%               | 7%           | 12%          | 53%  | 34%          | 28%  | 17% | 19% | 82%      | 10%       | 5%    | 3%  |
| Ease of use (e.g. find your station by name, not frequency)                                                | 746   | 392    | 347    | 54        | 156   | 258   | 275  | 25               | 43           | 94           | 420  | 262          | 210  | 124 | 135 | 627      | 69        | 34    | 16  |
|                                                                                                            | 33%   | 37%    | 29%    | 30%       | 35%   | 32%   | 33%  | 24%              | 24%          | 32%          | 38%  | 37%          | 35%  | 30% | 28% | 33%      | 33%       | 29%   | 23% |
|                                                                                                            |       | b      |        |           |       |       |      |                  |              | h            | ghi  | mn           | n    |     |     | r        | r         | r     |     |
|                                                                                                            |       | 53%    | 46%    | 7%        | 21%   | 35%   | 37%  | 3%               | 6%           | 13%          | 56%  | 35%          | 28%  | 17% | 18% | 84%      | 9%        | 5%    | 2%  |
| Interference free/ no dropped signal                                                                       | 702   | 365    | 332    | 45        | 127   | 233   | 291  | 29               | 51           | 84           | 384  | 251          | 196  | 107 | 136 | 578      | 71        | 34    | 18  |
|                                                                                                            | 31%   | 34%    | 28%    | 25%       | 28%   | 29%   | 35%  | 27%              | 28%          | 29%          | 35%  | 36%          | 33%  | 26% | 28% | 31%      | 34%       | 30%   | 26% |
|                                                                                                            |       | b      |        |           |       | cde   |      |                  |              |              | hi   | mn           | m    |     |     |          | r         |       |     |
|                                                                                                            |       | 52%    | 47%    | 6%        | 18%   | 33%   | 42%  | 4%               | 7%           | 12%          | 55%  | 36%          | 28%  | 15% | 19% | 82%      | 10%       | 5%    | 3%  |
| Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests) | 524   | 296    | 224    | 38        | 91    | 195   | 196  | 14               | 25           | 55           | 313  | 202          | 152  | 86  | 72  | 434      | 55        | 23    | 12  |
|                                                                                                            | 23%   | 28%    | 19%    | 21%       | 20%   | 24%   | 24%  | 13%              | 14%          | 19%          | 29%  | 29%          | 25%  | 21% | 15% | 23%      | 26%       | 20%   | 17% |
|                                                                                                            |       | b      |        |           |       |       |      |                  |              |              | ghi  | mn           | n    | n   |     | r        | r         |       |     |
|                                                                                                            |       | 57%    | 43%    | 7%        | 17%   | 37%   | 37%  | 3%               | 5%           | 11%          | 60%  | 39%          | 29%  | 16% | 14% | 83%      | 11%       | 4%    | 2%  |
| Extra features (including ability to pause and rewind live radio, programme guides)                        | 284   | 164    | 117    | 26        | 49    | 116   | 89   | 11               | 17           | 31           | 164  | 103          | 73   | 53  | 48  | 233      | 30        | 14    | 7   |
|                                                                                                            | 12%   | 15%    | 10%    | 14%       | 11%   | 15%   | 11%  | 10%              | 9%           | 11%          | 15%  | 15%          | 12%  | 13% | 10% | 12%      | 14%       | 12%   | 10% |
|                                                                                                            |       | b      |        |           |       | df    |      |                  |              |              | hi   | n            |      |     |     |          |           |       |     |
|                                                                                                            |       | 58%    | 41%    | 9%        | 17%   | 41%   | 32%  | 4%               | 6%           | 11%          | 58%  | 36%          | 26%  | 19% | 17% | 82%      | 11%       | 5%    | 2%  |

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

## QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

|                                                                                                               | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                                              | 4064  | 1922   | 2088   | 343       | 738   | 1456  | 1492 | 227              | 313          | 539          | 1916 | 1209         | 1339 | 509 | 867 | 2601     | 451       | 491   | 521 |
| Effective Weighted Sample                                                                                     | 2784  | 1306   | 1447   | 231       | 526   | 1005  | 998  | 154              | 212          | 371          | 1345 | 866          | 974  | 363 | 607 | 2165     | 256       | 334   | 434 |
| Total                                                                                                         | 2281  | 1062   | 1187   | 180       | 452   | 799   | 829  | 107              | 181          | 291          | 1096 | 702          | 602  | 409 | 487 | 1887     | 212       | 114   | 69  |
|                                                                                                               |       | 47%    | 52%    | 8%        | 20%   | 35%   | 36%  | 5%               | 8%           | 13%          | 48%  | 31%          | 26%  | 18% | 21% | 83%      | 9%        | 5%    | 3%  |
| Future-proof/ ready for switchover                                                                            | 210   | 137    | 71     | 14        | 49    | 76    | 69   | 9                | 10           | 25           | 132  | 88           | 62   | 29  | 26  | 174      | 21        | 9     | 6   |
|                                                                                                               | 9%    | 13%    | 6%     | 8%        | 11%   | 10%   | 8%   | 8%               | 5%           | 9%           | 12%  | 12%          | 10%  | 7%  | 5%  | 9%       | 10%       | 8%    | 9%  |
|                                                                                                               |       | b      |        |           |       |       |      |                  |              |              | h    | mn           | n    |     |     |          |           |       |     |
|                                                                                                               |       | 65%    | 34%    | 7%        | 23%   | 36%   | 33%  | 4%               | 5%           | 12%          | 63%  | 42%          | 30%  | 14% | 12% | 83%      | 10%       | 4%    | 3%  |
| Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device | 190   | 112    | 76     | 17        | 42    | 74    | 57   | 9                | 9            | 23           | 110  | 72           | 48   | 33  | 36  | 157      | 20        | 7     | 6   |
|                                                                                                               | 8%    | 11%    | 6%     | 9%        | 9%    | 9%    | 7%   | 8%               | 5%           | 8%           | 10%  | 10%          | 8%   | 8%  | 7%  | 8%       | 9%        | 6%    | 9%  |
|                                                                                                               |       | b      |        |           |       | f     |      |                  |              |              | h    |              |      |     |     |          |           |       |     |
|                                                                                                               |       | 59%    | 40%    | 9%        | 22%   | 39%   | 30%  | 5%               | 5%           | 12%          | 58%  | 38%          | 25%  | 17% | 19% | 83%      | 10%       | 4%    | 3%  |
| ANY FEATURES ASSOCIATED WITH DIGITAL RADIO                                                                    | 1939  | 931    | 989    | 135       | 366   | 697   | 726  | 87               | 140          | 237          | 997  | 638          | 519  | 343 | 389 | 1605     | 181       | 97    | 55  |
|                                                                                                               | 85%   | 88%    | 83%    | 75%       | 81%   | 87%   | 88%  | 82%              | 78%          | 82%          | 91%  | 91%          | 86%  | 84% | 80% | 85%      | 86%       | 85%   | 81% |
|                                                                                                               |       | b      |        |           |       | cd    | cd   |                  |              |              | ghi  | lmn          | n    |     |     | r        |           |       |     |
|                                                                                                               |       | 48%    | 51%    | 7%        | 19%   | 36%   | 37%  | 4%               | 7%           | 12%          | 51%  | 33%          | 27%  | 18% | 20% | 83%      | 9%        | 5%    | 3%  |
| None of these                                                                                                 | 342   | 131    | 199    | 45        | 87    | 102   | 103  | 19               | 41           | 53           | 99   | 64           | 83   | 66  | 98  | 281      | 30        | 17    | 13  |
|                                                                                                               | 15%   | 12%    | 17%    | 25%       | 19%   | 13%   | 12%  | 18%              | 22%          | 18%          | 9%   | 9%           | 14%  | 16% | 20% | 15%      | 14%       | 15%   | 19% |
|                                                                                                               |       | a      |        | ef        | ef    |       |      | j                | j            | j            |      |              | k    | k   | kl  |          |           |       | o   |
|                                                                                                               |       | 38%    | 58%    | 13%       | 25%   | 30%   | 30%  | 6%               | 12%          | 16%          | 29%  | 19%          | 24%  | 19% | 29% | 82%      | 9%        | 5%    | 4%  |

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

## QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

|                                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                           | 4064  | 264             | 368        | 283        | 293       | 265       | 290         | 312           | 261        | 265        | 3040     | 1024  | 2470           | 1500        | 2190              | 1874         |
| Effective Weighted Sample                                                                                  | 2784  | 236             | 326        | 256        | 263       | 232       | 264         | 275           | 225        | 239        | 2323     | 466   | 1726           | 1017        | 1456              | 1330         |
| Total                                                                                                      | 2281  | 259             | 337        | 196        | 179       | 200       | 163         | 186           | 101        | 266        | 1934     | 348   | 1476           | 750         | 1222              | 1060         |
|                                                                                                            |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 65%            | 33%         | 54%               | 46%          |
| Clear and high quality sound                                                                               | 1385  | 161             | 201        | 112        | 105       | 121       | 102         | 118           | 59         | 165        | 1182     | 203   | 915            | 442         | 801               | 583          |
|                                                                                                            | 61%   | 62%             | 60%        | 57%        | 59%       | 60%       | 63%         | 64%           | 59%        | 62%        | 61%      | 58%   | 62%            | 59%         | 66%               | 55%          |
|                                                                                                            |       | 12%             | 15%        | 8%         | 8%        | 9%        | 7%          | 9%            | 4%         | 12%        | 85%      | 15%   | 66%            | 32%         | 58%               | 42%          |
| A wider choice of radio stations/ digital-only radio stations                                              | 1384  | 140             | 195        | 119        | 109       | 125       | 103         | 120           | 63         | 163        | 1167     | 217   | 964            | 403         | 759               | 625          |
|                                                                                                            | 61%   | 54%             | 58%        | 61%        | 61%       | 62%       | 63%         | 64%           | 62%        | 61%        | 60%      | 62%   | 65%            | 54%         | 62%               | 59%          |
|                                                                                                            |       | 10%             | 14%        | 9%         | 8%        | 9%        | a           | a             | 5%         | 12%        | 84%      | 16%   | m              | 29%         | 55%               | 45%          |
| Ease of use (e.g. find your station by name, not frequency)                                                | 746   | 92              | 114        | 74         | 60        | 69        | 53          | 68            | 25         | 72         | 639      | 107   | 502            | 230         | 419               | 327          |
|                                                                                                            | 33%   | 35%             | 34%        | 38%        | 34%       | 34%       | 33%         | 37%           | 25%        | 27%        | 33%      | 31%   | 34%            | 31%         | 34%               | 31%          |
|                                                                                                            |       | hi              | h          | hi         | h         | h         |             | hi            |            |            |          |       |                |             |                   |              |
|                                                                                                            |       | 12%             | 15%        | 10%        | 8%        | 9%        | 7%          | 9%            | 3%         | 10%        | 86%      | 14%   | 67%            | 31%         | 56%               | 44%          |
| Interference free/ no dropped signal                                                                       | 702   | 78              | 110        | 60         | 55        | 60        | 48          | 48            | 26         | 94         | 603      | 98    | 461            | 230         | 398               | 303          |
|                                                                                                            | 31%   | 30%             | 33%        | 30%        | 31%       | 30%       | 30%         | 26%           | 26%        | 35%        | 31%      | 28%   | 31%            | 31%         | 33%               | 29%          |
|                                                                                                            |       | 11%             | 16%        | 8%         | 8%        | 8%        | 7%          | 7%            | 4%         | gh         | 86%      | 14%   | 66%            | 33%         | o                 | 43%          |
| Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests) | 524   | 58              | 81         | 47         | 39        | 43        | 42          | 44            | 20         | 60         | 438      | 86    | 359            | 157         | 305               | 220          |
|                                                                                                            | 23%   | 22%             | 24%        | 24%        | 22%       | 21%       | 26%         | 24%           | 20%        | 22%        | 23%      | 25%   | 24%            | 21%         | 25%               | 21%          |
|                                                                                                            |       | 11%             | 15%        | 9%         | 7%        | 8%        | 8%          | 8%            | 4%         | 11%        | 84%      | 16%   | m              | 30%         | o                 | 42%          |
| Extra features (including ability to pause and rewind live radio, programme guides)                        | 284   | 26              | 48         | 28         | 21        | 27        | 16          | 25            | 10         | 33         | 243      | 41    | 192            | 88          | 149               | 135          |
|                                                                                                            | 12%   | 10%             | 14%        | 14%        | 12%       | 13%       | 10%         | 13%           | 10%        | 12%        | 13%      | 12%   | 13%            | 12%         | 12%               | 13%          |
|                                                                                                            |       | 9%              | 17%        | 10%        | 7%        | 10%       | 6%          | 9%            | 4%         | 12%        | 86%      | 14%   | 68%            | 31%         | 53%               | 47%          |

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

## QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

|                                                                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                              | 4064  | 264             | 368        | 283        | 293       | 265       | 290         | 312           | 261        | 265        | 3040     | 1024  | 2470           | 1500        | 2190              | 1874         |
| Effective Weighted Sample                                                                                     | 2784  | 236             | 326        | 256        | 263       | 232       | 264         | 275           | 225        | 239        | 2323     | 466   | 1726           | 1017        | 1456              | 1330         |
| Total                                                                                                         | 2281  | 259             | 337        | 196        | 179       | 200       | 163         | 186           | 101        | 266        | 1934     | 348   | 1476           | 750         | 1222              | 1060         |
|                                                                                                               |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 65%            | 33%         | 54%               | 46%          |
| Future-proof/ ready for switchover                                                                            | 210   | 20              | 30         | 21         | 17        | 20        | 15          | 19            | 8          | 26         | 183      | 27    | 153            | 53          | 123               | 87           |
|                                                                                                               | 9%    | 8%              | 9%         | 11%        | 9%        | 10%       | 9%          | 10%           | 8%         | 10%        | 9%       | 8%    | 10%            | 7%          | 10%               | 8%           |
|                                                                                                               |       | 9%              | 14%        | 10%        | 8%        | 9%        | 7%          | 9%            | 4%         | 12%        | 87%      | 13%   | 73%            | 25%         | 59%               | 41%          |
| Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device | 190   | 17              | 28         | 22         | 17        | 14        | 13          | 12            | 8          | 26         | 161      | 29    | 137            | 52          | 109               | 81           |
|                                                                                                               | 8%    | 7%              | 8%         | 11%        | 10%       | 7%        | 8%          | 6%            | 7%         | 10%        | 8%       | 8%    | 9%             | 7%          | 9%                | 8%           |
|                                                                                                               |       | 9%              | 15%        | 12%        | 9%        | 7%        | 7%          | 6%            | 4%         | 14%        | 85%      | 15%   | 72%            | 27%         | 57%               | 43%          |
| ANY FEATURES ASSOCIATED WITH DIGITAL RADIO                                                                    | 1939  | 215             | 279        | 171        | 155       | 169       | 146         | 160           | 87         | 224        | 1639     | 300   | 1290           | 613         | 1073              | 866          |
|                                                                                                               | 85%   | 83%             | 83%        | 87%        | 86%       | 84%       | 90%         | 86%           | 86%        | 84%        | 85%      | 86%   | 87%            | 82%         | 88%               | 82%          |
|                                                                                                               |       | 11%             | 14%        | 9%         | 8%        | 9%        | 8%          | 8%            | 4%         | 12%        | 85%      | 15%   | 67%            | 32%         | 55%               | 45%          |
| None of these                                                                                                 | 342   | 44              | 58         | 25         | 24        | 31        | 17          | 26            | 14         | 41         | 295      | 48    | 186            | 137         | 148               | 194          |
|                                                                                                               | 15%   | 17%             | 17%        | 13%        | 14%       | 16%       | 10%         | 14%           | 14%        | 16%        | 15%      | 14%   | 13%            | 18%         | 12%               | 18%          |
|                                                                                                               |       | f               | f          |            |           |           |             |               |            |            |          |       | l              |             |                   | n            |
|                                                                                                               |       | 13%             | 17%        | 7%         | 7%        | 9%        | 5%          | 8%            | 4%         | 12%        | 86%      | 14%   | 54%            | 40%         | 43%               | 57%          |

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

**QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)**

Base : Those who listen to radio (excluding those completing a paper questionnaire)

|                                                                                                            | Total | TV SERVICES     |                 |                  |      | YOUTUBE       | ANY SER-<br>VICES |
|------------------------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                                            |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES |                   |
| Significance Level: 95%                                                                                    |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                                                           | 4064  | 2070            | 1800            | 3373             | 3332 | 1806          | 3978              |
| Effective Weighted Sample                                                                                  | 2784  | 1427            | 1240            | 2363             | 2307 | 1256          | 2740              |
| Total                                                                                                      | 2281  | 1173            | 1012            | 1898             | 1866 | 1005          | 2223              |
|                                                                                                            |       | 51%             | 44%             | 83%              | 82%  | 44%           | 97%               |
| Clear and high quality sound                                                                               | 1385  | 754             | 667             | 1229             | 1148 | 640           | 1373              |
|                                                                                                            | 61%   | 64%             | 66%             | 65%              | 62%  | 64%           | 62%               |
|                                                                                                            |       |                 | df              | df               |      |               |                   |
|                                                                                                            |       | 54%             | 48%             | 89%              | 83%  | 46%           | 99%               |
| A wider choice of radio stations/ digital-only radio stations                                              | 1384  | 733             | 669             | 1222             | 1166 | 664           | 1371              |
|                                                                                                            | 61%   | 62%             | 66%             | 64%              | 63%  | 66%           | 62%               |
|                                                                                                            |       |                 | df              | f                |      | adf           |                   |
|                                                                                                            |       | 53%             | 48%             | 88%              | 84%  | 48%           | 99%               |
| Ease of use (e.g. find your station by name, not frequency)                                                | 746   | 375             | 375             | 678              | 635  | 383           | 741               |
|                                                                                                            | 33%   | 32%             | 37%             | 36%              | 34%  | 38%           | 33%               |
|                                                                                                            |       |                 | af              | a                |      | adf           |                   |
|                                                                                                            |       | 50%             | 50%             | 91%              | 85%  | 51%           | 99%               |
| Interference free/ no dropped signal                                                                       | 702   | 373             | 348             | 633              | 589  | 345           | 699               |
|                                                                                                            | 31%   | 32%             | 34%             | 33%              | 32%  | 34%           | 31%               |
|                                                                                                            |       | 53%             | 50%             | 90%              | 84%  | 49%           | 100%              |
| Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests) | 524   | 268             | 268             | 490              | 452  | 278           | 524               |
|                                                                                                            | 23%   | 23%             | 26%             | 26%              | 24%  | 28%           | 24%               |
|                                                                                                            |       |                 | af              | a                |      | adf           |                   |
|                                                                                                            |       | 51%             | 51%             | 93%              | 86%  | 53%           | 100%              |
| Extra features (including ability to pause and rewind live radio, programme guides)                        | 284   | 149             | 138             | 264              | 251  | 170           | 284               |
|                                                                                                            | 12%   | 13%             | 14%             | 14%              | 13%  | 17%           | 13%               |
|                                                                                                            |       |                 |                 |                  |      | abcdf         |                   |
|                                                                                                            |       | 52%             | 49%             | 93%              | 89%  | 60%           | 100%              |

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

## QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

|                                                                                                               | Total | TV SERVICES          |                      |                       |           | YOUTUBE            | ANY SER-<br>VICES |
|---------------------------------------------------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|-------------------|
|                                                                                                               |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e |                   |
| Significance Level: 95%                                                                                       |       |                      |                      |                       |           |                    | f                 |
| Unweighted total                                                                                              | 4064  | 2070                 | 1800                 | 3373                  | 3332      | 1806               | 3978              |
| Effective Weighted Sample                                                                                     | 2784  | 1427                 | 1240                 | 2363                  | 2307      | 1256               | 2740              |
| Total                                                                                                         | 2281  | 1173                 | 1012                 | 1898                  | 1866      | 1005               | 2223              |
|                                                                                                               |       | 51%                  | 44%                  | 83%                   | 82%       | 44%                | 97%               |
| Future-proof/ ready for switchover                                                                            | 210   | 108                  | 100                  | 190                   | 182       | 112                | 209               |
|                                                                                                               | 9%    | 9%                   | 10%                  | 10%                   | 10%       | 11%                | 9%                |
|                                                                                                               |       | 51%                  | 48%                  | 90%                   | 86%       | 53%                | 99%               |
| Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device | 190   | 94                   | 90                   | 175                   | 172       | 118                | 189               |
|                                                                                                               | 8%    | 8%                   | 9%                   | 9%                    | 9%        | 12%                | 8%                |
|                                                                                                               |       |                      |                      |                       |           | abcdf              |                   |
|                                                                                                               |       | 49%                  | 48%                  | 92%                   | 90%       | 62%                | 99%               |
| ANY FEATURES ASSOCIATED WITH DIGITAL RADIO                                                                    | 1939  | 1031                 | 900                  | 1678                  | 1619      | 881                | 1913              |
|                                                                                                               | 85%   | 88%                  | 89%                  | 88%                   | 87%       | 88%                | 86%               |
|                                                                                                               |       |                      | f                    | f                     |           |                    |                   |
|                                                                                                               |       | 53%                  | 46%                  | 87%                   | 84%       | 45%                | 99%               |
| None of these                                                                                                 | 342   | 142                  | 113                  | 219                   | 247       | 123                | 310               |
|                                                                                                               | 15%   | 12%                  | 11%                  | 12%                   | 13%       | 12%                | 14%               |
|                                                                                                               |       |                      |                      |                       |           |                    | bc                |
|                                                                                                               |       | 41%                  | 33%                  | 64%                   | 72%       | 36%                | 91%               |

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

## QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

|                            | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | ~c        | ~d    | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | o        | ~p        | ~q    | r   |
| Unweighted total           | 605   | 293    | 310    | 32        | 62    | 177   | 321 | 47               | 66           | 94           | 223  | 163          | 161 | 68 | 177 | 324      | 79        | 87    | 115 |
| Effective Weighted Sample  | 380   | 185    | 194    | 23        | 41    | 115   | 194 | 28               | 46           | 57           | 143  | 104          | 107 | 46 | 118 | 263      | 46        | 55    | 97  |
| Total                      | 323   | 157    | 164    | 17        | 40    | 90    | 167 | 20               | 43           | 48           | 117  | 83           | 65  | 54 | 95  | 247      | 38        | 22    | 16  |
|                            |       | 49%    | 51%    | **        | **    | 28%   | 52% | **               | **           | **           | 36%  | 26%          | 20% | ** | 29% | 76%      | **        | **    | 5%  |
| Certain to                 | 3     | 1      | 2      | **        | **    | 1     | 1   | **               | **           | **           | 1    | 1            | -   | ** | 1   | 2        | **        | **    | -   |
|                            | 1%    | 1%     | 1%     | **        | **    | 1%    | 1%  | **               | **           | **           | 1%   | 1%           | -%  | ** | 1%  | 1%       | **        | **    | -%  |
|                            |       | 38%    | 62%    | **        | **    | 37%   | 38% | **               | **           | **           | 26%  | 26%          | -%  | ** | 37% | 89%      | **        | **    | -%  |
| Very likely                | 8     | 4      | 4      | **        | **    | 7     | 1   | **               | **           | **           | 2    | 1            | 1   | ** | 3   | 7        | **        | **    | *   |
|                            | 2%    | 2%     | 2%     | **        | **    | 7%    | 1%  | **               | **           | **           | 2%   | 1%           | 2%  | ** | 3%  | 3%       | **        | **    | 3%  |
|                            |       |        |        |           |       | f     |     |                  |              |              |      |              |     |    |     |          |           |       |     |
|                            |       | 48%    | 52%    | **        | **    | 87%   | 13% | **               | **           | **           | 29%  | 16%          | 20% | ** | 35% | 93%      | **        | **    | 6%  |
| Likely                     | 35    | 22     | 13     | **        | **    | 9     | 17  | **               | **           | **           | 17   | 14           | 4   | ** | 8   | 25       | **        | **    | 1   |
|                            | 11%   | 14%    | 8%     | **        | **    | 9%    | 10% | **               | **           | **           | 14%  | 17%          | 6%  | ** | 8%  | 10%      | **        | **    | 4%  |
|                            |       | b      |        |           |       |       |     |                  |              |              |      | ln           |     |    |     |          |           |       |     |
|                            |       | 64%    | 36%    | **        | **    | 24%   | 48% | **               | **           | **           | 48%  | 41%          | 12% | ** | 22% | 70%      | **        | **    | 2%  |
| TOTAL LIKELY               | 45    | 27     | 18     | **        | **    | 16    | 19  | **               | **           | **           | 20   | 16           | 6   | ** | 11  | 34       | **        | **    | 1   |
|                            | 14%   | 17%    | 11%    | **        | **    | 18%   | 11% | **               | **           | **           | 17%  | 19%          | 9%  | ** | 12% | 14%      | **        | **    | 7%  |
|                            |       |        |        |           |       |       |     |                  |              |              |      | l            |     |    |     |          |           |       |     |
|                            |       | 60%    | 40%    | **        | **    | 35%   | 42% | **               | **           | **           | 44%  | 36%          | 13% | ** | 25% | 75%      | **        | **    | 2%  |
| Unlikely                   | 90    | 51     | 38     | **        | **    | 27    | 44  | **               | **           | **           | 41   | 24           | 24  | ** | 25  | 67       | **        | **    | 4   |
|                            | 28%   | 33%    | 23%    | **        | **    | 29%   | 26% | **               | **           | **           | 35%  | 29%          | 38% | ** | 27% | 27%      | **        | **    | 23% |
|                            |       | b      |        |           |       |       |     |                  |              |              |      |              |     |    |     |          |           |       |     |
|                            |       | 57%    | 42%    | **        | **    | 30%   | 49% | **               | **           | **           | 46%  | 27%          | 27% | ** | 28% | 74%      | **        | **    | 4%  |
| Very unlikely              | 97    | 40     | 57     | **        | **    | 26    | 52  | **               | **           | **           | 32   | 24           | 18  | ** | 25  | 72       | **        | **    | 5   |
|                            | 30%   | 26%    | 35%    | **        | **    | 29%   | 31% | **               | **           | **           | 27%  | 29%          | 27% | ** | 26% | 29%      | **        | **    | 32% |
|                            |       | 41%    | 59%    | **        | **    | 27%   | 54% | **               | **           | **           | 33%  | 25%          | 18% | ** | 25% | 75%      | **        | **    | 5%  |
| Certain not to             | 47    | 24     | 23     | **        | **    | 9     | 30  | **               | **           | **           | 14   | 9            | 6   | ** | 19  | 39       | **        | **    | 2   |
|                            | 14%   | 15%    | 14%    | **        | **    | 9%    | 18% | **               | **           | **           | 12%  | 11%          | 9%  | ** | 20% | 16%      | **        | **    | 14% |
|                            |       |        |        |           |       | e     |     |                  |              |              |      |              |     |    |     |          |           |       |     |
|                            |       | 51%    | 49%    | **        | **    | 18%   | 65% | **               | **           | **           | 30%  | 19%          | 12% | ** | 41% | 83%      | **        | **    | 5%  |
| Don't know                 | 41    | 14     | 27     | **        | **    | 12    | 20  | **               | **           | **           | 11   | 10           | 10  | ** | 13  | 33       | **        | **    | 4   |
|                            | 13%   | 9%     | 16%    | **        | **    | 14%   | 12% | **               | **           | **           | 9%   | 12%          | 16% | ** | 14% | 13%      | **        | **    | 24% |
|                            |       | a      |        |           |       |       |     |                  |              |              |      |              |     |    |     |          |           |       | o   |
|                            |       | 34%    | 66%    | **        | **    | 30%   | 48% | **               | **           | **           | 26%  | 23%          | 25% | ** | 33% | 80%      | **        | **    | 9%  |
| NOT ANSWERED [POSTAL ONLY] | 3     | 1      | 1      | **        | **    | 1     | 2   | **               | **           | **           | -    | -            | 1   | ** | 1   | 2        | **        | **    | *   |
|                            | 1%    | 1%     | 1%     | **        | **    | 1%    | 1%  | **               | **           | **           | -%   | -%           | 2%  | ** | 1%  | 1%       | **        | **    | *%  |
|                            |       | 47%    | 53%    | **        | **    | 24%   | 75% | **               | **           | **           | -%   | -%           | 36% | ** | 42% | 72%      | **        | **    | 1%  |

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



## QP12. 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

|                           |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | ~c        | ~d    | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | o        | ~p        | ~q    | r   |
| Unweighted total          | 605   | 293    | 310    | 32        | 62    | 177   | 321 | 47               | 66           | 94           | 223  | 163          | 161 | 68 | 177 | 324      | 79        | 87    | 115 |
| Effective Weighted Sample | 380   | 185    | 194    | 23        | 41    | 115   | 194 | 28               | 46           | 57           | 143  | 104          | 107 | 46 | 118 | 263      | 46        | 55    | 97  |
| Total                     | 323   | 157    | 164    | 17        | 40    | 90    | 167 | 20               | 43           | 48           | 117  | 83           | 65  | 54 | 95  | 247      | 38        | 22    | 16  |
|                           |       | 49%    | 51%    | **        | **    | 28%   | 52% | **               | **           | **           | 36%  | 26%          | 20% | ** | 29% | 76%      | **        | **    | 5%  |
| TOTAL UNLIKELY            | 233   | 115    | 118    | **        | **    | 61    | 127 | **               | **           | **           | 87   | 57           | 48  | ** | 69  | 178      | **        | **    | 11  |
|                           | 72%   | 73%    | 72%    | **        | **    | 68%   | 76% | **               | **           | **           | 74%  | 69%          | 74% | ** | 73% | 72%      | **        | **    | 69% |
|                           |       | 49%    | 50%    | **        | **    | 26%   | 54% | **               | **           | **           | 37%  | 24%          | 21% | ** | 30% | 76%      | **        | **    | 5%  |

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

## QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 605   | 22              | 45         | 56         | 30        | 34        | 36          | 35            | 28         | 38         | 417      | 188   | 299            | 287         | 358               | 247          |
| Effective Weighted Sample  | 380   | 19              | 39         | 49         | 27        | 32        | 33          | 27            | 25         | 33         | 300      | 81    | 189            | 180         | 218               | 162          |
| Total                      | 323   | 21              | 44         | 42         | 21        | 24        | 19          | 25            | 10         | 41         | 260      | 62    | 163            | 148         | 180               | 142          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 81%      | 19%   | 51%            | 46%         | 56%               | 44%          |
| Certain to                 | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 1     | 2              | 1           | 1                 | 2            |
|                            | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | 2%    | 1%             | 1%          | 1%                | 1%           |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 52%      | 48%   | 63%            | 37%         | 37%               | 63%          |
| Very likely                | 8     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7        | *     | 5              | 3           | 2                 | 5            |
|                            | 2%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3%       | *%    | 3%             | 2%          | 1%                | 4%           |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | 3%    | 60%            | 40%         | 29%               | 71%          |
| Likely                     | 35    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 29       | 6     | 21             | 14          | 19                | 16           |
|                            | 11%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11%      | 10%   | 13%            | 9%          | 10%               | 12%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 82%      | 18%   | 60%            | 40%         | 53%               | 47%          |
| TOTAL LIKELY               | 45    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 37       | 8     | 27             | 18          | 22                | 23           |
|                            | 14%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14%      | 12%   | 17%            | 12%         | 12%               | 16%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 83%      | 17%   | 60%            | 40%         | 48%               | 52%          |
| Unlikely                   | 90    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 72       | 17    | 56             | 31          | 53                | 37           |
|                            | 28%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 28%      | 28%   | 34%            | 21%         | 29%               | 26%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 81%      | 19%   | m<br>62%       | 35%         | 59%               | 41%          |
| Very unlikely              | 97    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 76       | 21    | 45             | 49          | 60                | 37           |
|                            | 30%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 29%      | 34%   | 28%            | 33%         | 34%               | 26%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 78%      | 22%   | 46%            | 51%         | 62%               | 38%          |
| Certain not to             | 47    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 36       | 11    | 13             | 31          | 24                | 23           |
|                            | 14%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14%      | 18%   | 8%             | 21%         | 13%               | 16%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 77%      | 23%   | 29%            | l<br>67%    | 51%               | 49%          |
| Don't know                 | 41    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 36       | 5     | 21             | 16          | 21                | 20           |
|                            | 13%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14%      | 8%    | 13%            | 11%         | 11%               | 14%          |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | 13%   | 52%            | 38%         | 50%               | 50%          |
| NOT ANSWERED [POSTAL ONLY] | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3        | *     | -              | 3           | 1                 | 1            |
|                            | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | *%    | -%             | 2%          | 1%                | 1%           |
|                            |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | 4%    | -%             | 100%        | 53%               | 47%          |

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

## QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 605   | 22              | 45         | 56         | 30        | 34        | 36          | 35            | 28         | 38         | 417      | 188   | 299            | 287         | 358               | 247         |
| Effective Weighted Sample | 380   | 19              | 39         | 49         | 27        | 32        | 33          | 27            | 25         | 33         | 300      | 81    | 189            | 180         | 218               | 162         |
| Total                     | 323   | 21              | 44         | 42         | 21        | 24        | 19          | 25            | 10         | 41         | 260      | 62    | 163            | 148         | 180               | 142         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 81%      | 19%   | 51%            | 46%         | 56%               | 44%         |
| TOTAL UNLIKELY            | 233   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 184      | 49    | 114            | 112         | 137               | 97          |
|                           | 72%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 71%      | 79%   | 70%            | 75%         | 76%               | 68%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 79%      | 21%   | 49%            | 48%         | 59%               | 41%         |

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

**QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)**

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 605   | 270                  | 309                  | 433                   | 405       | 224                | 576                    |
| Effective Weighted Sample  | 380   | 175                  | 194                  | 282                   | 262       | 146                | 364                    |
| Total                      | 323   | 146                  | 165                  | 226                   | 210       | 116                | 304                    |
|                            |       | 45%                  | 51%                  | 70%                   | 65%       | 36%                | 94%                    |
| Certain to                 | 3     | 2                    | *                    | 3                     | 3         | 1                  | 3                      |
|                            | 1%    | 2%                   | *%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                            |       | 89%                  | 11%                  | 100%                  | 100%      | 37%                | 100%                   |
| Very likely                | 8     | 3                    | 5                    | 5                     | 4         | 2                  | 7                      |
|                            | 2%    | 2%                   | 3%                   | 2%                    | 2%        | 2%                 | 2%                     |
|                            |       | 45%                  | 60%                  | 62%                   | 55%       | 30%                | 96%                    |
| Likely                     | 35    | 15                   | 15                   | 24                    | 26        | 18                 | 32                     |
|                            | 11%   | 10%                  | 9%                   | 11%                   | 12%       | 15%                | 10%                    |
|                            |       | 43%                  | 44%                  | 69%                   | 74%       | 50%                | 91%                    |
| TOTAL LIKELY               | 45    | 21                   | 20                   | 31                    | 32        | 21                 | 42                     |
|                            | 14%   | 14%                  | 12%                  | 14%                   | 15%       | 18%                | 14%                    |
|                            |       | 46%                  | 45%                  | 69%                   | 72%       | 46%                | 92%                    |
| Unlikely                   | 90    | 47                   | 49                   | 70                    | 68        | 37                 | 87                     |
|                            | 28%   | 32%                  | 29%                  | 31%                   | 32%       | 32%                | 29%                    |
|                            |       | 53%                  | 54%                  | 78%                   | 76%       | 41%                | 97%                    |
| Very unlikely              | 97    | 38                   | 56                   | 69                    | 59        | 29                 | 94                     |
|                            | 30%   | 26%                  | 34%                  | 31%                   | 28%       | 25%                | 31%                    |
|                            |       | 39%                  | 58%                  | 72%                   | 61%       | 30%                | 97%                    |
| Certain not to             | 47    | 20                   | 19                   | 24                    | 23        | 13                 | 41                     |
|                            | 14%   | 14%                  | 12%                  | 10%                   | 11%       | 11%                | 14%                    |
|                            |       | 42%                  | 41%                  | 50%                   | 48%       | 27%                | 88%                    |
| Don't know                 | 41    | 20                   | 18                   | 30                    | 28        | 16                 | 37                     |
|                            | 13%   | 14%                  | 11%                  | 13%                   | 13%       | 14%                | 12%                    |
|                            |       | 49%                  | 43%                  | 74%                   | 67%       | 40%                | 90%                    |
| NOT ANSWERED [POSTAL ONLY] | 3     | -                    | 3                    | 1                     | 1         | 1                  | 3                      |
|                            | 1%    | -%                   | 2%                   | 1%                    | *%        | 1%                 | 1%                     |
|                            |       | -%                   | 99%                  | 40%                   | 26%       | 24%                | 100%                   |
| TOTAL UNLIKELY             | 233   | 105                  | 124                  | 163                   | 150       | 79                 | 223                    |
|                            | 72%   | 72%                  | 75%                  | 72%                   | 71%       | 68%                | 73%                    |
|                            |       | 45%                  | 53%                  | 70%                   | 64%       | 34%                | 95%                    |

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

## QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

|                                             | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |    |
|---------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|----|
|                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                     |       | a      | b      | ~c        | ~d    | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | o        | ~p        | ~q    | ~r |
| Unweighted total                            | 436   | 216    | 219    | 25        | 42    | 119   | 241 | 31               | 47           | 66           | 164  | 116          | 122 | 47 | 123 | 231      | 60        | 64    | 81 |
| Effective Weighted Sample                   | 268   | 133    | 134    | 18        | 26    | 76    | 142 | 17               | 32           | 39           | 104  | 70           | 84  | 32 | 80  | 185      | 35        | 43    | 71 |
| Total                                       | 233   | 115    | 118    | 14        | 26    | 61    | 127 | 15               | 32           | 33           | 87   | 57           | 48  | 38 | 69  | 178      | 30        | 15    | 11 |
|                                             |       | 49%    | 50%    | **        | **    | 26%   | 54% | **               | **           | **           | 37%  | 24%          | 21% | ** | 30% | 76%      | **        | **    | ** |
| <b>PROMPTED RESPONSES</b>                   |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |     |          |           |       |    |
| No need                                     | 124   | 60     | 64     | **        | **    | 39    | 57  | **               | **           | **           | 49   | 30           | 30  | ** | 33  | 97       | **        | **    | ** |
|                                             | 53%   | 52%    | 54%    | **        | **    | 64%   | 45% | **               | **           | **           | 56%  | 53%          | 63% | ** | 48% | 55%      | **        | **    | ** |
|                                             |       | 49%    | 51%    | **        | **    | 31%   | 46% | **               | **           | **           | 39%  | 25%          | 24% | ** | 26% | 79%      | **        | **    | ** |
| Happy to use existing service               | 93    | 50     | 43     | **        | **    | 20    | 55  | **               | **           | **           | 34   | 19           | 18  | ** | 31  | 67       | **        | **    | ** |
|                                             | 40%   | 43%    | 37%    | **        | **    | 32%   | 43% | **               | **           | **           | 39%  | 34%          | 38% | ** | 44% | 38%      | **        | **    | ** |
|                                             |       | 53%    | 47%    | **        | **    | 21%   | 59% | **               | **           | **           | 36%  | 21%          | 20% | ** | 33% | 72%      | **        | **    | ** |
| Happy to use analogue radio service         | 42    | 21     | 21     | **        | **    | 12    | 24  | **               | **           | **           | 15   | 9            | 8   | ** | 14  | 29       | **        | **    | ** |
|                                             | 18%   | 18%    | 18%    | **        | **    | 19%   | 19% | **               | **           | **           | 17%  | 16%          | 16% | ** | 21% | 16%      | **        | **    | ** |
|                                             |       | 49%    | 51%    | **        | **    | 28%   | 58% | **               | **           | **           | 35%  | 22%          | 19% | ** | 34% | 68%      | **        | **    | ** |
| Can receive through digital TV service      | 17    | 11     | 6      | **        | **    | 7     | 8   | **               | **           | **           | 8    | 6            | 3   | ** | 3   | 13       | **        | **    | ** |
|                                             | 7%    | 10%    | 5%     | **        | **    | 11%   | 6%  | **               | **           | **           | 10%  | 10%          | 7%  | ** | 4%  | 7%       | **        | **    | ** |
|                                             |       | 66%    | 34%    | **        | **    | 40%   | 46% | **               | **           | **           | 50%  | 35%          | 20% | ** | 17% | 77%      | **        | **    | ** |
| Poor reception in our area                  | 15    | 8      | 8      | **        | **    | 4     | 9   | **               | **           | **           | 7    | 5            | 5   | ** | 3   | 13       | **        | **    | ** |
|                                             | 7%    | 7%     | 7%     | **        | **    | 7%    | 7%  | **               | **           | **           | 8%   | 9%           | 11% | ** | 4%  | 7%       | **        | **    | ** |
|                                             |       | 49%    | 51%    | **        | **    | 27%   | 57% | **               | **           | **           | 46%  | 34%          | 34% | ** | 17% | 82%      | **        | **    | ** |
| Will get it when I have to/ when switchover | 12    | 8      | 4      | **        | **    | 3     | 7   | **               | **           | **           | 7    | 3            | 2   | ** | 4   | 8        | **        | **    | ** |
|                                             | 5%    | 7%     | 3%     | **        | **    | 6%    | 6%  | **               | **           | **           | 8%   | 5%           | 4%  | ** | 5%  | 5%       | **        | **    | ** |
|                                             |       | 67%    | 33%    | **        | **    | 28%   | 59% | **               | **           | **           | 55%  | 25%          | 15% | ** | 30% | 69%      | **        | **    | ** |
| Don't know why I should                     | 10    | 4      | 6      | **        | **    | 1     | 7   | **               | **           | **           | 2    | 2            | 3   | ** | 5   | 9        | **        | **    | ** |
|                                             | 4%    | 3%     | 5%     | **        | **    | 2%    | 5%  | **               | **           | **           | 2%   | 3%           | 6%  | ** | 7%  | 5%       | **        | **    | ** |
|                                             |       | 39%    | 61%    | **        | **    | 12%   | 67% | **               | **           | **           | 19%  | 17%          | 29% | ** | 47% | 87%      | **        | **    | ** |
| Too expensive generally                     | 8     | 3      | 5      | **        | **    | 1     | 5   | **               | **           | **           | 1    | 1            | 1   | ** | 3   | 5        | **        | **    | ** |
|                                             | 4%    | 3%     | 4%     | **        | **    | 2%    | 4%  | **               | **           | **           | 1%   | 2%           | 2%  | ** | 4%  | 3%       | **        | **    | ** |
|                                             |       | 40%    | 60%    | **        | **    | 17%   | 66% | **               | **           | **           | 8%   | 16%          | 12% | ** | 34% | 62%      | **        | **    | ** |

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

## QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

|                                                             | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |    |
|-------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|----|
|                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                     |       | a      | b      | ~c        | ~d    | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | o        | ~p        | ~q    | ~r |
| Unweighted total                                            | 436   | 216    | 219    | 25        | 42    | 119   | 241 | 31               | 47           | 66           | 164  | 116          | 122 | 47 | 123 | 231      | 60        | 64    | 81 |
| Effective Weighted Sample                                   | 268   | 133    | 134    | 18        | 26    | 76    | 142 | 17               | 32           | 39           | 104  | 70           | 84  | 32 | 80  | 185      | 35        | 43    | 71 |
| Total                                                       | 233   | 115    | 118    | 14        | 26    | 61    | 127 | 15               | 32           | 33           | 87   | 57           | 48  | 38 | 69  | 178      | 30        | 15    | 11 |
|                                                             |       | 49%    | 50%    | **        | **    | 26%   | 54% | **               | **           | **           | 37%  | 24%          | 21% | ** | 30% | 76%      | **        | **    | ** |
| Can't afford it                                             | 8     | 5      | 4      | **        | **    | *     | 7   | **               | **           | **           | *    | 1            | *   | ** | 6   | 7        | **        | **    | ** |
|                                                             | 3%    | 4%     | 3%     | **        | **    | 1%    | 5%  | **               | **           | **           | *%   | 1%           | *%  | ** | 8%  | 4%       | **        | **    | ** |
|                                                             |       |        |        |           |       |       |     |                  |              |              |      |              |     |    | l   |          |           |       |    |
|                                                             |       | 56%    | 44%    | **        | **    | 6%    | 80% | **               | **           | **           | 4%   | 10%          | 1%  | ** | 70% | 83%      | **        | **    | ** |
| Not available in our area                                   | 6     | 2      | 4      | **        | **    | *     | 4   | **               | **           | **           | 2    | 4            | 1   | ** | *   | 5        | **        | **    | ** |
|                                                             | 2%    | 2%     | 3%     | **        | **    | *%    | 3%  | **               | **           | **           | 2%   | 6%           | 2%  | ** | *%  | 3%       | **        | **    | ** |
|                                                             |       | 36%    | 64%    | **        | **    | 4%    | 77% | **               | **           | **           | 27%  | 61%          | 21% | ** | 5%  | 79%      | **        | **    | ** |
| Would never listen                                          | 4     | 2      | 2      | **        | **    | 1     | 1   | **               | **           | **           | 3    | 1            | 1   | ** | 1   | 3        | **        | **    | ** |
|                                                             | 2%    | 2%     | 2%     | **        | **    | 2%    | 1%  | **               | **           | **           | 3%   | 2%           | 2%  | ** | 2%  | 2%       | **        | **    | ** |
|                                                             |       | 45%    | 55%    | **        | **    | 29%   | 25% | **               | **           | **           | 62%  | 25%          | 26% | ** | 33% | 67%      | **        | **    | ** |
| SPONTANEOUS RESPONSES                                       |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |     |          |           |       |    |
| Listen through smart speaker                                | 7     | 3      | 4      | **        | **    | 2     | 4   | **               | **           | **           | 3    | 3            | 1   | ** | 1   | 5        | **        | **    | ** |
|                                                             | 3%    | 2%     | 3%     | **        | **    | 3%    | 3%  | **               | **           | **           | 3%   | 6%           | 2%  | ** | 2%  | 3%       | **        | **    | ** |
|                                                             |       | 38%    | 56%    | **        | **    | 26%   | 55% | **               | **           | **           | 39%  | 46%          | 14% | ** | 15% | 77%      | **        | **    | ** |
| Listen in the car/ on phone/ online/elsewhere               | 4     | 3      | 1      | **        | **    | 1     | 3   | **               | **           | **           | 2    | 3            | -   | ** | -   | 3        | **        | **    | ** |
|                                                             | 2%    | 3%     | 1%     | **        | **    | 2%    | 2%  | **               | **           | **           | 2%   | 6%           | -%  | ** | -%  | 2%       | **        | **    | ** |
|                                                             |       |        |        |           |       |       |     |                  |              |              |      | ln           |     |    |     |          |           |       |    |
|                                                             |       | 76%    | 24%    | **        | **    | 24%   | 76% | **               | **           | **           | 41%  | 78%          | -%  | ** | -%  | 75%      | **        | **    | ** |
| Poor experience                                             | 3     | 3      | *      | **        | **    | *     | 3   | **               | **           | **           | 1    | 2            | *   | ** | -   | 3        | **        | **    | ** |
|                                                             | 1%    | 2%     | *%     | **        | **    | *%    | 2%  | **               | **           | **           | 1%   | 4%           | *%  | ** | -%  | 2%       | **        | **    | ** |
|                                                             |       | 92%    | 8%     | **        | **    | 5%    | 95% | **               | **           | **           | 27%  | 75%          | 5%  | ** | -%  | 92%      | **        | **    | ** |
| Don't know                                                  | 4     | 2      | 2      | **        | **    | 2     | 1   | **               | **           | **           | 1    | 1            | -   | ** | 1   | 3        | **        | **    | ** |
|                                                             | 2%    | 2%     | 1%     | **        | **    | 3%    | 1%  | **               | **           | **           | 1%   | 2%           | -%  | ** | 1%  | 2%       | **        | **    | ** |
|                                                             |       | 56%    | 44%    | **        | **    | 50%   | 25% | **               | **           | **           | 31%  | 31%          | -%  | ** | 25% | 96%      | **        | **    | ** |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |     |          |           |       |    |

## QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

|                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                     |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total                            | 436   | 15              | 31         | 37         | 21        | 20        | 28          | 27            | 23         | 29         | 293      | 143   | 215            | 209         | 268               | 168          |
| Effective Weighted Sample                   | 268   | 14              | 27         | 33         | 19        | 19        | 25          | 21            | 21         | 24         | 207      | 62    | 132            | 129         | 160               | 108          |
| Total                                       | 233   | 15              | 32         | 26         | 14        | 15        | 15          | 21            | 8          | 31         | 184      | 49    | 114            | 112         | 137               | 97           |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 79%      | 21%   | 49%            | 48%         | 59%               | 41%          |
| <b>PROMPTED RESPONSES</b>                   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| No need                                     | 124   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 99       | 24    | 66             | 52          | 73                | 51           |
|                                             | 53%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 54%      | 50%   | 58%            | 47%         | 53%               | 53%          |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 80%      | 20%   | 54%            | 42%         | 59%               | 41%          |
| Happy to use existing service               | 93    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 73       | 20    | 46             | 46          | 52                | 41           |
|                                             | 40%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 40%      | 41%   | 40%            | 41%         | 38%               | 42%          |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 79%      | 21%   | 50%            | 49%         | 56%               | 44%          |
| Happy to use analogue radio service         | 42    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 36       | 7     | 18             | 25          | 22                | 20           |
|                                             | 18%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19%      | 13%   | 16%            | 22%         | 16%               | 21%          |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 85%      | 15%   | 42%            | 58%         | 53%               | 47%          |
| Can receive through digital TV service      | 17    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 13       | 3     | 13             | 4           | 8                 | 9            |
|                                             | 7%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7%       | 7%    | 11%            | 3%          | 6%                | 9%           |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         |          |       | m              |             |                   |              |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 80%      | 20%   | 77%            | 23%         | 48%               | 52%          |
| Poor reception in our area                  | 15    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7        | 8     | 7              | 9           | 12                | 3            |
|                                             | 7%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4%       | 17%   | 6%             | 8%          | 9%                | 3%           |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         |          | j     |                |             |                   |              |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 46%      | 54%   | 44%            | 56%         | 78%               | 22%          |
| Will get it when I have to/ when switchover | 12    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10       | 2     | 4              | 8           | 9                 | 4            |
|                                             | 5%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6%       | 4%    | 4%             | 7%          | 6%                | 4%           |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 85%      | 15%   | 36%            | 64%         | 71%               | 29%          |
| Don't know why I should                     | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9        | 2     | 3              | 8           | 6                 | 4            |
|                                             | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | 3%    | 2%             | 7%          | 4%                | 4%           |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 84%      | 16%   | 26%            | 74%         | 58%               | 42%          |
| Too expensive generally                     | 8     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7        | 1     | 2              | 6           | 3                 | 6            |
|                                             | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4%       | 2%    | 2%             | 5%          | 2%                | 6%           |
|                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 86%      | 14%   | 27%            | 66%         | 33%               | 67%          |

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

## QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

|                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                       |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total                              | 436   | 15              | 31         | 37         | 21        | 20        | 28          | 27            | 23         | 29         | 293      | 143   | 215            | 209         | 268               | 168          |
| Effective Weighted Sample                     | 268   | 14              | 27         | 33         | 19        | 19        | 25          | 21            | 21         | 24         | 207      | 62    | 132            | 129         | 160               | 108          |
| Total                                         | 233   | 15              | 32         | 26         | 14        | 15        | 15          | 21            | 8          | 31         | 184      | 49    | 114            | 112         | 137               | 97           |
|                                               |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 79%      | 21%   | 49%            | 48%         | 59%               | 41%          |
| Can't afford it                               | 8     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8        | 1     | 1              | 7           | 1                 | 7            |
|                                               | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4%       | 1%    | 1%             | 7%          | 1%                | 7%           |
|                                               |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | 6%    | 8%             | 90%         | 12%               | 88%          |
| Not available in our area                     | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 5     | 4              | 2           | 5                 | 1            |
|                                               | 2%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | 9%    | 4%             | 1%          | 4%                | 1%           |
|                                               |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 21%      | 79%   | 71%            | 29%         | 86%               | 14%          |
| Would never listen                            | 4     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4        | 1     | 1              | 4           | 2                 | 2            |
|                                               | 2%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2%       | 1%    | *%             | 3%          | 1%                | 3%           |
|                                               |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | 13%   | 12%            | 88%         | 45%               | 55%          |
| <b>SPONTANEOUS RESPONSES</b>                  |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Listen through smart speaker                  | 7     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5        | 2     | 7              | -           | 5                 | 2            |
|                                               | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3%       | 3%    | 6%             | -%          | 3%                | 2%           |
|                                               |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 77%      | 23%   | 100%           | -%          | 66%               | 34%          |
| Listen in the car/ on phone/ online/elsewhere | 4     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3        | 2     | 3              | 2           | 3                 | 1            |
|                                               | 2%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | 3%    | 2%             | 1%          | 2%                | 1%           |
|                                               |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 60%      | 40%   | 61%            | 39%         | 66%               | 34%          |
| Poor experience                               | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 2     | 2              | 1           | 2                 | 1            |
|                                               | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | 4%    | 1%             | 1%          | 2%                | 1%           |
|                                               |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 42%      | 58%   | 55%            | 45%         | 80%               | 20%          |
| Don't know                                    | 4     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3        | 1     | 1              | 2           | 2                 | 2            |
|                                               | 2%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | 2%    | 1%             | 1%          | 1%                | 2%           |
|                                               |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 75%      | 25%   | 31%            | 44%         | 50%               | 50%          |

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



## QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

|                                             | Total | TV SERVICES |           |          |         |           |          |
|---------------------------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                                             |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                                             |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
|                                             |       | a           | b         | c        | d       | e         | f        |
| Significance Level: 95%                     |       |             |           |          |         |           |          |
| Unweighted total                            | 436   | 197         | 229       | 312      | 293     | 155       | 419      |
| Effective Weighted Sample                   | 268   | 123         | 142       | 199      | 185     | 99        | 258      |
| Total                                       | 233   | 105         | 124       | 163      | 150     | 79        | 223      |
|                                             |       | 45%         | 53%       | 70%      | 64%     | 34%       | 95%      |
| <b>PROMPTED RESPONSES</b>                   |       |             |           |          |         |           |          |
| No need                                     | 124   | 58          | 63        | 89       | 80      | 48        | 115      |
|                                             | 53%   | 55%         | 50%       | 54%      | 54%     | 61%       | 52%      |
|                                             |       | 47%         | 51%       | 72%      | 65%     | 38%       | 93%      |
| Happy to use existing service               | 93    | 42          | 57        | 64       | 58      | 33        | 89       |
|                                             | 40%   | 40%         | 46%       | 39%      | 38%     | 42%       | 40%      |
|                                             |       | 45%         | 61%       | 68%      | 62%     | 35%       | 96%      |
| Happy to use analogue radio service         | 42    | 20          | 24        | 29       | 19      | 14        | 39       |
|                                             | 18%   | 19%         | 19%       | 17%      | 13%     | 18%       | 18%      |
|                                             |       | 47%         | 56%       | 67%      | 46%     | 33%       | 93%      |
| Can receive through digital TV service      | 17    | 8           | 11        | 15       | 15      | 9         | 17       |
|                                             | 7%    | 7%          | 9%        | 9%       | 10%     | 11%       | 8%       |
|                                             |       | 46%         | 63%       | 91%      | 90%     | 54%       | 100%     |
| Poor reception in our area                  | 15    | 9           | 8         | 13       | 11      | 6         | 15       |
|                                             | 7%    | 9%          | 7%        | 8%       | 7%      | 7%        | 7%       |
|                                             |       | 60%         | 53%       | 85%      | 72%     | 36%       | 100%     |
| Will get it when I have to/ when switchover | 12    | 4           | 9         | 9        | 6       | 5         | 12       |
|                                             | 5%    | 4%          | 7%        | 5%       | 4%      | 6%        | 5%       |
|                                             |       | 34%         | 74%       | 71%      | 53%     | 40%       | 100%     |
| Don't know why I should                     | 10    | 4           | 5         | 5        | 4       | 2         | 9        |
|                                             | 4%    | 4%          | 4%        | 3%       | 2%      | 3%        | 4%       |
|                                             |       | 37%         | 47%       | 53%      | 34%     | 21%       | 88%      |
| Too expensive generally                     | 8     | 4           | 3         | 3        | 4       | 1         | 7        |
|                                             | 4%    | 3%          | 3%        | 2%       | 2%      | 1%        | 3%       |
|                                             |       | 43%         | 42%       | 40%      | 43%     | 12%       | 81%      |

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

## QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

|                                               | Total | TV SERVICES |           |          |      | YOUTUBE |          |
|-----------------------------------------------|-------|-------------|-----------|----------|------|---------|----------|
|                                               |       | PAID TRAD   | FREE TRAD | FREE     | SVOD | SERV-   | ANY SER- |
|                                               |       | TV          | TV        | CATCH-UP |      | ICES    | VICES    |
|                                               |       | a           | b         | c        | d    | e       | f        |
| Significance Level: 95%                       |       |             |           |          |      |         |          |
| Unweighted total                              | 436   | 197         | 229       | 312      | 293  | 155     | 419      |
| Effective Weighted Sample                     | 268   | 123         | 142       | 199      | 185  | 99      | 258      |
| Total                                         | 233   | 105         | 124       | 163      | 150  | 79      | 223      |
|                                               |       | 45%         | 53%       | 70%      | 64%  | 34%     | 95%      |
| Can't afford it                               | 8     | 3           | 6         | 2        | 3    | 1       | 8        |
|                                               | 3%    | 2%          | 5%        | 1%       | 2%   | 2%      | 4%       |
|                                               |       | 32%         | 70%       | 23%      | 31%  | 18%     | 100%     |
| Not available in our area                     | 6     | 3           | 2         | 4        | 5    | 2       | 6        |
|                                               | 2%    | 3%          | 2%        | 3%       | 3%   | 3%      | 3%       |
|                                               |       | 60%         | 35%       | 78%      | 85%  | 35%     | 100%     |
| Would never listen                            | 4     | 3           | 2         | 4        | 4    | 2       | 4        |
|                                               | 2%    | 3%          | 1%        | 3%       | 2%   | 2%      | 2%       |
|                                               |       | 69%         | 39%       | 97%      | 81%  | 39%     | 97%      |
| <b>SPONTANEOUS RESPONSES</b>                  |       |             |           |          |      |         |          |
| Listen through smart speaker                  | 7     | 4           | 3         | 7        | 7    | 4       | 7        |
|                                               | 3%    | 4%          | 3%        | 4%       | 5%   | 5%      | 3%       |
|                                               |       | 53%         | 48%       | 100%     | 100% | 60%     | 100%     |
| Listen in the car/ on phone/ online/elsewhere | 4     | 2           | 2         | 4        | 3    | 3       | 4        |
|                                               | 2%    | 2%          | 1%        | 3%       | 2%   | 3%      | 2%       |
|                                               |       | 40%         | 41%       | 100%     | 61%  | 62%     | 100%     |
| Poor experience                               | 3     | 2           | 2         | 2        | 2    | 2       | 3        |
|                                               | 1%    | 2%          | 1%        | 2%       | 1%   | 2%      | 1%       |
|                                               |       | 58%         | 50%       | 80%      | 58%  | 55%     | 100%     |
| Don't know                                    | 4     | 2           | 1         | 3        | 3    | 1       | 3        |
|                                               | 2%    | 2%          | 1%        | 2%       | 2%   | 1%      | 2%       |
|                                               |       | 53%         | 19%       | 72%      | 96%  | 25%     | 96%      |

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

QH86. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films? (SINGLE CODE)

Base : All respondents

|                                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                 | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Any working TV sets used in the household | 2762  | 1286   | 1437   | 237       | 516   | 879   | 1076 | 166              | 232          | 341          | 1216 | 757          | 702  | 478 | 671  | 2289     | 251       | 140   | 82  |
|                                           | 92%   | 92%    | 93%    | 81%       | 88%   | 94%   | 97%  | 86%              | 93%          | 94%          | 96%  | 95%          | 91%  | 94% | 92%  | 92%      | 93%       | 93%   | 91% |
|                                           |       |        |        | c         | cd    | cde   |      | g                | g            | gh           | ln   | l            |      |     |      |          |           |       |     |
|                                           |       | 47%    | 52%    | 9%        | 19%   | 32%   | 39%  | 6%               | 8%           | 12%          | 44%  | 27%          | 25%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| No working TV sets used in the household  | 194   | 92     | 94     | 49        | 58    | 49    | 31   | 26               | 17           | 21           | 50   | 39           | 66   | 29  | 49   | 163      | 17        | 7     | 7   |
|                                           | 6%    | 7%     | 6%     | 17%       | 10%   | 5%    | 3%   | 13%              | 7%           | 6%           | 4%   | 5%           | 9%   | 6%  | 7%   | 7%       | 6%        | 5%    | 8%  |
|                                           |       |        |        | def       | ef    | f     |      | hij              | j            |              |      |              | k    |     |      |          |           |       |     |
|                                           |       | 48%    | 48%    | 25%       | 30%   | 25%   | 16%  | 13%              | 9%           | 11%          | 26%  | 20%          | 34%  | 15% | 25%  | 84%      | 9%        | 4%    | 4%  |
| Don't know                                | 41    | 17     | 8      | 5         | 12    | 10    | 3    | *                | 1            | 1            | 1    | 2            | 4    | -   | 11   | 36       | 2         | 1     | 1   |
|                                           | 1%    | 1%     | 1%     | 2%        | 2%    | 1%    | *%   | *%               | 1%           | *%           | *%   | *%           | *%   | -%  | 2%   | 1%       | 1%        | 1%    | 1%  |
|                                           |       | b      |        | f         | f     | f     |      |                  |              |              |      |              |      | klm |      |          |           |       |     |
|                                           |       | 41%    | 19%    | 12%       | 28%   | 25%   | 7%   | *%               | 3%           | 3%           | 3%   | 5%           | 9%   | -%  | 27%  | 88%      | 6%        | 3%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]                | 3     | *      | 3      | -         | -     | -     | *    | 1                | -            | -            | -    | -            | -    | -   | *    | 2        | -         | 1     | -   |
|                                           | *%    | *%     | *%     | -%        | -%    | -%    | *%   | 1%               | -%           | -%           | -%   | -%           | -%   | -%  | *%   | *%       | -%        | 1%    | -%  |
|                                           |       |        |        |           |       |       | j    |                  |              |              |      |              |      |     |      |          | or        |       |     |
|                                           |       | 8%     | 92%    | -%        | -%    | -%    | 8%   | 37%              | -%           | -%           | -%   | -%           | -%   | -%  | 8%   | 56%      | -%        | 44%   | -%  |

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

QH86. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films? (SINGLE CODE)

Base : All respondents

|                                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                 | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Any working TV sets used in the household | 2762  | 312             | 408        | 233        | 207       | 254       | 194         | 221           | 122        | 337        | 2369     | 393   | 1634           | 1042        | 1419              | 1343         |
|                                           | 92%   | 87%             | 94%        | 93%        | 94%       | 90%       | 93%         | 92%           | 92%        | 93%        | 92%      | 95%   | 94%            | 92%         | 95%               | 89%          |
|                                           |       |                 | a          | a          | a         |           | a           | a             | a          | a          |          | j     |                |             | o                 |              |
|                                           |       | 11%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 59%            | 38%         | 51%               | 49%          |
| No working TV sets used in the household  | 194   | 42              | 21         | 15         | 13        | 23        | 12          | 15            | 9          | 14         | 176      | 18    | 101            | 80          | 60                | 135          |
|                                           | 6%    | 12%             | 5%         | 6%         | 6%        | 8%        | 6%          | 6%            | 7%         | 4%         | 7%       | 4%    | 6%             | 7%          | 4%                | 9%           |
|                                           |       | bcd             |            |            |           | i         |             |               |            |            | k        |       |                |             | n                 |              |
|                                           |       | 21%             | 11%        | 8%         | 7%        | 12%       | 6%          | 8%            | 4%         | 7%         | 91%      | 9%    | 52%            | 41%         | 31%               | 69%          |
| Don't know                                | 41    | 3               | 5          | 3          | -         | 4         | 3           | 4             | 1          | 10         | 39       | 1     | 9              | 9           | 10                | 31           |
|                                           | 1%    | 1%              | 1%         | 1%         | -%        | 1%        | 2%          | 2%            | 1%         | 3%         | 2%       | *%    | 1%             | 1%          | 1%                | 2%           |
|                                           |       |                 | d          | d          |           | d         | d           | d             |            | d          | k        |       |                |             | n                 |              |
|                                           |       | 8%              | 13%        | 8%         | -%        | 10%       | 8%          | 11%           | 4%         | 25%        | 97%      | 3%    | 23%            | 23%         | 25%               | 75%          |
| NOT ANSWERED [POSTAL ONLY]                | 3     | 2               | -          | -          | -         | -         | -           | -             | -          | -          | 3        | -     | -              | -           | *                 | 3            |
|                                           | *%    | *%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | *%       | -%    | -%             | -%          | *%                | *%           |
|                                           |       | 56%             | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 100%     | -%    | -%             | -%          | 8%                | 92%          |

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

QH86. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films? (SINGLE CODE)

Base : All respondents

|                                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|-------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                                           |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%                   |       |                 |                 |                  |      |                          |                   |
| Unweighted total                          | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample                 | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                                     | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                                           |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| Any working TV sets used in the household | 2762  | 1396            | 1269            | 2174             | 2124 | 1146                     | 2689              |
|                                           | 92%   | 100%            | 100%            | 98%              | 95%  | 94%                      | 95%               |
|                                           |       | cdef            | cdef            | def              |      |                          |                   |
|                                           |       | 51%             | 46%             | 79%              | 77%  | 41%                      | 97%               |
| No working TV sets used in the household  | 194   | -               | -               | 53               | 119  | 70                       | 143               |
|                                           | 6%    | -%              | -%              | 2%               | 5%   | 6%                       | 5%                |
|                                           |       |                 |                 | ab               | abc  | abc                      | abc               |
|                                           |       | -%              | -%              | 27%              | 61%  | 36%                      | 73%               |
| Don't know                                | 41    | -               | -               | -                | -    | -                        | -                 |
|                                           | 1%    | -%              | -%              | -%               | -%   | -%                       | -%                |
|                                           |       | -%              | -%              | -%               | -%   | -%                       | -%                |
| NOT ANSWERED [POSTAL ONLY]                | 3     | -               | -               | *                | -    | -                        | *                 |
|                                           | *%    | -%              | -%              | *%               | -%   | -%                       | *%                |
|                                           |       | -%              | -%              | 8%               | -%   | -%                       | 8%                |

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

## QH66. Which of these are reasons why you don't have a television set in your household (MULTI CODE)

Base : Those with no working TV sets used by anyone in the household to watch TV programmes or films

|                                                                                                                  | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |    | NATION   |           |       |    |
|------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|----|----------|-----------|-------|----|
|                                                                                                                  |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                                                                  |       | a      | b      | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | l   | ~m | ~n | o        | ~p        | ~q    | ~r |
| Significance Level: 95%                                                                                          |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
| Unweighted total                                                                                                 | 346   | 160    | 169    | 92        | 94    | 88    | 62  | 53               | 30           | 42           | 87   | 62           | 142 | 30 | 93 | 229      | 34        | 32    | 51 |
| Effective Weighted Sample                                                                                        | 234   | 108    | 115    | 61        | 72    | 58    | 36  | 33               | 22           | 25           | 63   | 43           | 105 | 23 | 63 | 185      | 20        | 23    | 42 |
| Total                                                                                                            | 194   | 92     | 94     | 49        | 58    | 49    | 31  | 26               | 17           | 21           | 50   | 39           | 66  | 29 | 49 | 163      | 17        | 7     | 7  |
|                                                                                                                  |       | 48%    | 48%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 34% | ** | ** | 84%      | **        | **    | ** |
| Not interested in watching TV                                                                                    | 105   | 48     | 52     | **        | **    | **    | **  | **               | **           | **           | **   | **           | 29  | ** | ** | 85       | **        | **    | ** |
|                                                                                                                  | 54%   | 52%    | 56%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 45% | ** | ** | 52%      | **        | **    | ** |
|                                                                                                                  |       | 45%    | 50%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 28% | ** | ** | 81%      | **        | **    | ** |
| Watch online TV/ video services (e.g. BBC iPlayer, Netflix, Amazon Prime Video) on another device (not a TV set) | 84    | 41     | 41     | **        | **    | **    | **  | **               | **           | **           | **   | **           | 38  | ** | ** | 71       | **        | **    | ** |
|                                                                                                                  | 43%   | 45%    | 44%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 58% | ** | ** | 44%      | **        | **    | ** |
|                                                                                                                  |       | 49%    | 49%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 45% | ** | ** | 85%      | **        | **    | ** |
| Don't want to pay the TV Licence                                                                                 | 54    | 26     | 25     | **        | **    | **    | **  | **               | **           | **           | **   | **           | 21  | ** | ** | 47       | **        | **    | ** |
|                                                                                                                  | 28%   | 28%    | 27%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 32% | ** | ** | 29%      | **        | **    | ** |
|                                                                                                                  |       | 48%    | 47%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 39% | ** | ** | 87%      | **        | **    | ** |
| Busy with other interests                                                                                        | 42    | 18     | 21     | **        | **    | **    | **  | **               | **           | **           | **   | **           | 14  | ** | ** | 33       | **        | **    | ** |
|                                                                                                                  | 21%   | 19%    | 22%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 21% | ** | ** | 20%      | **        | **    | ** |
|                                                                                                                  |       | 42%    | 50%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 33% | ** | ** | 79%      | **        | **    | ** |
| Can't afford to pay the TV Licence                                                                               | 22    | 7      | 15     | **        | **    | **    | **  | **               | **           | **           | **   | **           | 5   | ** | ** | 18       | **        | **    | ** |
|                                                                                                                  | 11%   | 8%     | 16%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 8%  | ** | ** | 11%      | **        | **    | ** |
|                                                                                                                  |       | 31%    | 67%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 24% | ** | ** | 81%      | **        | **    | ** |
| Too expensive to buy and install                                                                                 | 21    | 7      | 14     | **        | **    | **    | **  | **               | **           | **           | **   | **           | 6   | ** | ** | 19       | **        | **    | ** |
|                                                                                                                  | 11%   | 8%     | 15%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 10% | ** | ** | 12%      | **        | **    | ** |
|                                                                                                                  |       | 34%    | 64%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | 29% | ** | ** | 90%      | **        | **    | ** |
| Can't afford to replace broken TV set                                                                            | 3     | 1      | 2      | **        | **    | **    | **  | **               | **           | **           | **   | **           | -   | ** | ** | 3        | **        | **    | ** |
|                                                                                                                  | 2%    | 2%     | 2%     | **        | **    | **    | **  | **               | **           | **           | **   | **           | -%  | ** | ** | 2%       | **        | **    | ** |
|                                                                                                                  |       | 46%    | 54%    | **        | **    | **    | **  | **               | **           | **           | **   | **           | -%  | ** | ** | 84%      | **        | **    | ** |

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

## QH66. Which of these are reasons why you don't have a television set in your household (MULTI CODE)

Base : Those with no working TV sets used by anyone in the household to watch TV programmes or films

|                                                                                                                  | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                  |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                          |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o            |
| Unweighted total                                                                                                 | 346   | 49              | 25         | 20         | 20        | 25        | 23          | 28            | 23         | 16         | 282      | 64    | 169            | 161         | 104               | 242          |
| Effective Weighted Sample                                                                                        | 234   | 44              | 20         | 17         | 17        | 21        | 20          | 26            | 17         | 15         | 211      | 23    | 112            | 113         | 61                | 176          |
| Total                                                                                                            | 194   | 42              | 21         | 15         | 13        | 23        | 12          | 15            | 9          | 14         | 176      | 18    | 101            | 80          | 60                | 135          |
|                                                                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | 52%            | 41%         | 31%               | 69%          |
| Not interested in watching TV                                                                                    | 105   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 92       | **    | 57             | 45          | 30                | 75           |
|                                                                                                                  | 54%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 52%      | **    | 57%            | 56%         | 50%               | 56%          |
|                                                                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | 54%            | 42%         | 29%               | 71%          |
| Watch online TV/ video services (e.g. BBC iPlayer, Netflix, Amazon Prime Video) on another device (not a TV set) | 84    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 77       | **    | 48             | 30          | 25                | 59           |
|                                                                                                                  | 43%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 44%      | **    | 48%            | 38%         | 43%               | 44%          |
|                                                                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | 57%            | 36%         | 30%               | 70%          |
| Don't want to pay the TV Licence                                                                                 | 54    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 47       | **    | 32             | 20          | 18                | 36           |
|                                                                                                                  | 28%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 26%      | **    | 32%            | 26%         | 30%               | 27%          |
|                                                                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 86%      | **    | 59%            | 38%         | 33%               | 67%          |
| Busy with other interests                                                                                        | 42    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 36       | **    | 24             | 13          | 14                | 27           |
|                                                                                                                  | 21%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 20%      | **    | 24%            | 16%         | 24%               | 20%          |
|                                                                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | 59%            | 31%         | 34%               | 66%          |
| Can't afford to pay the TV Licence                                                                               | 22    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 18       | **    | 8              | 11          | 6                 | 16           |
|                                                                                                                  | 11%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10%      | **    | 8%             | 14%         | 10%               | 12%          |
|                                                                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 83%      | **    | 37%            | 51%         | 27%               | 73%          |
| Too expensive to buy and install                                                                                 | 21    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 15       | **    | 11             | 9           | 7                 | 14           |
|                                                                                                                  | 11%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9%       | **    | 11%            | 11%         | 12%               | 10%          |
|                                                                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 72%      | **    | 51%            | 41%         | 34%               | 66%          |
| Can't afford to replace broken TV set                                                                            | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3        | **    | 1              | 2           | *                 | 3            |
|                                                                                                                  | 2%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2%       | **    | 1%             | 3%          | 1%                | 2%           |
|                                                                                                                  |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | 28%            | 72%         | 14%               | 86%          |

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

## QH66. Which of these are reasons why you don't have a television set in your household (MULTI CODE)

Base : Those with no working TV sets used by anyone in the household to watch TV programmes or films

|                                                                                                                        | Total | TV SERVICES           |                       |                        |           |                               |                        |
|------------------------------------------------------------------------------------------------------------------------|-------|-----------------------|-----------------------|------------------------|-----------|-------------------------------|------------------------|
|                                                                                                                        |       | PAID TRAD<br>TV<br>~a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>~c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                |       |                       |                       |                        |           |                               |                        |
| Unweighted total                                                                                                       | 346   | -                     | -                     | 95                     | 223       | 132                           | 264                    |
| Effective Weighted Sample                                                                                              | 234   | -                     | -                     | 74                     | 159       | 99                            | 188                    |
| Total                                                                                                                  | 194   | -                     | -                     | 53                     | 119       | 70                            | 143                    |
|                                                                                                                        |       | **                    | **                    | **                     | 61%       | 36%                           | 73%                    |
| Not interested in watching TV                                                                                          | 105   | **                    | **                    | **                     | 60        | 35                            | 73                     |
|                                                                                                                        | 54%   | **                    | **                    | **                     | 50%       | 50%                           | 51%                    |
|                                                                                                                        |       | **                    | **                    | **                     | 57%       | 33%                           | 69%                    |
| Watch online TV/ video services (e.g. BBC iPlayer,<br>Netflix, Amazon Prime Video) on another device (not a<br>TV set) | 84    | **                    | **                    | **                     | 73        | 43                            | 82                     |
|                                                                                                                        | 43%   | **                    | **                    | **                     | 61%       | 62%                           | 57%                    |
|                                                                                                                        |       | **                    | **                    | **                     | 87%       | 51%                           | 97%                    |
| Don't want to pay the TV Licence                                                                                       | 54    | **                    | **                    | **                     | 37        | 18                            | 40                     |
|                                                                                                                        | 28%   | **                    | **                    | **                     | 31%       | 25%                           | 28%                    |
|                                                                                                                        |       | **                    | **                    | **                     | 69%       | 33%                           | 74%                    |
| Busy with other interests                                                                                              | 42    | **                    | **                    | **                     | 25        | 14                            | 27                     |
|                                                                                                                        | 21%   | **                    | **                    | **                     | 21%       | 20%                           | 19%                    |
|                                                                                                                        |       | **                    | **                    | **                     | 60%       | 33%                           | 64%                    |
| Can't afford to pay the TV Licence                                                                                     | 22    | **                    | **                    | **                     | 11        | 7                             | 13                     |
|                                                                                                                        | 11%   | **                    | **                    | **                     | 9%        | 10%                           | 9%                     |
|                                                                                                                        |       | **                    | **                    | **                     | 50%       | 31%                           | 59%                    |
| Too expensive to buy and install                                                                                       | 21    | **                    | **                    | **                     | 8         | 6                             | 12                     |
|                                                                                                                        | 11%   | **                    | **                    | **                     | 7%        | 9%                            | 9%                     |
|                                                                                                                        |       | **                    | **                    | **                     | 37%       | 28%                           | 57%                    |
| Can't afford to replace broken TV set                                                                                  | 3     | **                    | **                    | **                     | 1         | -                             | 1                      |
|                                                                                                                        | 2%    | **                    | **                    | **                     | 1%        | -%                            | 1%                     |
|                                                                                                                        |       | **                    | **                    | **                     | 34%       | -%                            | 46%                    |

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



## QH53. Which of these best describes the main TV set in your household? (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films (excluding those completing a paper questionnaire)

|                                                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |      |     |     | NATION      |              |       |     |
|-----------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|------------------|------------------|------|--------------|------|-----|-----|-------------|--------------|-------|-----|
|                                                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%                                                           |       | a      | b      | c         | d     | e     | f    | g                | h                | i                | j    | k            | l    | m   | n   | o           | p            | q     | r   |
| Unweighted total                                                                  | 4427  | 2099   | 2274   | 440       | 826   | 1553  | 1565 | 255              | 327              | 572              | 2044 | 1260         | 1466 | 545 | 984 | 2861        | 483          | 530   | 553 |
| Effective Weighted Sample                                                         | 3055  | 1437   | 1581   | 299       | 600   | 1074  | 1051 | 179              | 220              | 393              | 1438 | 905          | 1074 | 388 | 695 | 2378        | 282          | 360   | 459 |
| Total                                                                             | 2501  | 1166   | 1303   | 234       | 513   | 854   | 873  | 125              | 189              | 308              | 1177 | 732          | 667  | 437 | 556 | 2071        | 230          | 126   | 74  |
|                                                                                   |       | 47%    | 52%    | 9%        | 21%   | 34%   | 35%  | 5%               | 8%               | 12%              | 47%  | 29%          | 27%  | 17% | 22% | 83%         | 9%           | 5%    | 3%  |
| An HDTV set or HD ready – which can receive High Definition picture quality       | 1509  | 690    | 806    | 122       | 277   | 503   | 597  | 88               | 125              | 198              | 694  | 448          | 405  | 259 | 345 | 1245        | 137          | 82    | 46  |
|                                                                                   | 60%   | 59%    | 62%    | 52%       | 54%   | 59%   | 68%  | 70%              | 66%              | 64%              | 59%  | 61%          | 61%  | 59% | 62% | 60%         | 59%          | 65%   | 62% |
|                                                                                   |       |        |        |           |       | cd    | cde  | j                | j                |                  |      |              |      |     |     |             |              |       |     |
|                                                                                   |       | 46%    | 53%    | 8%        | 18%   | 33%   | 40%  | 6%               | 8%               | 13%              | 46%  | 30%          | 27%  | 17% | 23% | 82%         | 9%           | 5%    | 3%  |
| An Ultra High Definition (known as UHD) TV set or UHD ready – also known as 4K TV | 731   | 389    | 332    | 65        | 179   | 274   | 207  | 23               | 49               | 80               | 402  | 233          | 185  | 145 | 140 | 603         | 74           | 35    | 19  |
|                                                                                   | 29%   | 33%    | 25%    | 28%       | 35%   | 32%   | 24%  | 19%              | 26%              | 26%              | 34%  | 32%          | 28%  | 33% | 25% | 29%         | 32%          | 27%   | 26% |
|                                                                                   |       | b      |        |           | cf    | f     |      |                  |                  |                  | ghi  | ln           |      | ln  |     |             | r            |       |     |
|                                                                                   |       | 53%    | 45%    | 9%        | 25%   | 37%   | 28%  | 3%               | 7%               | 11%              | 55%  | 32%          | 25%  | 20% | 19% | 83%         | 10%          | 5%    | 3%  |
| Neither of these                                                                  | 115   | 44     | 71     | 11        | 26    | 39    | 35   | 7                | 4                | 13               | 44   | 20           | 42   | 16  | 32  | 98          | 7            | 5     | 5   |
|                                                                                   | 5%    | 4%     | 5%     | 5%        | 5%    | 5%    | 4%   | 5%               | 2%               | 4%               | 4%   | 3%           | 6%   | 4%  | 6%  | 5%          | 3%           | 4%    | 7%  |
|                                                                                   |       |        | a      |           |       |       |      |                  |                  |                  |      |              | km   |     | k   |             |              |       | p   |
|                                                                                   |       | 38%    | 61%    | 10%       | 23%   | 34%   | 31%  | 6%               | 4%               | 12%              | 38%  | 18%          | 37%  | 14% | 28% | 85%         | 6%           | 4%    | 4%  |
| Don't know                                                                        | 146   | 43     | 94     | 35        | 31    | 37    | 34   | 7                | 10               | 17               | 37   | 30           | 35   | 18  | 39  | 125         | 11           | 5     | 4   |
|                                                                                   | 6%    | 4%     | 7%     | 15%       | 6%    | 4%    | 4%   | 5%               | 5%               | 5%               | 3%   | 4%           | 5%   | 4%  | 7%  | 6%          | 5%           | 4%    | 6%  |
|                                                                                   |       |        | a      | def       | f     |       |      |                  |                  | j                |      |              |      | km  |     |             |              |       |     |
|                                                                                   |       | 29%    | 64%    | 24%       | 21%   | 26%   | 23%  | 5%               | 7%               | 11%              | 25%  | 21%          | 24%  | 12% | 27% | 86%         | 8%           | 4%    | 3%  |

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

## QH53. Which of these best describes the main TV set in your household? (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films (excluding those completing a paper questionnaire)

|                                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-----------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                                  | 4427  | 303             | 397        | 299        | 322       | 300       | 320         | 333           | 289        | 298        | 3375     | 1052  | 2633           | 1687        | 2298              | 2129        |
| Effective Weighted Sample                                                         | 3055  | 268             | 355        | 271        | 290       | 261       | 291         | 294           | 249        | 267        | 2580     | 480   | 1851           | 1153        | 1537              | 1521        |
| Total                                                                             | 2501  | 296             | 361        | 206        | 196       | 227       | 179         | 197           | 113        | 296        | 2143     | 358   | 1587           | 848         | 1289              | 1212        |
|                                                                                   |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 63%            | 34%         | 52%               | 48%         |
| An HDTV set or HD ready – which can receive High Definition picture quality       | 1509  | 185             | 208        | 122        | 126       | 127       | 116         | 118           | 65         | 178        | 1280     | 229   | 942            | 536         | 803               | 706         |
|                                                                                   | 60%   | 62%             | 58%        | 59%        | 64%       | 56%       | 65%         | 60%           | 58%        | 60%        | 60%      | 64%   | 59%            | 63%         | 62%               | 58%         |
|                                                                                   |       | 12%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 85%      | 15%   | 62%            | 36%         | 53%               | 47%         |
| An Ultra High Definition (known as UHD) TV set or UHD ready – also known as 4K TV | 731   | 85              | 113        | 60         | 49        | 70        | 52          | 58            | 36         | 80         | 629      | 103   | 507            | 207         | 381               | 351         |
|                                                                                   | 29%   | 29%             | 31%        | 29%        | 25%       | 31%       | 29%         | 29%           | 32%        | 27%        | 29%      | 29%   | 32%            | 24%         | 30%               | 29%         |
|                                                                                   |       | 12%             | 15%        | 8%         | 7%        | 10%       | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 69%            | 28%         | 52%               | 48%         |
| Neither of these                                                                  | 115   | 10              | 17         | 12         | 11        | 14        | 5           | 10            | 4          | 15         | 104      | 10    | 70             | 42          | 46                | 69          |
|                                                                                   | 5%    | 3%              | 5%         | 6%         | 6%        | 6%        | 3%          | 5%            | 3%         | 5%         | 5%       | 3%    | 4%             | 5%          | 4%                | 6%          |
|                                                                                   |       | 9%              | 15%        | 10%        | 10%       | 12%       | 4%          | 9%            | 3%         | 13%        | 91%      | 9%    | 61%            | 36%         | 40%               | 60%         |
| Don't know                                                                        | 146   | 17              | 22         | 12         | 10        | 16        | 6           | 11            | 8          | 23         | 130      | 16    | 69             | 63          | 60                | 86          |
|                                                                                   | 6%    | 6%              | 6%         | 6%         | 5%        | 7%        | 3%          | 6%            | 7%         | 8%         | 6%       | 4%    | 4%             | 7%          | 5%                | 7%          |
|                                                                                   |       | 12%             | 15%        | 8%         | 7%        | 11%       | 4%          | 7%            | 6%         | 16%        | 89%      | 11%   | 47%            | 43%         | 41%               | 59%         |

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

## QH53. Which of these best describes the main TV set in your household? (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films (excluding those completing a paper questionnaire)

|                                                                                   | Total | TV SERVICES     |                 |                  |      |                          |                   |
|-----------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                                   |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                           |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                                                                  | 4427  | 2292            | 1983            | 3657             | 3638 | 1974                     | 4355              |
| Effective Weighted Sample                                                         | 3055  | 1574            | 1368            | 2549             | 2520 | 1374                     | 3008              |
| Total                                                                             | 2501  | 1297            | 1118            | 2056             | 2055 | 1107                     | 2454              |
|                                                                                   |       | 52%             | 45%             | 82%              | 82%  | 44%                      | 98%               |
| An HDTV set or HD ready – which can receive High Definition picture quality       | 1509  | 776             | 729             | 1260             | 1222 | 624                      | 1490              |
|                                                                                   | 60%   | 60%             | 65%             | 61%              | 59%  | 56%                      | 61%               |
|                                                                                   |       |                 | acdef           | e                |      |                          | e                 |
|                                                                                   |       | 51%             | 48%             | 84%              | 81%  | 41%                      | 99%               |
| An Ultra High Definition (known as UHD) TV set or UHD ready – also known as 4K TV | 731   | 422             | 297             | 626              | 653  | 392                      | 727               |
|                                                                                   | 29%   | 33%             | 27%             | 30%              | 32%  | 35%                      | 30%               |
|                                                                                   |       | bf              |                 | b                | b    | bcd                      | b                 |
|                                                                                   |       | 58%             | 41%             | 86%              | 89%  | 54%                      | 99%               |
| Neither of these                                                                  | 115   | 34              | 45              | 73               | 82   | 40                       | 107               |
|                                                                                   | 5%    | 3%              | 4%              | 4%               | 4%   | 4%                       | 4%                |
|                                                                                   |       |                 | a               |                  | a    |                          | a                 |
|                                                                                   |       | 30%             | 39%             | 64%              | 71%  | 35%                      | 93%               |
| Don't know                                                                        | 146   | 65              | 47              | 97               | 99   | 51                       | 130               |
|                                                                                   | 6%    | 5%              | 4%              | 5%               | 5%   | 5%                       | 5%                |
|                                                                                   |       | 44%             | 32%             | 66%              | 68%  | 35%                      | 89%               |

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                       | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                           | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                 |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Freeview or Freeview Play                       | 1087  | 523    | 550    | 69        | 147   | 311   | 537  | 67               | 97           | 150          | 468  | 327          | 262  | 185 | 262  | 928      | 83        | 43    | 33  |
|                                                 | 36%   | 37%    | 36%    | 24%       | 25%   | 33%   | 48%  | 34%              | 39%          | 41%          | 37%  | 41%          | 34%  | 36% | 36%  | 37%      | 31%       | 29%   | 36% |
|                                                 |       |        |        |           |       | cd    | cde  |                  |              |              |      | ln           |      |     |      | pq       |           |       | q   |
|                                                 |       | 48%    | 51%    | 6%        | 14%   | 29%   | 49%  | 6%               | 9%           | 14%          | 43%  | 30%          | 24%  | 17% | 24%  | 85%      | 8%        | 4%    | 3%  |
| Sky TV (with a monthly subscription)            | 786   | 373    | 409    | 49        | 138   | 294   | 294  | 36               | 56           | 98           | 393  | 242          | 180  | 150 | 184  | 622      | 80        | 58    | 26  |
|                                                 | 26%   | 27%    | 27%    | 17%       | 24%   | 31%   | 26%  | 19%              | 22%          | 27%          | 31%  | 30%          | 23%  | 30% | 25%  | 25%      | 30%       | 39%   | 29% |
|                                                 |       |        |        |           | c     | cdf   | c    |                  |              | g            | gh   | ln           |      | l   |      |          |           | opr   |     |
|                                                 |       | 47%    | 52%    | 6%        | 18%   | 37%   | 37%  | 5%               | 7%           | 13%          | 50%  | 31%          | 23%  | 19% | 23%  | 79%      | 10%       | 7%    | 3%  |
| Virgin Media (cable TV subscription)            | 428   | 191    | 233    | 40        | 72    | 131   | 182  | 18               | 30           | 52           | 194  | 117          | 103  | 91  | 96   | 356      | 47        | 12    | 11  |
|                                                 | 14%   | 14%    | 15%    | 14%       | 12%   | 14%   | 16%  | 9%               | 12%          | 14%          | 15%  | 15%          | 13%  | 18% | 13%  | 14%      | 18%       | 8%    | 13% |
|                                                 |       |        |        |           |       | d     |      |                  |              |              | g    |              |      | ln  |      | q        | qr        |       | q   |
|                                                 |       | 45%    | 54%    | 9%        | 17%   | 31%   | 42%  | 4%               | 7%           | 12%          | 45%  | 27%          | 24%  | 21% | 22%  | 83%      | 11%       | 3%    | 3%  |
| Freesat/ Sky TV (free service, no subscription) | 306   | 167    | 136    | 27        | 51    | 85    | 142  | 19               | 25           | 48           | 142  | 99           | 72   | 57  | 67   | 257      | 25        | 17    | 7   |
|                                                 | 10%   | 12%    | 9%     | 9%        | 9%    | 9%    | 13%  | 10%              | 10%          | 13%          | 11%  | 12%          | 9%   | 11% | 9%   | 10%      | 9%        | 11%   | 8%  |
|                                                 |       | b      |        |           |       |       | de   |                  |              |              |      | ln           |      |     |      |          |           | r     |     |
|                                                 |       | 54%    | 45%    | 9%        | 16%   | 28%   | 46%  | 6%               | 8%           | 16%          | 46%  | 32%          | 23%  | 19% | 22%  | 84%      | 8%        | 6%    | 2%  |
| BT TV                                           | 196   | 99     | 95     | 18        | 28    | 48    | 97   | 7                | 15           | 25           | 96   | 68           | 56   | 30  | 34   | 169      | 14        | 8     | 4   |
|                                                 | 7%    | 7%     | 6%     | 6%        | 5%    | 5%    | 9%   | 3%               | 6%           | 7%           | 8%   | 9%           | 7%   | 6%  | 5%   | 7%       | 5%        | 5%    | 5%  |
|                                                 |       |        |        |           |       |       | de   |                  |              |              | g    | n            | n    |     |      |          |           |       |     |
|                                                 |       | 51%    | 49%    | 9%        | 14%   | 24%   | 50%  | 3%               | 8%           | 13%          | 49%  | 35%          | 29%  | 15% | 17%  | 87%      | 7%        | 4%    | 2%  |
| TalkTalk TV/ EE TV/ Plusnet TV/ YouView         | 73    | 30     | 42     | 10        | 9     | 29    | 25   | 11               | 12           | 12           | 22   | 16           | 18   | 10  | 24   | 64       | 5         | 3     | 1   |
|                                                 | 2%    | 2%     | 3%     | 3%        | 2%    | 3%    | 2%   | 5%               | 5%           | 3%           | 2%   | 2%           | 2%   | 2%  | 3%   | 3%       | 2%        | 2%    | 1%  |
|                                                 |       |        |        |           |       |       |      | j                | j            |              |      |              |      |     |      | r        |           |       |     |
|                                                 |       | 41%    | 58%    | 13%       | 13%   | 39%   | 34%  | 14%              | 16%          | 16%          | 30%  | 22%          | 24%  | 14% | 33%  | 88%      | 7%        | 4%    | 1%  |
| None of these                                   | 563   | 253    | 292    | 93        | 183   | 164   | 105  | 57               | 54           | 60           | 212  | 109          | 183  | 97  | 130  | 477      | 46        | 22    | 19  |
|                                                 | 19%   | 18%    | 19%    | 32%       | 31%   | 17%   | 9%   | 29%              | 21%          | 16%          | 17%  | 14%          | 24%  | 19% | 18%  | 19%      | 17%       | 15%   | 21% |
|                                                 |       |        |        | ef        | ef    | f     |      | hij              |              |              |      |              | kmn  | k   | k    | q        |           |       | q   |
|                                                 |       | 45%    | 52%    | 17%       | 33%   | 29%   | 19%  | 10%              | 10%          | 11%          | 38%  | 19%          | 33%  | 17% | 23%  | 85%      | 8%        | 4%    | 3%  |
| Don't know                                      | 93    | 41     | 33     | 22        | 21    | 24    | 14   | 3                | 4            | 5            | 7    | 8            | 16   | 7   | 29   | 79       | 6         | 5     | 3   |
|                                                 | 3%    | 3%     | 2%     | 7%        | 4%    | 3%    | 1%   | 1%               | 2%           | 1%           | 1%   | 1%           | 2%   | 1%  | 4%   | 3%       | 2%        | 3%    | 4%  |
|                                                 |       |        |        | def       | f     | f     |      |                  |              |              |      |              | k    |     | klm  |          |           |       |     |
|                                                 |       | 44%    | 36%    | 23%       | 22%   | 25%   | 15%  | 3%               | 4%           | 5%           | 7%   | 9%           | 18%  | 7%  | 31%  | 85%      | 7%        | 5%    | 4%  |

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                            |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| NOT ANSWERED [POSTAL ONLY] | 4     | *      | 3      | -         | -     | -     | *    | 1                | -            | -            | -    | -            | -    | -   | *    | 2        | -         | 1     | -   |
|                            | *%    | *%     | *%     | -%        | -%    | -%    | *%   | 1%               | -%           | -%           | -%   | -%           | -%   | -%  | *%   | *%       | -%        | 1%    | -%  |
|                            |       |        |        |           |       |       |      | j                |              |              |      |              |      |     |      |          |           | or    |     |
|                            |       | 6%     | 94%    | -%        | -%    | -%    | 6%   | 30%              | -%           | -%           | -%   | -%           | -%   | -%  | 6%   | 63%      | -%        | 37%   | -%  |
| ANY OF THESE               | 2340  | 1101   | 1213   | 176       | 383   | 750   | 991  | 133              | 194          | 298          | 1050 | 681          | 572  | 403 | 572  | 1932     | 218       | 122   | 68  |
|                            | 78%   | 79%    | 79%    | 60%       | 65%   | 80%   | 89%  | 69%              | 77%          | 82%          | 83%  | 85%          | 74%  | 80% | 78%  | 78%      | 81%       | 81%   | 75% |
|                            |       |        |        |           |       | cd    | cde  |                  | g            | g            | gh   | lmn          |      | l   | l    |          |           | r     |     |
|                            |       | 47%    | 52%    | 8%        | 16%   | 32%   | 42%  | 6%               | 8%           | 13%          | 45%  | 29%          | 24%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                       | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                           | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                 |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Freeview or Freeview Play                       | 1087  | 127             | 152        | 108        | 81        | 90        | 75          | 101           | 48         | 147        | 907      | 180   | 594            | 465         | 602               | 484          |
|                                                 | 36%   | 35%             | 35%        | 43%        | 37%       | 32%       | 36%         | 42%           | 37%        | 41%        | 35%      | 44%   | 34%            | 41%         | 40%               | 32%          |
|                                                 |       |                 |            | be         |           |           |             | e             |            | e          |          | j     |                | l           | o                 |              |
|                                                 |       | 12%             | 14%        | 10%        | 7%        | 8%        | 7%          | 9%            | 4%         | 13%        | 83%      | 17%   | 55%            | 43%         | 55%               | 45%          |
| Sky TV (with a monthly subscription)            | 786   | 69              | 121        | 55         | 58        | 65        | 56          | 62            | 38         | 97         | 646      | 141   | 521            | 247         | 452               | 335          |
|                                                 | 26%   | 19%             | 28%        | 22%        | 26%       | 23%       | 27%         | 26%           | 29%        | 27%        | 25%      | 34%   | 30%            | 22%         | 30%               | 22%          |
|                                                 |       |                 | a          |            | a         |           | a           | a             | ac         | a          |          | j     | m              |             | o                 |              |
|                                                 |       | 9%              | 15%        | 7%         | 7%        | 8%        | 7%          | 8%            | 5%         | 12%        | 82%      | 18%   | 66%            | 31%         | 57%               | 43%          |
| Virgin Media (cable TV subscription)            | 428   | 60              | 52         | 27         | 30        | 47        | 31          | 32            | 23         | 53         | 416      | 12    | 270            | 147         | 201               | 227          |
|                                                 | 14%   | 17%             | 12%        | 11%        | 13%       | 17%       | 15%         | 14%           | 18%        | 15%        | 16%      | 3%    | 15%            | 13%         | 13%               | 15%          |
|                                                 |       | c               |            |            | c         |           |             |               | bc         |            | k        |       | m              |             |                   |              |
|                                                 |       | 14%             | 12%        | 6%         | 7%        | 11%       | 7%          | 8%            | 5%         | 12%        | 97%      | 3%    | 63%            | 34%         | 47%               | 53%          |
| Freesat/ Sky TV (free service, no subscription) | 306   | 24              | 55         | 31         | 24        | 26        | 16          | 29            | 13         | 39         | 251      | 55    | 169            | 131         | 164               | 142          |
|                                                 | 10%   | 7%              | 13%        | 12%        | 11%       | 9%        | 8%          | 12%           | 10%        | 11%        | 10%      | 13%   | 10%            | 12%         | 11%               | 9%           |
|                                                 |       |                 | af         | a          | a         |           |             | a             |            |            |          | j     |                |             |                   |              |
|                                                 |       | 8%              | 18%        | 10%        | 8%        | 9%        | 5%          | 9%            | 4%         | 13%        | 82%      | 18%   | 55%            | 43%         | 54%               | 46%          |
| BT TV                                           | 196   | 13              | 34         | 27         | 17        | 20        | 14          | 7             | 6          | 31         | 146      | 50    | 117            | 75          | 125               | 71           |
|                                                 | 7%    | 4%              | 8%         | 11%        | 8%        | 7%        | 7%          | 3%            | 4%         | 9%         | 6%       | 12%   | 7%             | 7%          | 8%                | 5%           |
|                                                 |       |                 | ag         | agh        | ag        | ag        | g           |               |            | agh        |          | j     |                |             | o                 |              |
|                                                 |       | 7%              | 17%        | 14%        | 9%        | 10%       | 7%          | 4%            | 3%         | 16%        | 75%      | 25%   | 60%            | 38%         | 64%               | 36%          |
| TalkTalk TV/ EE TV/ Plusnet TV/ YouView         | 73    | 4               | 12         | 8          | 3         | 14        | 4           | 6             | 4          | 10         | 61       | 12    | 44             | 27          | 33                | 40           |
|                                                 | 2%    | 1%              | 3%         | 3%         | 1%        | 5%        | 2%          | 3%            | 3%         | 3%         | 2%       | 3%    | 3%             | 2%          | 2%                | 3%           |
|                                                 |       |                 |            |            | adf       |           |             |               |            |            |          |       |                |             |                   |              |
|                                                 |       | 6%              | 16%        | 11%        | 4%        | 19%       | 5%          | 8%            | 5%         | 14%        | 84%      | 16%   | 61%            | 37%         | 46%               | 54%          |
| None of these                                   | 563   | 106             | 73         | 38         | 45        | 57        | 32          | 45            | 21         | 59         | 514      | 49    | 327            | 204         | 197               | 367          |
|                                                 | 19%   | 29%             | 17%        | 15%        | 20%       | 20%       | 16%         | 19%           | 16%        | 16%        | 20%      | 12%   | 19%            | 18%         | 13%               | 24%          |
|                                                 |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       |                |             | n                 |              |
|                                                 |       | 19%             | 13%        | 7%         | 8%        | 10%       | 6%          | 8%            | 4%         | 10%        | 91%      | 9%    | 58%            | 36%         | 35%               | 65%          |

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Don't know                 | 93    | 10              | 14         | 9          | 3         | 11        | 7           | 7             | 4          | 13         | 86       | 7     | 33             | 30          | 32                | 61           |
|                            | 3%    | 3%              | 3%         | 4%         | 1%        | 4%        | 4%          | 3%            | 3%         | 4%         | 3%       | 2%    | 2%             | 3%          | 2%                | 4%           |
|                            |       |                 |            |            |           | d         |             |               |            | d          | k        |       |                |             |                   | n            |
|                            |       | 11%             | 15%        | 10%        | 3%        | 12%       | 8%          | 8%            | 4%         | 14%        | 92%      | 8%    | 35%            | 32%         | 34%               | 66%          |
| NOT ANSWERED [POSTAL ONLY] | 4     | 2               | -          | -          | -         | -         | -           | -             | -          | -          | 4        | -     | 1              | -           | *                 | 3            |
|                            | *%    | 1%              | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | *%       | -%    | *%             | -%          | *%                | *%           |
|                            |       | 63%             | -%         | -%         | -%        | -%        | -%          | -%            | -%         | -%         | 100%     | -%    | 18%            | -%          | 6%                | 94%          |
| ANY OF THESE               | 2340  | 241             | 347        | 205        | 172       | 213       | 169         | 188           | 107        | 290        | 1984     | 356   | 1383           | 897         | 1260              | 1079         |
|                            | 78%   | 67%             | 80%        | 81%        | 78%       | 76%       | 81%         | 78%           | 81%        | 80%        | 77%      | 86%   | 79%            | 79%         | 85%               | 71%          |
|                            |       |                 | a          | a          | a         | a         | a           | a             | a          | a          |          | j     |                |             | o                 |              |
|                            |       | 10%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 85%      | 15%   | 59%            | 38%         | 54%               | 46%          |

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                                 | Total | TV SERVICES |           |          |         |           |          |
|-------------------------------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                                                 |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                                                 |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
| Significance Level: 95%                         |       | a           | b         | c        | d       | e         | f        |
| Unweighted total                                | 5233  | 2461        | 2214      | 3966     | 3991    | 2172      | 5004     |
| Effective Weighted Sample                       | 3539  | 1661        | 1497      | 2748     | 2752    | 1500      | 3413     |
| Total                                           | 3000  | 1396        | 1269      | 2228     | 2243    | 1215      | 2832     |
|                                                 |       | 47%         | 42%       | 74%      | 75%     | 41%       | 94%      |
| Freeview or Freeview Play                       | 1087  | 299         | 1087      | 887      | 779     | 453       | 1087     |
|                                                 | 36%   | 21%         | 86%       | 40%      | 35%     | 37%       | 38%      |
|                                                 |       |             | acdef     | ad       | a       | a         | ad       |
|                                                 |       | 27%         | 100%      | 82%      | 72%     | 42%       | 100%     |
| Sky TV (with a monthly subscription)            | 786   | 786         | 155       | 663      | 664     | 331       | 786      |
|                                                 | 26%   | 56%         | 12%       | 30%      | 30%     | 27%       | 28%      |
|                                                 |       | bcdef       |           | b        | b       | b         | b        |
|                                                 |       | 100%        | 20%       | 84%      | 84%     | 42%       | 100%     |
| Virgin Media (cable TV subscription)            | 428   | 428         | 94        | 392      | 356     | 184       | 428      |
|                                                 | 14%   | 31%         | 7%        | 18%      | 16%     | 15%       | 15%      |
|                                                 |       | bcdef       |           | bef      | b       | b         | b        |
|                                                 |       | 100%        | 22%       | 92%      | 83%     | 43%       | 100%     |
| Freesat/ Sky TV (free service, no subscription) | 306   | 69          | 306       | 269      | 228     | 153       | 306      |
|                                                 | 10%   | 5%          | 24%       | 12%      | 10%     | 13%       | 11%      |
|                                                 |       |             | acdef     | ad       | a       | ad        | a        |
|                                                 |       | 23%         | 100%      | 88%      | 75%     | 50%       | 100%     |
| BT TV                                           | 196   | 196         | 95        | 182      | 170     | 87        | 196      |
|                                                 | 7%    | 14%         | 8%        | 8%       | 8%      | 7%        | 7%       |
|                                                 |       | bcdef       |           |          |         |           |          |
|                                                 |       | 100%        | 49%       | 93%      | 87%     | 45%       | 100%     |
| TalkTalk TV/ EE TV/ Plusnet TV/ YouView         | 73    | 73          | 22        | 59       | 64      | 35        | 73       |
|                                                 | 2%    | 5%          | 2%        | 3%       | 3%      | 3%        | 3%       |
|                                                 |       | bcdef       |           |          | b       | b         |          |
|                                                 |       | 100%        | 30%       | 80%      | 87%     | 48%       | 100%     |
| None of these                                   | 563   | -           | -         | 242      | 404     | 233       | 453      |
|                                                 | 19%   | -%          | -%        | 11%      | 18%     | 19%       | 16%      |
|                                                 |       |             |           | ab       | abcf    | abcf      | abc      |
|                                                 |       | -%          | -%        | 43%      | 72%     | 41%       | 80%      |

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



QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           |                               |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                               |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| Don't know                 | 93    | -                    | -                    | 22                    | 34        | 15                            | 38                     |
|                            | 3%    | -%                   | -%                   | 1%                    | 2%        | 1%                            | 1%                     |
|                            |       |                      |                      | ab                    | ab        | ab                            | ab                     |
|                            |       | -%                   | -%                   | 23%                   | 36%       | 16%                           | 41%                    |
| NOT ANSWERED [POSTAL ONLY] | 4     | -                    | -                    | *                     | -         | -                             | *                      |
|                            | *%    | -%                   | -%                   | *%                    | -%        | -%                            | *%                     |
|                            |       | -%                   | -%                   | 6%                    | -%        | -%                            | 6%                     |
| ANY OF THESE               | 2340  | 1396                 | 1269                 | 1963                  | 1806      | 967                           | 2340                   |
|                            | 78%   | 100%                 | 100%                 | 88%                   | 80%       | 80%                           | 83%                    |
|                            |       | cdef                 | cdef                 | def                   |           |                               | de                     |
|                            |       | 60%                  | 54%                  | 84%                   | 77%       | 41%                           | 100%                   |

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                      | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample             | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                 | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                       |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| BBC iPlayer                           | 1933  | 892    | 1020   | 175       | 347   | 636   | 751  | 79               | 116          | 234          | 988  | 645          | 534  | 312 | 373  | 1616     | 166       | 97    | 55  |
|                                       | 64%   | 64%    | 66%    | 60%       | 59%   | 68%   | 68%  | 41%              | 46%          | 65%          | 78%  | 81%          | 69%  | 62% | 51%  | 65%      | 61%       | 64%   | 61% |
|                                       |       |        |        |           |       | cd    | cd   |                  |              | gh           | ghi  | lmn          | mn   | n   |      |          |           |       |     |
|                                       |       | 46%    | 53%    | 9%        | 18%   | 33%   | 39%  | 4%               | 6%           | 12%          | 51%  | 33%          | 28%  | 16% | 19%  | 84%      | 9%        | 5%    | 3%  |
| ITV Hub or STV Player (free)          | 1484  | 651    | 817    | 138       | 269   | 482   | 581  | 66               | 96           | 192          | 756  | 472          | 394  | 273 | 305  | 1229     | 135       | 82    | 38  |
|                                       | 49%   | 47%    | 53%    | 47%       | 46%   | 51%   | 52%  | 34%              | 38%          | 53%          | 60%  | 59%          | 51%  | 54% | 42%  | 49%      | 50%       | 54%   | 42% |
|                                       |       |        | a      |           |       | d     | d    |                  |              | gh           | ghi  | ln           | n    | n   |      | r        | r         | r     |     |
|                                       |       | 44%    | 55%    | 9%        | 18%   | 32%   | 39%  | 4%               | 6%           | 13%          | 51%  | 32%          | 27%  | 18% | 21%  | 83%      | 9%        | 5%    | 3%  |
| All4 (free)                           | 1240  | 572    | 655    | 139       | 273   | 397   | 420  | 56               | 79           | 155          | 669  | 407          | 381  | 201 | 217  | 1036     | 108       | 66    | 30  |
|                                       | 41%   | 41%    | 42%    | 48%       | 47%   | 42%   | 38%  | 29%              | 32%          | 43%          | 53%  | 51%          | 49%  | 40% | 30%  | 42%      | 40%       | 44%   | 33% |
|                                       |       |        |        | f         | f     | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      | r        | r         | r     |     |
|                                       |       | 46%    | 53%    | 11%       | 22%   | 32%   | 34%  | 4%               | 6%           | 12%          | 54%  | 33%          | 31%  | 16% | 17%  | 84%      | 9%        | 5%    | 2%  |
| YouTube channels                      | 1215  | 609    | 586    | 173       | 297   | 414   | 315  | 71               | 96           | 151          | 586  | 325          | 370  | 208 | 262  | 1000     | 117       | 61    | 37  |
|                                       | 41%   | 44%    | 38%    | 59%       | 51%   | 44%   | 28%  | 37%              | 38%          | 42%          | 46%  | 41%          | 48%  | 41% | 36%  | 40%      | 44%       | 41%   | 41% |
|                                       |       | b      |        | def       | ef    | f     |      |                  |              |              | gh   | n            | kmn  |     |      |          |           |       |     |
|                                       |       | 50%    | 48%    | 14%       | 24%   | 34%   | 26%  | 6%               | 8%           | 12%          | 48%  | 27%          | 30%  | 17% | 22%  | 82%      | 10%       | 5%    | 3%  |
| My5                                   | 754   | 345    | 404    | 52        | 125   | 257   | 313  | 37               | 55           | 112          | 365  | 233          | 185  | 135 | 176  | 637      | 56        | 45    | 17  |
|                                       | 25%   | 25%    | 26%    | 18%       | 21%   | 27%   | 28%  | 19%              | 22%          | 31%          | 29%  | 29%          | 24%  | 27% | 24%  | 26%      | 21%       | 30%   | 18% |
|                                       |       |        |        |           |       | cd    | cd   |                  |              | gh           | gh   | ln           |      |     |      | r        |           | pr    |     |
|                                       |       | 46%    | 54%    | 7%        | 17%   | 34%   | 42%  | 5%               | 7%           | 15%          | 48%  | 31%          | 24%  | 18% | 23%  | 84%      | 7%        | 6%    | 2%  |
| Sky on Demand or Sky Go               | 546   | 266    | 275    | 38        | 120   | 214   | 168  | 24               | 29           | 64           | 313  | 184          | 136  | 113 | 98   | 435      | 57        | 38    | 16  |
|                                       | 18%   | 19%    | 18%    | 13%       | 20%   | 23%   | 15%  | 12%              | 12%          | 18%          | 25%  | 23%          | 18%  | 22% | 13%  | 17%      | 21%       | 25%   | 17% |
|                                       |       |        |        |           | cf    | cf    |      |                  |              | h            | ghi  | ln           | n    | ln  |      |          |           | or    |     |
|                                       |       | 49%    | 50%    | 7%        | 22%   | 39%   | 31%  | 4%               | 5%           | 12%          | 57%  | 34%          | 25%  | 21% | 18%  | 80%      | 11%       | 7%    | 3%  |
| Virgin TV Catch-up or Virgin Media Go | 268   | 120    | 146    | 16        | 44    | 78    | 128  | 14               | 18           | 37           | 126  | 79           | 60   | 59  | 62   | 225      | 29        | 9     | 6   |
|                                       | 9%    | 9%     | 9%     | 6%        | 8%    | 8%    | 12%  | 7%               | 7%           | 10%          | 10%  | 10%          | 8%   | 12% | 9%   | 9%       | 11%       | 6%    | 6%  |
|                                       |       |        |        |           |       | cde   |      |                  |              |              |      |              |      | l   |      | r        | qr        |       |     |
|                                       |       | 45%    | 54%    | 6%        | 16%   | 29%   | 48%  | 5%               | 7%           | 14%          | 47%  | 29%          | 22%  | 22% | 23%  | 84%      | 11%       | 4%    | 2%  |
| UKTV Play                             | 251   | 148    | 99     | 23        | 39    | 89    | 99   | 18               | 24           | 40           | 107  | 61           | 77   | 46  | 56   | 214      | 20        | 12    | 6   |
|                                       | 8%    | 11%    | 6%     | 8%        | 7%    | 9%    | 9%   | 9%               | 10%          | 11%          | 8%   | 8%           | 10%  | 9%  | 8%   | 9%       | 7%        | 8%    | 6%  |
|                                       |       | b      |        |           |       | d     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                       |       | 59%    | 39%    | 9%        | 15%   | 35%   | 39%  | 7%               | 10%          | 16%          | 43%  | 24%          | 31%  | 18% | 22%  | 85%      | 8%        | 5%    | 2%  |

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                       | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                           | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                 |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Discovery+ (formerly Dplay)                     | 130   | 67     | 61     | 8         | 22    | 46    | 53   | 7                | 7            | 23           | 70   | 39           | 29   | 34  | 24   | 104      | 16        | 7     | 3   |
|                                                 | 4%    | 5%     | 4%     | 3%        | 4%    | 5%    | 5%   | 4%               | 3%           | 6%           | 5%   | 5%           | 4%   | 7%  | 3%   | 4%       | 6%        | 5%    | 3%  |
|                                                 |       | 52%    | 47%    | 6%        | 17%   | 36%   | 41%  | 6%               | 6%           | 18%          | 54%  | 30%          | 22%  | 26% | 18%  | 80%      | 12%       | 6%    | 2%  |
| ITV Hub+ (premium paid service with no adverts) | 83    | 41     | 42     | 12        | 21    | 30    | 19   | 5                | 10           | 13           | 36   | 21           | 22   | 20  | 15   | 70       | 6         | 4     | 3   |
|                                                 | 3%    | 3%     | 3%     | 4%        | 4%    | 3%    | 2%   | 3%               | 4%           | 4%           | 3%   | 3%           | 3%   | 4%  | 2%   | 3%       | 2%        | 3%    | 3%  |
|                                                 |       | 49%    | 51%    | 15%       | 26%   | 36%   | 22%  | 6%               | 12%          | 16%          | 44%  | 26%          | 26%  | 24% | 18%  | 84%      | 7%        | 5%    | 3%  |
| All4+ (premium paid service with no adverts)    | 66    | 35     | 31     | 8         | 21    | 22    | 14   | 4                | 5            | 13           | 31   | 24           | 14   | 13  | 13   | 57       | 5         | 2     | 2   |
|                                                 | 2%    | 3%     | 2%     | 3%        | 4%    | 2%    | 1%   | 2%               | 2%           | 4%           | 2%   | 3%           | 2%   | 3%  | 2%   | 2%       | 2%        | 1%    | 3%  |
|                                                 |       | 53%    | 47%    | 11%       | 31%   | 33%   | 22%  | 6%               | 8%           | 20%          | 47%  | 36%          | 21%  | 20% | 19%  | 86%      | 7%        | 3%    | 3%  |
| S4C Clic (Welsh language service)               | 34    | 21     | 12     | 3         | 8     | 14    | 8    | 4                | 3            | 9            | 11   | 11           | 8    | 7   | 4    | 19       | *         | 13    | 1   |
|                                                 | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 2%               | 1%           | 2%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 0%        | 9%    | 1%  |
|                                                 |       | b      |        |           |       |       |      |                  |              | j            |      |              |      |     |      |          |           | opr   |     |
|                                                 |       | 62%    | 35%    | 10%       | 25%   | 40%   | 24%  | 11%              | 8%           | 26%          | 32%  | 32%          | 24%  | 20% | 12%  | 58%      | 0%        | 39%   | 3%  |
| None of these                                   | 451   | 218    | 217    | 35        | 79    | 109   | 208  | 62               | 62           | 59           | 93   | 69           | 87   | 80  | 169  | 371      | 44        | 19    | 17  |
|                                                 | 15%   | 16%    | 14%    | 12%       | 14%   | 12%   | 19%  | 32%              | 25%          | 16%          | 7%   | 9%           | 11%  | 16% | 23%  | 15%      | 16%       | 13%   | 19% |
|                                                 |       | 48%    | 48%    | 8%        | 18%   | 24%   | 46%  | 14%              | 14%          | 13%          | 21%  | 15%          | 19%  | 18% | 38%  | 82%      | 10%       | 4%    | 4%  |
| Don't know                                      | 124   | 54     | 53     | 14        | 16    | 32    | 44   | 5                | 11           | 13           | 9    | 7            | 16   | 16  | 43   | 105      | 9         | 5     | 4   |
|                                                 | 4%    | 4%     | 3%     | 5%        | 3%    | 3%    | 4%   | 2%               | 4%           | 4%           | 1%   | 1%           | 2%   | 3%  | 6%   | 4%       | 3%        | 3%    | 5%  |
|                                                 |       | 43%    | 43%    | 11%       | 13%   | 26%   | 36%  | 4%               | 9%           | 10%          | 7%   | 6%           | 13%  | 13% | 35%  | 85%      | 7%        | 4%    | 4%  |
| NOT ANSWERED [POSTAL ONLY]                      | 8     | 5      | 4      | -         | -     | *     | 6    | 1                | 2            | *            | 2    | *            | *    | 1   | 4    | 6        | -         | 2     | *   |
|                                                 | 0%    | 0%     | 0%     | 0%        | 0%    | 0%    | 1%   | 1%               | 1%           | 0%           | 0%   | 0%           | 0%   | 0%  | 1%   | 0%       | 0%        | 1%    | 0%  |
|                                                 |       | 58%    | 42%    | 0%        | 0%    | 1%    | 66%  | 13%              | 29%          | 1%           | 19%  | 3%           | 4%   | 12% | 48%  | 71%      | 0%        | 26%   | 2%  |

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |      |     |      | NATION      |              |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|------------------|------------------|------|--------------|------|-----|------|-------------|--------------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h                | i                | j    | k            | l    | m   | n    | o           | p            | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417              | 678              | 2198 | 1379         | 1694 | 634 | 1268 | 3385        | 564          | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277              | 455              | 1528 | 983          | 1230 | 442 | 886  | 2753        | 329          | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251              | 363              | 1268 | 797          | 771  | 507 | 731  | 2490        | 270          | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%               | 12%              | 42%  | 27%          | 26%  | 17% | 24%  | 83%         | 9%           | 5%    | 3%  |
| ANY OF THESE              | 2417  | 1119   | 1268   | 243       | 491   | 797   | 852  | 126              | 176              | 291              | 1165 | 721          | 668  | 410 | 515  | 2008        | 217          | 124   | 68  |
|                           | 81%   | 80%    | 82%    | 83%       | 84%   | 85%   | 77%  | 65%              | 70%              | 80%              | 92%  | 90%          | 87%  | 81% | 70%  | 81%         | 80%          | 83%   | 76% |
|                           |       |        |        | f         | f     | f     |      |                  |                  | gh               | ghi  | lmn          | mn   | n   |      | r           |              | r     |     |
|                           |       | 46%    | 52%    | 10%       | 20%   | 33%   | 35%  | 5%               | 7%               | 12%              | 48%  | 30%          | 28%  | 17% | 21%  | 83%         | 9%           | 5%    | 3%  |

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                      | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample             | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                 | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                       |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| BBC iPlayer                           | 1933  | 247             | 291        | 171        | 156       | 164       | 140         | 140           | 91         | 217        | 1634     | 299   | 1231           | 665         | 1086              | 847          |
|                                       | 64%   | 69%             | 67%        | 68%        | 71%       | 58%       | 67%         | 58%           | 69%        | 60%        | 63%      | 72%   | 71%            | 59%         | 73%               | 56%          |
|                                       |       | egi             | eg         | egi        | egi       |           | eg          |               | egi        |            |          | j     | m              |             | o                 |              |
|                                       |       | 13%             | 15%        | 9%         | 8%        | 8%        | 7%          | 7%            | 5%         | 11%        | 85%      | 15%   | 64%            | 34%         | 56%               | 44%          |
| ITV Hub or STV Player (free)          | 1484  | 166             | 214        | 135        | 119       | 127       | 112         | 114           | 66         | 176        | 1257     | 228   | 942            | 516         | 817               | 667          |
|                                       | 49%   | 46%             | 49%        | 54%        | 54%       | 45%       | 53%         | 48%           | 50%        | 49%        | 49%      | 55%   | 54%            | 46%         | 55%               | 44%          |
|                                       |       |                 |            | e          | ae        |           | e           |               |            |            |          | j     | m              |             | o                 |              |
|                                       |       | 11%             | 14%        | 9%         | 8%        | 9%        | 8%          | 8%            | 4%         | 12%        | 85%      | 15%   | 63%            | 35%         | 55%               | 45%          |
| All4 (free)                           | 1240  | 152             | 184        | 117        | 108       | 98        | 82          | 104           | 50         | 143        | 1057     | 183   | 827            | 396         | 661               | 579          |
|                                       | 41%   | 42%             | 42%        | 46%        | 49%       | 35%       | 39%         | 43%           | 38%        | 39%        | 41%      | 44%   | 47%            | 35%         | 44%               | 38%          |
|                                       |       | e               | e          | eh         | efhi      |           |             | e             |            |            |          |       | m              |             | o                 |              |
|                                       |       | 12%             | 15%        | 9%         | 9%        | 8%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 67%            | 32%         | 53%               | 47%          |
| YouTube channels                      | 1215  | 171             | 172        | 95         | 93        | 112       | 79          | 92            | 55         | 132        | 1077     | 138   | 809            | 378         | 556               | 659          |
|                                       | 41%   | 48%             | 39%        | 38%        | 42%       | 40%       | 38%         | 38%           | 42%        | 36%        | 42%      | 34%   | 46%            | 33%         | 37%               | 44%          |
|                                       |       | bcefgi          |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |              |
|                                       |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 89%      | 11%   | 67%            | 31%         | 46%               | 54%          |
| My5                                   | 754   | 68              | 124        | 83         | 64        | 63        | 44          | 72            | 33         | 86         | 627      | 127   | 467            | 269         | 421               | 332          |
|                                       | 25%   | 19%             | 29%        | 33%        | 29%       | 22%       | 21%         | 30%           | 25%        | 24%        | 24%      | 31%   | 27%            | 24%         | 28%               | 22%          |
|                                       |       |                 | af         | aeefhi     | af        |           |             | aef           |            |            |          | j     | m              |             | o                 |              |
|                                       |       | 9%              | 17%        | 11%        | 8%        | 8%        | 6%          | 9%            | 4%         | 11%        | 83%      | 17%   | 62%            | 36%         | 56%               | 44%          |
| Sky on Demand or Sky Go               | 546   | 54              | 87         | 38         | 40        | 46        | 40          | 38            | 31         | 60         | 473      | 72    | 391            | 144         | 311               | 235          |
|                                       | 18%   | 15%             | 20%        | 15%        | 18%       | 16%       | 19%         | 16%           | 24%        | 17%        | 18%      | 18%   | 22%            | 13%         | 21%               | 16%          |
|                                       |       |                 |            |            |           |           |             |               | acegi      |            |          |       | m              |             | o                 |              |
|                                       |       | 10%             | 16%        | 7%         | 7%        | 8%        | 7%          | 7%            | 6%         | 11%        | 87%      | 13%   | 72%            | 26%         | 57%               | 43%          |
| Virgin TV Catch-up or Virgin Media Go | 268   | 33              | 34         | 18         | 19        | 28        | 23          | 18            | 14         | 38         | 262      | 6     | 171            | 94          | 132               | 137          |
|                                       | 9%    | 9%              | 8%         | 7%         | 9%        | 10%       | 11%         | 7%            | 11%        | 10%        | 10%      | 2%    | 10%            | 8%          | 9%                | 9%           |
|                                       |       | 12%             | 13%        | 7%         | 7%        | 10%       | 8%          | 7%            | 5%         | 14%        | 98%      | 2%    | 64%            | 35%         | 49%               | 51%          |
| UKTV Play                             | 251   | 19              | 40         | 29         | 23        | 26        | 14          | 21            | 10         | 32         | 214      | 37    | 149            | 96          | 127               | 124          |
|                                       | 8%    | 5%              | 9%         | 11%        | 10%       | 9%        | 7%          | 9%            | 8%         | 9%         | 8%       | 9%    | 9%             | 8%          | 9%                | 8%           |
|                                       |       | 8%              | 16%        | 11%        | 9%        | 11%       | 6%          | 8%            | 4%         | 13%        | 85%      | 15%   | 59%            | 38%         | 51%               | 49%          |

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                       | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                           | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                 |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Discovery+ (formerly Dplay)                     | 130   | 7               | 23         | 11         | 12        | 10        | 7           | 11            | 8          | 16         | 108      | 22    | 87             | 41          | 72                | 58           |
|                                                 | 4%    | 2%              | 5%         | 4%         | 5%        | 4%        | 3%          | 5%            | 6%         | 4%         | 4%       | 5%    | 5%             | 4%          | 5%                | 4%           |
|                                                 |       | a               | a          | a          | a         | a         | a           | a             | a          | a          |          |       |                |             |                   |              |
|                                                 |       | 5%              | 18%        | 8%         | 9%        | 8%        | 5%          | 9%            | 6%         | 12%        | 83%      | 17%   | 67%            | 32%         | 55%               | 45%          |
| ITV Hub+ (premium paid service with no adverts) | 83    | 10              | 11         | 5          | 7         | 9         | 6           | 7             | 6          | 11         | 75       | 8     | 57             | 24          | 32                | 51           |
|                                                 | 3%    | 3%              | 2%         | 2%         | 3%        | 3%        | 3%          | 3%            | 4%         | 3%         | 3%       | 2%    | 3%             | 2%          | 2%                | 3%           |
|                                                 |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   | n            |
|                                                 |       | 12%             | 13%        | 5%         | 8%        | 11%       | 7%          | 8%            | 7%         | 13%        | 91%      | 9%    | 69%            | 29%         | 38%               | 62%          |
| All4+ (premium paid service with no adverts)    | 66    | 1               | 16         | 5          | 9         | 7         | 4           | 4             | 2          | 10         | 59       | 8     | 45             | 19          | 35                | 32           |
|                                                 | 2%    | *%              | 4%         | 2%         | 4%        | 2%        | 2%          | 1%            | 1%         | 3%         | 2%       | 2%    | 3%             | 2%          | 2%                | 2%           |
|                                                 |       | a               | a          | a          | agh       | a         | a           | a             | a          | a          |          |       |                |             |                   |              |
|                                                 |       | 1%              | 24%        | 8%         | 13%       | 11%       | 6%          | 5%            | 3%         | 16%        | 88%      | 12%   | 67%            | 28%         | 53%               | 47%          |
| S4C Clic (Welsh language service)               | 34    | -               | 4          | 2          | 2         | 1         | 1           | 1             | 1          | 8          | 29       | 5     | 20             | 12          | 14                | 20           |
|                                                 | 1%    | -%              | 1%         | 1%         | 1%        | *%        | 1%          | 1%            | 1%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                 |       |                 |            |            |           |           |             |               |            | a          |          |       |                |             |                   |              |
|                                                 |       | -%              | 11%        | 6%         | 5%        | 3%        | 4%          | 4%            | 2%         | 23%        | 85%      | 15%   | 61%            | 36%         | 41%               | 59%          |
| None of these                                   | 451   | 48              | 61         | 39         | 24        | 50        | 23          | 41            | 17         | 68         | 400      | 51    | 184            | 236         | 175               | 276          |
|                                                 | 15%   | 13%             | 14%        | 16%        | 11%       | 18%       | 11%         | 17%           | 13%        | 19%        | 15%      | 12%   | 11%            | 21%         | 12%               | 18%          |
|                                                 |       |                 |            |            |           | df        |             | df            |            | dfh        |          |       |                | l           |                   | n            |
|                                                 |       | 11%             | 13%        | 9%         | 5%        | 11%       | 5%          | 9%            | 4%         | 15%        | 89%      | 11%   | 41%            | 52%         | 39%               | 61%          |
| Don't know                                      | 124   | 7               | 20         | 12         | 3         | 18        | 10          | 16            | 4          | 14         | 109      | 15    | 40             | 54          | 54                | 70           |
|                                                 | 4%    | 2%              | 5%         | 5%         | 1%        | 6%        | 5%          | 7%            | 3%         | 4%         | 4%       | 4%    | 2%             | 5%          | 4%                | 5%           |
|                                                 |       |                 | ad         | d          |           | ad        | ad          | ad            |            | d          |          |       |                | l           |                   |              |
|                                                 |       | 6%              | 16%        | 10%        | 2%        | 15%       | 8%          | 13%           | 4%         | 12%        | 88%      | 12%   | 32%            | 44%         | 43%               | 57%          |
| NOT ANSWERED [POSTAL ONLY]                      | 8     | 2               | -          | -          | -         | 2         | -           | 1             | -          | 2          | 8        | *     | 1              | 4           | 2                 | 7            |
|                                                 | *%    | *%              | -%         | -%         | -%        | 1%        | -%          | *%            | -%         | *%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                                 |       | 20%             | -%         | -%         | -%        | 18%       | -%          | 12%           | -%         | 21%        | 97%      | 3%    | 16%            | 51%         | 20%               | 80%          |

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                           |       | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   | Total | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| ANY OF THESE              | 2417  | 302             | 354        | 201        | 193       | 212       | 175         | 182           | 111        | 278        | 2071     | 346   | 1519           | 837         | 1258              | 1158        |
|                           | 81%   | 84%             | 81%        | 80%        | 88%       | 75%       | 84%         | 76%           | 84%        | 77%        | 80%      | 84%   | 87%            | 74%         | 85%               | 77%         |
|                           |       | egi             |            |            | bcegi     |           | egi         |               | egi        |            |          | j     | m              |             | o                 |             |
|                           |       | 12%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 63%            | 35%         | 52%               | 48%         |

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                       | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                       |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%               |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                      | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample             | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                                 | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                                       |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| BBC iPlayer                           | 1933  | 1026            | 969             | 1933             | 1649 | 921                      | 1933              |
|                                       | 64%   | 74%             | 76%             | 87%              | 74%  | 76%                      | 68%               |
|                                       |       | f               | df              | abdef            | f    | f                        |                   |
|                                       |       | 53%             | 50%             | 100%             | 85%  | 48%                      | 100%              |
| ITV Hub or STV Player (free)          | 1484  | 783             | 757             | 1484             | 1295 | 756                      | 1484              |
|                                       | 49%   | 56%             | 60%             | 67%              | 58%  | 62%                      | 52%               |
|                                       |       | f               | af              | abdef            | f    | adf                      |                   |
|                                       |       | 53%             | 51%             | 100%             | 87%  | 51%                      | 100%              |
| All4 (free)                           | 1240  | 602             | 659             | 1240             | 1100 | 669                      | 1240              |
|                                       | 41%   | 43%             | 52%             | 56%              | 49%  | 55%                      | 44%               |
|                                       |       | af              | abdf            | abdf             | af   | adf                      |                   |
|                                       |       | 49%             | 53%             | 100%             | 89%  | 54%                      | 100%              |
| YouTube channels                      | 1215  | 582             | 542             | 1034             | 1076 | 1215                     | 1215              |
|                                       | 41%   | 42%             | 43%             | 46%              | 48%  | 100%                     | 43%               |
|                                       |       |                 |                 | abf              | abf  | abcdf                    |                   |
|                                       |       | 48%             | 45%             | 85%              | 89%  | 100%                     | 100%              |
| My5                                   | 754   | 377             | 439             | 754              | 644  | 408                      | 754               |
|                                       | 25%   | 27%             | 35%             | 34%              | 29%  | 34%                      | 27%               |
|                                       |       |                 | adf             | adf              |      | adf                      |                   |
|                                       |       | 50%             | 58%             | 100%             | 85%  | 54%                      | 100%              |
| Sky on Demand or Sky Go               | 546   | 511             | 135             | 546              | 505  | 268                      | 546               |
|                                       | 18%   | 37%             | 11%             | 25%              | 23%  | 22%                      | 19%               |
|                                       |       | bcdef           |                 | bf               | bf   | bf                       | b                 |
|                                       |       | 94%             | 25%             | 100%             | 93%  | 49%                      | 100%              |
| Virgin TV Catch-up or Virgin Media Go | 268   | 263             | 73              | 268              | 234  | 128                      | 268               |
|                                       | 9%    | 19%             | 6%              | 12%              | 10%  | 10%                      | 9%                |
|                                       |       | bcdef           |                 | bf               | b    | b                        | b                 |
|                                       |       | 98%             | 27%             | 100%             | 87%  | 48%                      | 100%              |
| UKTV Play                             | 251   | 131             | 156             | 251              | 219  | 154                      | 251               |
|                                       | 8%    | 9%              | 12%             | 11%              | 10%  | 13%                      | 9%                |
|                                       |       |                 | adf             | af               |      | adf                      |                   |
|                                       |       | 52%             | 62%             | 100%             | 87%  | 61%                      | 100%              |

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



**QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)**

Base : All respondents

|                                                 | Total | TV SERVICES          |                      |                       |           |                               |                        |
|-------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                                 |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                         |       |                      |                      |                       |           |                               |                        |
| Unweighted total                                | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample                       | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                                           | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                                                 |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| Discovery+ (formerly Dplay)                     | 130   | 105                  | 55                   | 130                   | 119       | 86                            | 130                    |
|                                                 | 4%    | 8%                   | 4%                   | 6%                    | 5%        | 7%                            | 5%                     |
|                                                 |       | bcd                  |                      | bf                    |           | bdf                           |                        |
|                                                 |       | 81%                  | 43%                  | 100%                  | 92%       | 66%                           | 100%                   |
| ITV Hub+ (premium paid service with no adverts) | 83    | 57                   | 31                   | 79                    | 83        | 40                            | 83                     |
|                                                 | 3%    | 4%                   | 2%                   | 4%                    | 4%        | 3%                            | 3%                     |
|                                                 |       | bf                   |                      | b                     |           |                               |                        |
|                                                 |       | 69%                  | 38%                  | 95%                   | 100%      | 48%                           | 100%                   |
| All4+ (premium paid service with no adverts)    | 66    | 40                   | 30                   | 63                    | 66        | 42                            | 66                     |
|                                                 | 2%    | 3%                   | 2%                   | 3%                    | 3%        | 3%                            | 2%                     |
|                                                 |       |                      |                      |                       |           | f                             |                        |
|                                                 |       | 61%                  | 45%                  | 95%                   | 100%      | 63%                           | 100%                   |
| S4C Clic (Welsh language service)               | 34    | 20                   | 17                   | 34                    | 27        | 18                            | 34                     |
|                                                 | 1%    | 1%                   | 1%                   | 2%                    | 1%        | 1%                            | 1%                     |
|                                                 |       | 60%                  | 51%                  | 100%                  | 79%       | 53%                           | 100%                   |
| None of these                                   | 451   | 99                   | 149                  | -                     | 181       | -                             | 338                    |
|                                                 | 15%   | 7%                   | 12%                  | -%                    | 8%        | -%                            | 12%                    |
|                                                 |       | ce                   | acde                 |                       | ce        |                               | acde                   |
|                                                 |       | 22%                  | 33%                  | -%                    | 40%       | -%                            | 75%                    |
| Don't know                                      | 124   | 38                   | 27                   | -                     | 29        | -                             | 72                     |
|                                                 | 4%    | 3%                   | 2%                   | -%                    | 1%        | -%                            | 3%                     |
|                                                 |       | cde                  | cde                  |                       | ce        |                               | cde                    |
|                                                 |       | 31%                  | 21%                  | -%                    | 24%       | -%                            | 58%                    |
| NOT ANSWERED [POSTAL ONLY]                      | 8     | 2                    | 4                    | -                     | 1         | -                             | 6                      |
|                                                 | *%    | *%                   | *%                   | -%                    | *%        | -%                            | *%                     |
|                                                 |       | c                    | cde                  |                       |           |                               | c                      |
|                                                 |       | 27%                  | 43%                  | -%                    | 8%        | -%                            | 67%                    |

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                           | TV SERVICES |                      |                      |                       |           |      | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|---------------------------|-------------|----------------------|----------------------|-----------------------|-----------|------|--------------------------|-------------------|
|                           | Total       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d |      |                          |                   |
| Significance Level: 95%   |             |                      |                      |                       |           |      |                          |                   |
| Unweighted total          | 5233        | 2461                 | 2214                 | 3966                  | 3991      | 2172 | 5004                     |                   |
| Effective Weighted Sample | 3539        | 1661                 | 1497                 | 2748                  | 2752      | 1500 | 3413                     |                   |
| Total                     | 3000        | 1396                 | 1269                 | 2228                  | 2243      | 1215 | 2832                     |                   |
|                           |             | 47%                  | 42%                  | 74%                   | 75%       | 41%  | 94%                      |                   |
| ANY OF THESE              | 2417        | 1256                 | 1090                 | 2228                  | 2033      | 1215 | 2417                     |                   |
|                           | 81%         | 90%                  | 86%                  | 100%                  | 91%       | 100% | 85%                      |                   |
|                           |             | bf                   |                      | abdf                  | bf        | abdf |                          |                   |
|                           |             | 52%                  | 45%                  | 92%                   | 84%       | 50%  | 100%                     |                   |

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                       | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                           | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                 |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Netflix                                         | 1969  | 889    | 1058   | 247       | 483   | 691   | 528  | 97               | 121          | 232          | 1003 | 594          | 583  | 337 | 383  | 1611     | 194       | 103   | 60  |
|                                                 | 66%   | 64%    | 69%    | 85%       | 82%   | 74%   | 48%  | 50%              | 48%          | 64%          | 79%  | 74%          | 76%  | 66% | 52%  | 65%      | 72%       | 69%   | 67% |
|                                                 |       | a      | a      | ef        | ef    | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      |          | o         |       |     |
|                                                 |       | 45%    | 54%    | 13%       | 25%   | 35%   | 27%  | 5%               | 6%           | 12%          | 51%  | 30%          | 30%  | 17% | 19%  | 82%      | 10%       | 5%    | 3%  |
| Amazon Prime Video                              | 1596  | 749    | 834    | 189       | 386   | 567   | 443  | 68               | 100          | 186          | 862  | 510          | 483  | 284 | 270  | 1323     | 152       | 82    | 40  |
|                                                 | 53%   | 54%    | 54%    | 65%       | 66%   | 60%   | 40%  | 35%              | 40%          | 51%          | 68%  | 64%          | 63%  | 56% | 37%  | 53%      | 56%       | 54%   | 44% |
|                                                 |       |        |        | f         | ef    | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      | r        | r         | r     |     |
|                                                 |       | 47%    | 52%    | 12%       | 24%   | 36%   | 28%  | 4%               | 6%           | 12%          | 54%  | 32%          | 30%  | 18% | 17%  | 83%      | 10%       | 5%    | 2%  |
| Disney+                                         | 800   | 341    | 453    | 138       | 256   | 303   | 98   | 40               | 59           | 92           | 436  | 225          | 271  | 128 | 150  | 656      | 72        | 47    | 24  |
|                                                 | 27%   | 24%    | 29%    | 47%       | 44%   | 32%   | 9%   | 20%              | 24%          | 25%          | 34%  | 28%          | 35%  | 25% | 21%  | 26%      | 27%       | 32%   | 27% |
|                                                 |       |        | a      | ef        | ef    | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          |           | o     |     |
|                                                 |       | 43%    | 57%    | 17%       | 32%   | 38%   | 12%  | 5%               | 7%           | 11%          | 55%  | 28%          | 34%  | 16% | 19%  | 82%      | 9%        | 6%    | 3%  |
| NOW TV Entertainment Pass or NOW TV Cinema Pass | 266   | 121    | 145    | 29        | 80    | 100   | 55   | 12               | 22           | 38           | 146  | 78           | 89   | 47  | 48   | 230      | 18        | 13    | 5   |
|                                                 | 9%    | 9%     | 9%     | 10%       | 14%   | 11%   | 5%   | 6%               | 9%           | 10%          | 12%  | 10%          | 12%  | 9%  | 7%   | 9%       | 7%        | 9%    | 6%  |
|                                                 |       |        |        | f         | ef    | f     |      |                  |              |              | g    | n            | n    |     |      | r        |           |       |     |
|                                                 |       | 45%    | 55%    | 11%       | 30%   | 37%   | 21%  | 4%               | 8%           | 14%          | 55%  | 29%          | 34%  | 18% | 18%  | 86%      | 7%        | 5%    | 2%  |
| Apple TV+                                       | 222   | 114    | 107    | 30        | 54    | 98    | 38   | 6                | 10           | 26           | 143  | 84           | 76   | 30  | 23   | 187      | 21        | 8     | 7   |
|                                                 | 7%    | 8%     | 7%     | 10%       | 9%    | 10%   | 3%   | 3%               | 4%           | 7%           | 11%  | 11%          | 10%  | 6%  | 3%   | 8%       | 8%        | 5%    | 7%  |
|                                                 |       |        |        | f         | f     | f     |      |                  |              | g            | ghi  | mn           | mn   | n   |      |          |           |       |     |
|                                                 |       | 51%    | 48%    | 13%       | 24%   | 44%   | 17%  | 3%               | 4%           | 12%          | 64%  | 38%          | 34%  | 14% | 10%  | 84%      | 9%        | 3%    | 3%  |
| Britbox                                         | 72    | 40     | 32     | 12        | 16    | 17    | 27   | 6                | 7            | 13           | 31   | 25           | 23   | 11  | 11   | 63       | 6         | 2     | 1   |
|                                                 | 2%    | 3%     | 2%     | 4%        | 3%    | 2%    | 2%   | 3%               | 3%           | 4%           | 2%   | 3%           | 3%   | 2%  | 2%   | 3%       | 2%        | 2%    | 1%  |
|                                                 |       |        |        | e         |       |       |      |                  |              |              |      | n            | n    |     |      |          |           |       |     |
|                                                 |       | 55%    | 45%    | 17%       | 23%   | 23%   | 37%  | 8%               | 9%           | 18%          | 42%  | 34%          | 31%  | 15% | 15%  | 87%      | 8%        | 3%    | 2%  |
| Acorn TV                                        | 12    | 6      | 6      | 1         | 3     | 5     | 3    | 1                | 1            | 4            | 4    | 4            | 1    | 3   | 3    | 11       | -         | *     | *   |
|                                                 | *%    | *%     | *%     | *%        | 1%    | 1%    | *%   | 1%               | 1%           | 1%           | *%   | *%           | *%   | 1%  | *%   | *%       | -%        | *%    | *%  |
|                                                 |       |        |        |           |       |       |      |                  |              | j            |      |              |      | l   |      |          |           |       |     |
|                                                 |       | 51%    | 49%    | 7%        | 28%   | 42%   | 22%  | 9%               | 13%          | 34%          | 31%  | 34%          | 5%   | 25% | 23%  | 96%      | -%        | 1%    | 3%  |
| None of these                                   | 670   | 328    | 325    | 21        | 49    | 141   | 430  | 79               | 95           | 80           | 154  | 134          | 120  | 100 | 253  | 561      | 58        | 29    | 22  |
|                                                 | 22%   | 24%    | 21%    | 7%        | 8%    | 15%   | 39%  | 41%              | 38%          | 22%          | 12%  | 17%          | 16%  | 20% | 35%  | 23%      | 21%       | 19%   | 25% |
|                                                 |       |        |        |           |       | cd    | cde  | ij               |              | j            |      |              |      | l   | klm  |          |           |       |     |
|                                                 |       | 49%    | 48%    | 3%        | 7%    | 21%   | 64%  | 12%              | 14%          | 12%          | 23%  | 20%          | 18%  | 15% | 38%  | 84%      | 9%        | 4%    | 3%  |

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                 | 85    | 37     | 25     | 12        | 20    | 21    | 16   | 2                | 1            | 9            | 5    | 4            | 7    | 13  | 24   | 76       | 3         | 3     | 3   |
|                            | 3%    | 3%     | 2%     | 4%        | 3%    | 2%    | 1%   | 1%               | 1%           | 2%           | 1%   | 1%           | 1%   | 2%  | 3%   | 3%       | 1%        | 2%    | 4%  |
|                            |       | b      |        | ef        | f     |       |      |                  |              | hj           |      |              |      | kl  | kl   | p        |           |       | p   |
|                            |       | 44%    | 30%    | 15%       | 24%   | 25%   | 19%  | 3%               | 1%           | 10%          | 5%   | 5%           | 9%   | 15% | 28%  | 90%      | 3%        | 3%    | 4%  |
| NOT ANSWERED [POSTAL ONLY] | 13    | 7      | 6      | -         | -     | -     | 7    | 2                | 4            | -            | 1    | *            | 3    | 1   | 4    | 11       | -         | 2     | *   |
|                            | 1%    | 1%     | 1%     | 0%        | 0%    | 0%    | 1%   | 1%               | 2%           | 0%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 0%        | 1%    | 1%  |
|                            |       |        |        |           |       |       | de   | ij               | ij           |              |      |              |      |     | k    |          |           | op    |     |
|                            |       | 54%    | 46%    | 0%        | 0%    | 0%    | 54%  | 15%              | 34%          | 0%           | 9%   | 1%           | 20%  | 6%  | 34%  | 84%      | 0%        | 14%   | 2%  |
| ANY OF THESE               | 2232  | 1023   | 1186   | 259       | 517   | 776   | 657  | 111              | 151          | 274          | 1109 | 659          | 642  | 394 | 451  | 1843     | 209       | 116   | 64  |
|                            | 74%   | 73%    | 77%    | 89%       | 88%   | 83%   | 59%  | 57%              | 60%          | 76%          | 87%  | 83%          | 83%  | 78% | 62%  | 74%      | 77%       | 78%   | 71% |
|                            |       |        | a      | ef        | ef    | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      |          |           | r     |     |
|                            |       | 46%    | 53%    | 12%       | 23%   | 35%   | 29%  | 5%               | 7%           | 12%          | 50%  | 30%          | 29%  | 18% | 20%  | 83%      | 9%        | 5%    | 3%  |

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                       | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                           | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                 |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Netflix                                         | 1969  | 270             | 266        | 154        | 142       | 178       | 133         | 152           | 89         | 228        | 1716     | 253   | 1354           | 571         | 968               | 1001         |
|                                                 | 66%   | 75%             | 61%        | 61%        | 65%       | 63%       | 64%         | 63%           | 68%        | 63%        | 66%      | 61%   | 78%            | 51%         | 65%               | 66%          |
|                                                 |       | bcdefghi        |            |            |           |           |             |               |            |            | k        |       | m              |             |                   |              |
|                                                 |       | 14%             | 13%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 69%            | 29%         | 49%               | 51%          |
| Amazon Prime Video                              | 1596  | 213             | 217        | 133        | 125       | 128       | 128         | 127           | 64         | 189        | 1379     | 217   | 1115           | 460         | 829               | 767          |
|                                                 | 53%   | 59%             | 50%        | 53%        | 57%       | 45%       | 61%         | 53%           | 49%        | 52%        | 53%      | 53%   | 64%            | 41%         | 56%               | 51%          |
|                                                 |       | beh             |            |            | eh        |           | bceghi      |               |            |            |          |       | m              |             | o                 |              |
|                                                 |       | 13%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 86%      | 14%   | 70%            | 29%         | 52%               | 48%          |
| Disney+                                         | 800   | 94              | 109        | 64         | 63        | 67        | 60          | 64            | 41         | 94         | 714      | 86    | 598            | 193         | 367               | 433          |
|                                                 | 27%   | 26%             | 25%        | 25%        | 29%       | 24%       | 29%         | 26%           | 31%        | 26%        | 28%      | 21%   | 34%            | 17%         | 25%               | 29%          |
|                                                 |       |                 |            |            |           |           |             |               | e          |            | k        |       | m              |             | n                 |              |
|                                                 |       |                 | 12%        | 14%        | 8%        | 8%        | 8%          | 8%            | 5%         | 12%        | 89%      | 11%   | 75%            | 24%         | 46%               | 54%          |
| NOW TV Entertainment Pass or NOW TV Cinema Pass | 266   | 29              | 39         | 32         | 18        | 32        | 22          | 15            | 12         | 31         | 239      | 27    | 203            | 59          | 123               | 143          |
|                                                 | 9%    | 8%              | 9%         | 13%        | 8%        | 12%       | 11%         | 6%            | 9%         | 9%         | 9%       | 7%    | 12%            | 5%          | 8%                | 9%           |
|                                                 |       |                 |            | g          |           | g         | g           |               |            |            | k        |       | m              |             |                   |              |
|                                                 |       | 11%             | 15%        | 12%        | 7%        | 12%       | 8%          | 5%            | 5%         | 12%        | 90%      | 10%   | 76%            | 22%         | 46%               | 54%          |
| Apple TV+                                       | 222   | 27              | 41         | 20         | 15        | 22        | 13          | 18            | 6          | 25         | 194      | 28    | 167            | 52          | 127               | 96           |
|                                                 | 7%    | 7%              | 9%         | 8%         | 7%        | 8%        | 6%          | 8%            | 5%         | 7%         | 8%       | 7%    | 10%            | 5%          | 8%                | 6%           |
|                                                 |       |                 | h          |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                 |       | 12%             | 18%        | 9%         | 7%        | 10%       | 6%          | 8%            | 3%         | 11%        | 87%      | 13%   | 75%            | 23%         | 57%               | 43%          |
| Britbox                                         | 72    | 5               | 7          | 10         | 3         | 5         | 5           | 6             | 2          | 19         | 65       | 7     | 38             | 33          | 43                | 29           |
|                                                 | 2%    | 1%              | 2%         | 4%         | 1%        | 2%        | 2%          | 3%            | 2%         | 5%         | 3%       | 2%    | 2%             | 3%          | 3%                | 2%           |
|                                                 |       |                 |            | a          |           |           |             |               |            | abdeh      |          |       |                |             |                   |              |
|                                                 |       | 7%              | 9%         | 13%        | 4%        | 8%        | 7%          | 9%            | 3%         | 26%        | 90%      | 10%   | 53%            | 45%         | 60%               | 40%          |
| Acorn TV                                        | 12    | -               | 3          | 1          | 1         | -         | 1           | 1             | -          | 5          | 10       | 2     | 7              | 4           | 4                 | 8            |
|                                                 | *%    | -%              | 1%         | *%         | *%        | -%        | *%          | 1%            | -%         | 1%         | *%       | *%    | *%             | *%          | *%                | 1%           |
|                                                 |       |                 |            |            |           |           |             |               |            | ae         |          |       |                |             |                   |              |
|                                                 |       | -%              | 26%        | 8%         | 7%        | -%        | 6%          | 11%           | -%         | 39%        | 84%      | 16%   | 62%            | 35%         | 30%               | 70%          |
| None of these                                   | 670   | 58              | 105        | 61         | 58        | 64        | 38          | 60            | 29         | 88         | 560      | 110   | 223            | 411         | 335               | 335          |
|                                                 | 22%   | 16%             | 24%        | 24%        | 26%       | 23%       | 18%         | 25%           | 22%        | 24%        | 22%      | 27%   | 13%            | 36%         | 23%               | 22%          |
|                                                 |       |                 | af         | a          | af        | a         |             | af            |            | af         |          | j     |                | l           |                   |              |
|                                                 |       | 9%              | 16%        | 9%         | 9%        | 10%       | 6%          | 9%            | 4%         | 13%        | 84%      | 16%   | 33%            | 61%         | 50%               | 50%          |

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| Don't know                 | 85    | 8               | 18         | 8          | 1         | 13        | 8           | 6             | 3          | 12         | 79       | 6     | 21             | 29          | 35                | 50          |
|                            | 3%    | 2%              | 4%         | 3%         | 1%        | 4%        | 4%          | 2%            | 2%         | 3%         | 3%       | 1%    | 1%             | 3%          | 2%                | 3%          |
|                            |       |                 | d          | d          |           | d         | d           | d             |            | d          | k        |       |                | l           |                   |             |
|                            |       | 9%              | 21%        | 9%         | 1%        | 15%       | 9%          | 7%            | 3%         | 15%        | 93%      | 7%    | 25%            | 35%         | 41%               | 59%         |
| NOT ANSWERED [POSTAL ONLY] | 13    | 2               | 4          | 1          | -         | 1         | *           | -             | -          | 3          | 11       | 1     | 1              | 9           | 6                 | 7           |
|                            | *%    | *%              | 1%         | 1%         | -%        | *%        | *%          | -%            | -%         | 1%         | *%       | *%    | *%             | 1%          | *%                | *%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |             |
|                            |       | 13%             | 29%        | 12%        | -%        | 6%        | 2%          | -%            | -%         | 22%        | 88%      | 12%   | 5%             | 71%         | 45%               | 55%         |
| ANY OF THESE               | 2232  | 292             | 308        | 182        | 161       | 204       | 163         | 174           | 100        | 258        | 1937     | 295   | 1499           | 682         | 1113              | 1119        |
|                            | 74%   | 81%             | 71%        | 72%        | 73%       | 72%       | 78%         | 72%           | 76%        | 71%        | 75%      | 72%   | 86%            | 60%         | 75%               | 74%         |
|                            |       | bcdegi          |            |            |           |           | bi          |               |            |            |          |       | m              |             |                   |             |
|                            |       | 13%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 87%      | 13%   | 67%            | 31%         | 50%               | 50%         |

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

**QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)**

Base : All respondents

|                                                 | Total       | TV SERVICES              |                            |                          |                              | YOUTUBE                   |                           |
|-------------------------------------------------|-------------|--------------------------|----------------------------|--------------------------|------------------------------|---------------------------|---------------------------|
|                                                 |             | PAID TRAD<br>TV<br>a     | FREE TRAD<br>TV<br>b       | FREE<br>CATCH-UP<br>c    | SVOD<br>d                    | SERV-<br>ICES<br>e        | ANY SER-<br>VICES<br>f    |
| Significance Level: 95%                         |             |                          |                            |                          |                              |                           |                           |
| Unweighted total                                | 5233        | 2461                     | 2214                       | 3966                     | 3991                         | 2172                      | 5004                      |
| Effective Weighted Sample                       | 3539        | 1661                     | 1497                       | 2748                     | 2752                         | 1500                      | 3413                      |
| Total                                           | 3000        | 1396<br>47%              | 1269<br>42%                | 2228<br>74%              | 2243<br>75%                  | 1215<br>41%               | 2832<br>94%               |
| Netflix                                         | 1969<br>66% | 1037<br>74%<br>bf<br>53% | 769<br>61%<br>bf<br>39%    | 1658<br>74%<br>bf<br>84% | 1969<br>88%<br>abcef<br>100% | 971<br>80%<br>abcf<br>49% | 1969<br>70%<br>b<br>100%  |
| Amazon Prime Video                              | 1596<br>53% | 859<br>62%<br>bf<br>54%  | 641<br>50%<br>bf<br>40%    | 1394<br>63%<br>bf<br>87% | 1596<br>71%<br>abcef<br>100% | 807<br>66%<br>abcf<br>51% | 1596<br>56%<br>b<br>100%  |
| Disney+                                         | 800<br>27%  | 436<br>31%<br>bf<br>54%  | 288<br>23%<br>bf<br>36%    | 717<br>32%<br>bf<br>90%  | 800<br>36%<br>abcf<br>100%   | 460<br>38%<br>abcf<br>57% | 800<br>28%<br>b<br>100%   |
| NOW TV Entertainment Pass or NOW TV Cinema Pass | 266<br>9%   | 114<br>8%<br>a<br>43%    | 141<br>11%<br>a<br>53%     | 250<br>11%<br>af<br>94%  | 266<br>12%<br>af<br>100%     | 142<br>12%<br>af<br>53%   | 266<br>9%<br>af<br>100%   |
| Apple TV+                                       | 222<br>7%   | 133<br>10%<br>bf<br>60%  | 87<br>7%<br>bf<br>39%      | 206<br>9%<br>b<br>93%    | 222<br>10%<br>bf<br>100%     | 135<br>11%<br>bf<br>61%   | 222<br>8%<br>bf<br>100%   |
| Britbox                                         | 72<br>2%    | 39<br>3%<br>54%          | 41<br>3%<br>57%            | 65<br>3%<br>91%          | 72<br>3%<br>100%             | 43<br>4%<br>59%           | 72<br>3%<br>100%          |
| Acorn TV                                        | 12<br>*%    | 7<br>1%<br>64%           | 9<br>1%<br>73%             | 8<br>*%<br>70%           | 12<br>1%<br>100%             | 7<br>1%<br>59%            | 12<br>*%<br>100%          |
| None of these                                   | 670<br>22%  | 212<br>15%<br>de<br>32%  | 340<br>27%<br>acdef<br>51% | 337<br>15%<br>de<br>50%  | 11<br>*%<br>2%               | 138<br>11%<br>d<br>21%    | 562<br>20%<br>acde<br>84% |

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Don't know                 | 85    | 12                   | 14                   | 9                     | -         | 4                  | 27                     |
|                            | 3%    | 1%                   | 1%                   | *%                    | -%        | *%                 | 1%                     |
|                            |       | cde                  | cde                  | d                     |           | d                  | cde                    |
|                            |       | 15%                  | 17%                  | 11%                   | -%        | 5%                 | 32%                    |
| NOT ANSWERED [POSTAL ONLY] | 13    | 6                    | 4                    | 5                     | -         | -                  | 10                     |
|                            | *%    | *%                   | *%                   | *%                    | -%        | -%                 | *%                     |
|                            |       | de                   | de                   | d                     |           |                    | de                     |
|                            |       | 45%                  | 34%                  | 40%                   | -%        | -%                 | 78%                    |
| ANY OF THESE               | 2232  | 1166                 | 910                  | 1876                  | 2232      | 1073               | 2232                   |
|                            | 74%   | 84%                  | 72%                  | 84%                   | 100%      | 88%                | 79%                    |
|                            |       | bf                   | bf                   | bf                    | abcef     | abcf               | b                      |
|                            |       | 52%                  | 41%                  | 84%                   | 100%      | 48%                | 100%                   |

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



SUMMARY OF TV SERVICES

Base : All respondents

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                     | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                           |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| PAID TRADITIONAL TV       | 1396  | 645    | 741    | 110       | 228   | 485   | 555  | 64               | 112          | 176          | 659  | 409          | 335  | 262 | 330  | 1134     | 143       | 78    | 41  |
|                           | 47%   | 46%    | 48%    | 38%       | 39%   | 52%   | 50%  | 33%              | 44%          | 49%          | 52%  | 51%          | 43%  | 52% | 45%  | 46%      | 53%       | 52%   | 46% |
|                           |       |        |        |           |       | cd    | cd   |                  | g            | g            | gh   | ln           |      | ln  |      |          | or        | o     |     |
|                           |       | 46%    | 53%    | 8%        | 16%   | 35%   | 40%  | 5%               | 8%           | 13%          | 47%  | 29%          | 24%  | 19% | 24%  | 81%      | 10%       | 6%    | 3%  |
| FREE TRADITIONAL TV       | 1269  | 622    | 631    | 89        | 183   | 364   | 608  | 79               | 109          | 175          | 553  | 382          | 307  | 216 | 305  | 1079     | 100       | 54    | 37  |
|                           | 42%   | 45%    | 41%    | 31%       | 31%   | 39%   | 55%  | 41%              | 44%          | 48%          | 44%  | 48%          | 40%  | 43% | 42%  | 43%      | 37%       | 36%   | 41% |
|                           |       | b      |        |           |       | cd    | cde  |                  |              |              |      | ln           |      |     |      | pq       |           |       |     |
|                           |       | 49%    | 50%    | 7%        | 14%   | 29%   | 48%  | 6%               | 9%           | 14%          | 44%  | 30%          | 24%  | 17% | 24%  | 85%      | 8%        | 4%    | 3%  |
| FREE CATCH-UP             | 2228  | 1026   | 1176   | 204       | 422   | 738   | 831  | 106              | 152          | 269          | 1106 | 698          | 602  | 378 | 462  | 1852     | 198       | 117   | 60  |
|                           | 74%   | 74%    | 76%    | 70%       | 72%   | 79%   | 75%  | 55%              | 61%          | 74%          | 87%  | 88%          | 78%  | 74% | 63%  | 74%      | 73%       | 78%   | 67% |
|                           |       |        |        |           |       | cdf   |      |                  |              | gh           | ghi  | lmn          | n    | n   |      | r        | r         | r     |     |
|                           |       | 46%    | 53%    | 9%        | 19%   | 33%   | 37%  | 5%               | 7%           | 12%          | 50%  | 31%          | 27%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| SVOD                      | 2243  | 1026   | 1194   | 259       | 518   | 778   | 664  | 112              | 154          | 275          | 1112 | 660          | 644  | 395 | 457  | 1849     | 213       | 116   | 65  |
|                           | 75%   | 74%    | 77%    | 89%       | 88%   | 83%   | 60%  | 58%              | 62%          | 76%          | 88%  | 83%          | 83%  | 78% | 62%  | 74%      | 79%       | 78%   | 72% |
|                           |       |        | a      | ef        | ef    | f     |      |                  |              | gh           | ghi  | mn           | mn   | n   |      |          | r         |       |     |
|                           |       | 46%    | 53%    | 12%       | 23%   | 35%   | 30%  | 5%               | 7%           | 12%          | 50%  | 29%          | 29%  | 18% | 20%  | 82%      | 9%        | 5%    | 3%  |
| YOUTUBE SERVICES          | 1215  | 609    | 586    | 173       | 297   | 414   | 315  | 71               | 96           | 151          | 586  | 325          | 370  | 208 | 262  | 1000     | 117       | 61    | 37  |
|                           | 41%   | 44%    | 38%    | 59%       | 51%   | 44%   | 28%  | 37%              | 38%          | 42%          | 46%  | 41%          | 48%  | 41% | 36%  | 40%      | 44%       | 41%   | 41% |
|                           |       | b      |        | def       | ef    | f     |      |                  |              |              | gh   | n            | kmn  |     |      |          |           |       |     |
|                           |       | 50%    | 48%    | 14%       | 24%   | 34%   | 26%  | 6%               | 8%           | 12%          | 48%  | 27%          | 30%  | 17% | 22%  | 82%      | 10%       | 5%    | 3%  |
| ANY SERVICES              | 2832  | 1325   | 1470   | 274       | 551   | 904   | 1053 | 171              | 236          | 354          | 1261 | 780          | 750  | 489 | 673  | 2349     | 257       | 142   | 84  |
|                           | 94%   | 95%    | 95%    | 94%       | 94%   | 96%   | 95%  | 88%              | 94%          | 98%          | 99%  | 98%          | 97%  | 96% | 92%  | 94%      | 95%       | 95%   | 93% |
|                           |       |        |        |           |       | cd    |      |                  | g            | gh           | ghi  | n            | n    | n   |      |          |           |       |     |
|                           |       | 47%    | 52%    | 10%       | 19%   | 32%   | 37%  | 6%               | 8%           | 12%          | 45%  | 28%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |

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

## SUMMARY OF TV SERVICES

Base : All respondents

|                           |       | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   | Total | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                     | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| PAID TRADITIONAL TV       | 1396  | 138             | 207        | 109        | 102       | 135       | 101         | 101           | 68         | 172        | 1198     | 198   | 893            | 470         | 758               | 638         |
|                           | 47%   | 38%             | 48%        | 43%        | 46%       | 48%       | 49%         | 42%           | 52%        | 48%        | 46%      | 48%   | 51%            | 42%         | 51%               | 42%         |
|                           |       |                 | a          |            | a         | a         | a           |               | acg        | a          |          |       | m              |             | o                 |             |
|                           |       | 10%             | 15%        | 8%         | 7%        | 10%       | 7%          | 7%            | 5%         | 12%        | 86%      | 14%   | 64%            | 34%         | 54%               | 46%         |
| FREE TRADITIONAL TV       | 1269  | 143             | 184        | 126        | 95        | 106       | 83          | 117           | 57         | 167        | 1058     | 211   | 694            | 544         | 698               | 571         |
|                           | 42%   | 40%             | 42%        | 50%        | 43%       | 38%       | 40%         | 49%           | 44%        | 46%        | 41%      | 51%   | 40%            | 48%         | 47%               | 38%         |
|                           |       |                 |            | abef       |           |           |             | aef           |            | e          |          | j     |                | l           | o                 |             |
|                           |       | 11%             | 14%        | 10%        | 7%        | 8%        | 7%          | 9%            | 5%         | 13%        | 83%      | 17%   | 55%            | 43%         | 55%               | 45%         |
| FREE CATCH-UP             | 2228  | 263             | 334        | 190        | 180       | 192       | 163         | 169           | 104        | 257        | 1898     | 330   | 1409           | 770         | 1201              | 1026        |
|                           | 74%   | 73%             | 77%        | 76%        | 82%       | 68%       | 78%         | 70%           | 79%        | 71%        | 73%      | 80%   | 81%            | 68%         | 81%               | 68%         |
|                           |       |                 | eg         | e          | acegi     |           | egi         |               | egi        |            |          | j     | m              |             | o                 |             |
|                           |       | 12%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 85%      | 15%   | 63%            | 35%         | 54%               | 46%         |
| SVOD                      | 2243  | 292             | 309        | 183        | 161       | 205       | 164         | 174           | 100        | 260        | 1946     | 298   | 1503           | 689         | 1117              | 1126        |
|                           | 75%   | 81%             | 71%        | 73%        | 73%       | 73%       | 78%         | 73%           | 76%        | 72%        | 75%      | 72%   | 86%            | 61%         | 75%               | 75%         |
|                           |       | bcdegi          |            |            |           |           | b           |               |            |            |          |       | m              |             |                   |             |
|                           |       | 13%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 87%      | 13%   | 67%            | 31%         | 50%               | 50%         |
| YOUTUBE SERVICES          | 1215  | 171             | 172        | 95         | 93        | 112       | 79          | 92            | 55         | 132        | 1077     | 138   | 809            | 378         | 556               | 659         |
|                           | 41%   | 48%             | 39%        | 38%        | 42%       | 40%       | 38%         | 38%           | 42%        | 36%        | 42%      | 34%   | 46%            | 33%         | 37%               | 44%         |
|                           |       | bcefgi          |            |            |           |           |             |               |            |            | k        |       | m              |             | n                 |             |
|                           |       | 14%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 89%      | 11%   | 67%            | 31%         | 46%               | 54%         |
| ANY SERVICES              | 2832  | 342             | 406        | 240        | 216       | 258       | 198         | 221           | 125        | 342        | 2434     | 398   | 1695           | 1056        | 1433              | 1399        |
|                           | 94%   | 95%             | 93%        | 95%        | 98%       | 92%       | 95%         | 92%           | 95%        | 95%        | 94%      | 96%   | 97%            | 93%         | 96%               | 93%         |
|                           |       |                 |            |            | bcefghi   |           |             |               |            |            |          | j     | m              |             | o                 |             |
|                           |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 51%               | 49%         |

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

## SUMMARY OF TV SERVICES

Base : All respondents

|                           | Total | TV SERVICES     |                 |                  |       |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|-------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD  | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                           |       | a               | b               | c                | d     | e                        | f                 |
| Significance Level: 95%   |       |                 |                 |                  |       |                          |                   |
| Unweighted total          | 5233  | 2461            | 2214            | 3966             | 3991  | 2172                     | 5004              |
| Effective Weighted Sample | 3539  | 1661            | 1497            | 2748             | 2752  | 1500                     | 3413              |
| Total                     | 3000  | 1396            | 1269            | 2228             | 2243  | 1215                     | 2832              |
|                           |       | 47%             | 42%             | 74%              | 75%   | 41%                      | 94%               |
| PAID TRADITIONAL TV       | 1396  | 1396            | 325             | 1214             | 1174  | 582                      | 1396              |
|                           | 47%   | 100%            | 26%             | 55%              | 52%   | 48%                      | 49%               |
|                           |       | bcdef           |                 | bef              | bef   | b                        | b                 |
|                           |       | 100%            | 23%             | 87%              | 84%   | 42%                      | 100%              |
| FREE TRADITIONAL TV       | 1269  | 325             | 1269            | 1045             | 913   | 542                      | 1269              |
|                           | 42%   | 23%             | 100%            | 47%              | 41%   | 45%                      | 45%               |
|                           |       |                 | acdef           | ad               | a     | ad                       | ad                |
|                           |       | 26%             | 100%            | 82%              | 72%   | 43%                      | 100%              |
| FREE CATCH-UP             | 2228  | 1214            | 1045            | 2228             | 1886  | 1034                     | 2228              |
|                           | 74%   | 87%             | 82%             | 100%             | 84%   | 85%                      | 79%               |
|                           |       | bdf             | f               | abdef            | f     | bf                       |                   |
|                           |       | 55%             | 47%             | 100%             | 85%   | 46%                      | 100%              |
| SVOD                      | 2243  | 1174            | 913             | 1886             | 2243  | 1076                     | 2243              |
|                           | 75%   | 84%             | 72%             | 85%              | 100%  | 89%                      | 79%               |
|                           |       | bf              |                 | bf               | abcef | abcf                     | b                 |
|                           |       | 52%             | 41%             | 84%              | 100%  | 48%                      | 100%              |
| YOUTUBE SERVICES          | 1215  | 582             | 542             | 1034             | 1076  | 1215                     | 1215              |
|                           | 41%   | 42%             | 43%             | 46%              | 48%   | 100%                     | 43%               |
|                           |       |                 |                 | abf              | abf   | abcdf                    |                   |
|                           |       | 48%             | 45%             | 85%              | 89%   | 100%                     | 100%              |
| ANY SERVICES              | 2832  | 1396            | 1269            | 2228             | 2243  | 1215                     | 2832              |
|                           | 94%   | 100%            | 100%            | 100%             | 100%  | 100%                     | 100%              |
|                           |       | 49%             | 45%             | 79%              | 79%   | 43%                      | 100%              |

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

QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                                                | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                        |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                               | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                      | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                          | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Amazon Fire TV (plug in stick, plug in box or cube)            | 711   | 323    | 384    | 72        | 140   | 264   | 228  | 34               | 59           | 88           | 350  | 189          | 189  | 143 | 157  | 560      | 80        | 46    | 25  |
|                                                                | 24%   | 23%    | 25%    | 25%       | 24%   | 28%   | 21%  | 17%              | 24%          | 24%          | 28%  | 24%          | 24%  | 28% | 21%  | 22%      | 30%       | 31%   | 28% |
|                                                                |       |        |        |           |       | df    |      |                  |              | g            | g    |              |      | n   |      |          | o         | o     | o   |
|                                                                |       | 45%    | 54%    | 10%       | 20%   | 37%   | 32%  | 5%               | 8%           | 12%          | 49%  | 27%          | 27%  | 20% | 22%  | 79%      | 11%       | 7%    | 4%  |
| Apps you can use on your TV set to stream programmes on-demand | 420   | 233    | 185    | 45        | 102   | 162   | 110  | 17               | 25           | 56           | 244  | 141          | 136  | 69  | 59   | 341      | 48        | 20    | 12  |
|                                                                | 14%   | 17%    | 12%    | 15%       | 17%   | 17%   | 10%  | 9%               | 10%          | 16%          | 19%  | 18%          | 18%  | 14% | 8%   | 14%      | 18%       | 14%   | 13% |
|                                                                |       | b      |        | f         | f     | f     |      |                  |              | gh           | gh   | n            | n    | n   |      |          |           |       |     |
|                                                                |       | 55%    | 44%    | 11%       | 24%   | 39%   | 26%  | 4%               | 6%           | 13%          | 58%  | 34%          | 32%  | 16% | 14%  | 81%      | 11%       | 5%    | 3%  |
| Google Chromecast                                              | 270   | 140    | 127    | 31        | 79    | 89    | 68   | 12               | 21           | 27           | 141  | 82           | 86   | 41  | 51   | 220      | 29        | 8     | 13  |
|                                                                | 9%    | 10%    | 8%     | 11%       | 13%   | 10%   | 6%   | 6%               | 8%           | 7%           | 11%  | 10%          | 11%  | 8%  | 7%   | 9%       | 11%       | 5%    | 15% |
|                                                                |       |        |        | f         | ef    | f     |      |                  |              |              | gi   | n            | n    |     |      | q        | q         |       | oq  |
|                                                                |       | 52%    | 47%    | 11%       | 29%   | 33%   | 25%  | 4%               | 8%           | 10%          | 52%  | 30%          | 32%  | 15% | 19%  | 81%      | 11%       | 3%    | 5%  |
| NOW TV Smart Stick                                             | 132   | 61     | 70     | 11        | 34    | 50    | 35   | 8                | 14           | 18           | 63   | 30           | 34   | 33  | 32   | 115      | 6         | 8     | 3   |
|                                                                | 4%    | 4%     | 5%     | 4%        | 6%    | 5%    | 3%   | 4%               | 5%           | 5%           | 5%   | 4%           | 4%   | 6%  | 4%   | 5%       | 2%        | 5%    | 4%  |
|                                                                |       |        |        |           | f     | f     |      |                  |              |              |      |              |      | k   |      |          |           |       |     |
|                                                                |       | 46%    | 53%    | 8%        | 26%   | 38%   | 26%  | 6%               | 10%          | 14%          | 48%  | 23%          | 26%  | 25% | 24%  | 87%      | 5%        | 6%    | 2%  |
| Apple TV box                                                   | 126   | 69     | 56     | 15        | 31    | 55    | 24   | 4                | 4            | 19           | 73   | 56           | 29   | 19  | 15   | 102      | 12        | 6     | 5   |
|                                                                | 4%    | 5%     | 4%     | 5%        | 5%    | 6%    | 2%   | 2%               | 2%           | 5%           | 6%   | 7%           | 4%   | 4%  | 2%   | 4%       | 4%        | 4%    | 6%  |
|                                                                |       |        |        | f         | f     | f     |      |                  |              | gh           | gh   | lmn          | n    |     |      |          |           |       |     |
|                                                                |       | 55%    | 44%    | 12%       | 25%   | 44%   | 19%  | 3%               | 3%           | 15%          | 58%  | 45%          | 23%  | 15% | 12%  | 81%      | 9%        | 5%    | 4%  |
| Roku                                                           | 123   | 60     | 59     | 17        | 28    | 51    | 25   | 7                | 8            | 20           | 53   | 27           | 38   | 25  | 26   | 103      | 12        | 6     | 3   |
|                                                                | 4%    | 4%     | 4%     | 6%        | 5%    | 5%    | 2%   | 4%               | 3%           | 5%           | 4%   | 3%           | 5%   | 5%  | 3%   | 4%       | 4%        | 4%    | 3%  |
|                                                                |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                                |       | 49%    | 48%    | 14%       | 23%   | 42%   | 20%  | 6%               | 7%           | 16%          | 44%  | 22%          | 31%  | 20% | 21%  | 84%      | 9%        | 5%    | 2%  |
| Facebook Watch                                                 | 41    | 21     | 20     | 10        | 14    | 13    | 5    | 5                | 3            | 11           | 14   | 9            | 9    | 7   | 14   | 36       | 2         | 2     | 1   |
|                                                                | 1%    | 1%     | 1%     | 3%        | 2%    | 1%    | 1%   | 3%               | 1%           | 3%           | 1%   | 1%           | 1%   | 1%  | 2%   | 1%       | 1%        | 1%    | 1%  |
|                                                                |       |        |        | ef        | f     | f     |      | j                |              | j            |      |              |      |     |      |          |           |       |     |
|                                                                |       | 50%    | 49%    | 23%       | 34%   | 31%   | 12%  | 13%              | 8%           | 26%          | 33%  | 21%          | 22%  | 18% | 34%  | 87%      | 6%        | 5%    | 2%  |
| Twitter                                                        | 27    | 16     | 10     | 6         | 5     | 11    | 5    | 2                | -            | 6            | 13   | 6            | 4    | 8   | 7    | 25       | *         | 1     | 1   |
|                                                                | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | 1%   | 1%               | 1%           | 2%           | 1%   | 1%           | 1%   | 2%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                                |       |        |        | f         |       |       |      |                  |              | h            |      |              |      | l   |      |          |           |       |     |
|                                                                |       | 59%    | 38%    | 21%       | 19%   | 40%   | 19%  | 6%               | 1%           | 21%          | 48%  | 22%          | 15%  | 31% | 25%  | 94%      | 1%        | 3%    | 2%  |

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

QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| None of these              | 1476  | 672    | 775    | 118       | 259   | 402   | 661  | 123              | 139          | 172          | 561  | 398          | 356  | 234 | 407  | 1242     | 126       | 69    | 39  |
|                            | 49%   | 48%    | 50%    | 41%       | 44%   | 43%   | 60%  | 64%              | 55%          | 47%          | 44%  | 50%          | 46%  | 46% | 56%  | 50%      | 47%       | 46%   | 43% |
|                            |       |        |        |           |       |       | cde  | ij               | ij           |              |      |              |      |     | klm  | r        |           |       |     |
|                            |       | 46%    | 53%    | 8%        | 18%   | 27%   | 45%  | 8%               | 9%           | 12%          | 38%  | 27%          | 24%  | 16% | 28%  | 84%      | 9%        | 5%    | 3%  |
| Don't know                 | 142   | 61     | 62     | 24        | 22    | 44    | 38   | 5                | 3            | 19           | 18   | 19           | 20   | 23  | 41   | 122      | 9         | 5     | 6   |
|                            | 5%    | 4%     | 4%     | 8%        | 4%    | 5%    | 3%   | 3%               | 1%           | 5%           | 1%   | 2%           | 3%   | 5%  | 6%   | 5%       | 3%        | 3%    | 6%  |
|                            |       |        |        | def       |       |       |      |                  |              | hj           |      |              |      | kl  | kl   |          |           |       | q   |
|                            |       | 43%    | 44%    | 17%       | 16%   | 31%   | 27%  | 4%               | 2%           | 14%          | 13%  | 13%          | 14%  | 16% | 29%  | 86%      | 6%        | 4%    | 4%  |
| NOT ANSWERED [POSTAL ONLY] | 17    | 7      | 10     | -         | -     | *     | 9    | 3                | 2            | *            | 2    | *            | 2    | 1   | 8    | 14       | *         | 2     | *   |
|                            | 1%    | *%     | 1%     | -%        | -%    | *%    | 1%   | 2%               | 1%           | *%           | *%   | *%           | *%   | *%  | 1%   | 1%       | *%        | 2%    | *%  |
|                            |       |        |        |           |       |       | de   | ij               | j            |              |      |              |      |     | kl   |          |           | opr   |     |
|                            |       | 41%    | 59%    | -%        | -%    | 2%    | 55%  | 20%              | 15%          | 2%           | 10%  | 2%           | 10%  | 6%  | 48%  | 83%      | 1%        | 14%   | 1%  |
| ANY OF THESE               | 1366  | 656    | 695    | 150       | 306   | 491   | 401  | 62               | 106          | 171          | 687  | 380          | 394  | 249 | 275  | 1112     | 135       | 74    | 45  |
|                            | 46%   | 47%    | 45%    | 51%       | 52%   | 52%   | 36%  | 32%              | 42%          | 47%          | 54%  | 48%          | 51%  | 49% | 38%  | 45%      | 50%       | 49%   | 50% |
|                            |       |        |        | f         | f     | f     |      |                  | g            | g            | ghi  | n            | n    | n   |      |          |           |       | o   |
|                            |       | 48%    | 51%    | 11%       | 22%   | 36%   | 29%  | 5%               | 8%           | 13%          | 50%  | 28%          | 29%  | 18% | 20%  | 81%      | 10%       | 5%    | 3%  |

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

QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                                                                | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                        |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                               | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                      | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                          | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Amazon Fire TV (plug in stick, plug in box or cube)            | 711   | 63              | 97         | 49         | 61        | 61        | 53          | 51            | 32         | 93         | 609      | 102   | 474            | 222         | 358               | 353          |
|                                                                | 24%   | 18%             | 22%        | 20%        | 28%       | 22%       | 25%         | 21%           | 24%        | 26%        | 24%      | 25%   | 27%            | 20%         | 24%               | 23%          |
|                                                                |       | 9%              | 14%        | 7%         | 9%        | 9%        | 7%          | 7%            | 5%         | 13%        | 86%      | 14%   | 67%            | 31%         | 50%               | 50%          |
| Apps you can use on your TV set to stream programmes on-demand | 420   | 56              | 58         | 37         | 26        | 37        | 38          | 35            | 20         | 34         | 372      | 49    | 307            | 104         | 217               | 204          |
|                                                                | 14%   | 16%             | 13%        | 15%        | 12%       | 13%       | 18%         | 14%           | 15%        | 9%         | 14%      | 12%   | 18%            | 9%          | 15%               | 13%          |
|                                                                |       | i               | i          | i          |           |           | di          | i             | i          |            |          |       | m              |             |                   |              |
|                                                                |       | 13%             | 14%        | 9%         | 6%        | 9%        | 9%          | 8%            | 5%         | 8%         | 88%      | 12%   | 73%            | 25%         | 52%               | 48%          |
| Google Chromecast                                              | 270   | 49              | 32         | 21         | 17        | 28        | 18          | 15            | 6          | 34         | 235      | 35    | 194            | 71          | 130               | 140          |
|                                                                | 9%    | 14%             | 7%         | 8%         | 8%        | 10%       | 9%          | 6%            | 5%         | 9%         | 9%       | 8%    | 11%            | 6%          | 9%                | 9%           |
|                                                                |       | bcd fgh         |            |            |           | h         |             |               |            | h          |          |       | m              |             |                   |              |
|                                                                |       | 18%             | 12%        | 8%         | 6%        | 10%       | 7%          | 6%            | 2%         | 13%        | 87%      | 13%   | 72%            | 26%         | 48%               | 52%          |
| NOW TV Smart Stick                                             | 132   | 8               | 21         | 14         | 9         | 21        | 9           | 8             | 4          | 23         | 118      | 14    | 95             | 33          | 64                | 69           |
|                                                                | 4%    | 2%              | 5%         | 5%         | 4%        | 7%        | 4%          | 3%            | 3%         | 6%         | 5%       | 3%    | 5%             | 3%          | 4%                | 5%           |
|                                                                |       |                 |            | a          |           | agh       |             |               |            | ah         |          |       | m              |             |                   |              |
|                                                                |       | 6%              | 16%        | 10%        | 7%        | 16%       | 6%          | 6%            | 3%         | 17%        | 89%      | 11%   | 72%            | 25%         | 48%               | 52%          |
| Apple TV box                                                   | 126   | 16              | 24         | 13         | 9         | 9         | 9           | 7             | 2          | 13         | 111      | 15    | 95             | 28          | 69                | 57           |
|                                                                | 4%    | 4%              | 5%         | 5%         | 4%        | 3%        | 4%          | 3%            | 2%         | 4%         | 4%       | 4%    | 5%             | 2%          | 5%                | 4%           |
|                                                                |       |                 | h          | h          |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                |       | 13%             | 19%        | 10%        | 7%        | 7%        | 7%          | 6%            | 2%         | 10%        | 88%      | 12%   | 75%            | 22%         | 55%               | 45%          |
| Roku                                                           | 123   | 6               | 28         | 12         | 10        | 8         | 8           | 10            | 6          | 14         | 106      | 17    | 87             | 31          | 45                | 78           |
|                                                                | 4%    | 2%              | 6%         | 5%         | 5%        | 3%        | 4%          | 4%            | 4%         | 4%         | 4%       | 4%    | 5%             | 3%          | 3%                | 5%           |
|                                                                |       |                 | ae         | a          | a         |           |             |               |            |            |          |       | m              |             | n                 |              |
|                                                                |       | 5%              | 22%        | 10%        | 8%        | 7%        | 7%          | 9%            | 4%         | 12%        | 86%      | 14%   | 71%            | 25%         | 36%               | 64%          |
| Facebook Watch                                                 | 41    | -               | 5          | 3          | 4         | 4         | 4           | 2             | 2          | 12         | 37       | 4     | 23             | 16          | 12                | 29           |
|                                                                | 1%    | -%              | 1%         | 1%         | 2%        | 1%        | 2%          | 1%            | 2%         | 3%         | 1%       | 1%    | 1%             | 1%          | 1%                | 2%           |
|                                                                |       |                 | a          | a          | a         | a         | a           |               | a          | ag         |          |       |                |             |                   | n            |
|                                                                |       | -%              | 13%        | 7%         | 9%        | 9%        | 9%          | 5%            | 6%         | 28%        | 90%      | 10%   | 56%            | 39%         | 30%               | 70%          |

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

QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836        |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511        |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%         |
| Twitter                    | 27    | 2               | 4          | 2          | 3         | 3         | 1           | 1             | 2          | 8          | 24       | 3     | 17             | 9           | 14                | 13          |
|                            | 1%    | *%              | 1%         | 1%         | 1%        | 1%        | 1%          | *%            | 1%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%          |
|                            |       |                 |            |            |           |           |             |               |            | g          |          |       |                |             |                   |             |
|                            |       | 6%              | 13%        | 6%         | 12%       | 12%       | 4%          | 4%            | 7%         | 29%        | 87%      | 13%   | 63%            | 32%         | 52%               | 48%         |
| None of these              | 1476  | 182             | 221        | 131        | 107       | 133       | 100         | 124           | 63         | 182        | 1259     | 217   | 763            | 663         | 743               | 733         |
|                            | 49%   | 51%             | 51%        | 52%        | 49%       | 47%       | 48%         | 52%           | 48%        | 50%        | 49%      | 53%   | 44%            | 59%         | 50%               | 48%         |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                            |       | 12%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 52%            | 45%         | 50%               | 50%         |
| Don't know                 | 142   | 15              | 23         | 11         | 8         | 20        | 9           | 13            | 7          | 16         | 128      | 13    | 52             | 55          | 61                | 80          |
|                            | 5%    | 4%              | 5%         | 4%         | 3%        | 7%        | 4%          | 5%            | 5%         | 5%         | 5%       | 3%    | 3%             | 5%          | 4%                | 5%          |
|                            |       |                 |            |            |           | d         |             |               |            |            |          |       | l              |             |                   |             |
|                            |       | 11%             | 16%        | 8%         | 5%        | 14%       | 6%          | 9%            | 5%         | 12%        | 91%      | 9%    | 37%            | 39%         | 43%               | 57%         |
| NOT ANSWERED [POSTAL ONLY] | 17    | 3               | 2          | 1          | -         | 2         | *           | 1             | 1          | 4          | 16       | *     | 2              | 12          | 5                 | 11          |
|                            | 1%    | 1%              | 1%         | *%         | -%        | 1%        | *%          | *%            | *%         | 1%         | 1%       | *%    | *%             | 1%          | *%                | 1%          |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                            |       | 16%             | 14%        | 4%         | -%        | 14%       | 2%          | 4%            | 3%         | 26%        | 98%      | 2%    | 11%            | 71%         | 33%               | 67%         |
| ANY OF THESE               | 1366  | 159             | 188        | 110        | 105       | 126       | 100         | 103           | 61         | 159        | 1184     | 182   | 928            | 402         | 679               | 687         |
|                            | 46%   | 44%             | 43%        | 44%        | 48%       | 45%       | 48%         | 43%           | 47%        | 44%        | 46%      | 44%   | 53%            | 35%         | 46%               | 45%         |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                            |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 87%      | 13%   | 68%            | 29%         | 50%               | 50%         |

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

**QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)**

Base : All respondents

|                                                                | Total | TV SERVICES |           |          |         |           |          |
|----------------------------------------------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                                                                |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                                                                |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
| Significance Level: 95%                                        |       | a           | b         | c        | d       | e         | f        |
| Unweighted total                                               | 5233  | 2461        | 2214      | 3966     | 3991    | 2172      | 5004     |
| Effective Weighted Sample                                      | 3539  | 1661        | 1497      | 2748     | 2752    | 1500      | 3413     |
| Total                                                          | 3000  | 1396        | 1269      | 2228     | 2243    | 1215      | 2832     |
|                                                                |       | 47%         | 42%       | 74%      | 75%     | 41%       | 94%      |
| Amazon Fire TV (plug in stick, plug in box or cube)            | 711   | 408         | 312       | 632      | 682     | 355       | 709      |
|                                                                | 24%   | 29%         | 25%       | 28%      | 30%     | 29%       | 25%      |
|                                                                |       | bf          |           | bf       | bf      | bf        |          |
|                                                                |       | 57%         | 44%       | 89%      | 96%     | 50%       | 100%     |
| Apps you can use on your TV set to stream programmes on-demand | 420   | 227         | 216       | 391      | 405     | 278       | 420      |
|                                                                | 14%   | 16%         | 17%       | 18%      | 18%     | 23%       | 15%      |
|                                                                |       |             | f         | f        | f       | abcdf     |          |
|                                                                |       | 54%         | 51%       | 93%      | 96%     | 66%       | 100%     |
| Google Chromecast                                              | 270   | 138         | 122       | 239      | 257     | 163       | 270      |
|                                                                | 9%    | 10%         | 10%       | 11%      | 11%     | 13%       | 10%      |
|                                                                |       |             |           | f        | f       | abcf      |          |
|                                                                |       | 51%         | 45%       | 88%      | 95%     | 60%       | 100%     |
| NOW TV Smart Stick                                             | 132   | 62          | 75        | 117      | 127     | 59        | 131      |
|                                                                | 4%    | 4%          | 6%        | 5%       | 6%      | 5%        | 5%       |
|                                                                |       | 47%         | 57%       | 88%      | 96%     | 45%       | 99%      |
| Apple TV box                                                   | 126   | 80          | 47        | 119      | 121     | 69        | 126      |
|                                                                | 4%    | 6%          | 4%        | 5%       | 5%      | 6%        | 4%       |
|                                                                |       | bf          |           | b        | b       | b         |          |
|                                                                |       | 64%         | 38%       | 94%      | 96%     | 55%       | 100%     |
| Roku                                                           | 123   | 49          | 65        | 108      | 112     | 68        | 121      |
|                                                                | 4%    | 4%          | 5%        | 5%       | 5%      | 6%        | 4%       |
|                                                                |       |             | a         | a        | a       | af        |          |
|                                                                |       | 40%         | 53%       | 88%      | 91%     | 55%       | 98%      |
| Facebook Watch                                                 | 41    | 23          | 21        | 30       | 34      | 25        | 40       |
|                                                                | 1%    | 2%          | 2%        | 1%       | 2%      | 2%        | 1%       |
|                                                                |       | 56%         | 51%       | 71%      | 82%     | 60%       | 96%      |
| Twitter                                                        | 27    | 17          | 15        | 21       | 24      | 18        | 26       |
|                                                                | 1%    | 1%          | 1%        | 1%       | 1%      | 2%        | 1%       |
|                                                                |       | 64%         | 55%       | 78%      | 90%     | 68%       | 95%      |

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



QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           |                               |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                               |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172                          | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500                          | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215                          | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                           | 94%                    |
| None of these              | 1476  | 630                  | 607                  | 959                   | 895       | 473                           | 1370                   |
|                            | 49%   | 45%                  | 48%                  | 43%                   | 40%       | 39%                           | 48%                    |
|                            |       | de                   | cde                  | de                    |           |                               | acde                   |
|                            |       | 43%                  | 41%                  | 65%                   | 61%       | 32%                           | 93%                    |
| Don't know                 | 142   | 41                   | 35                   | 56                    | 59        | 25                            | 90                     |
|                            | 5%    | 3%                   | 3%                   | 2%                    | 3%        | 2%                            | 3%                     |
|                            |       |                      |                      |                       |           |                               | e                      |
|                            |       | 29%                  | 25%                  | 39%                   | 42%       | 18%                           | 63%                    |
| NOT ANSWERED [POSTAL ONLY] | 17    | 9                    | 4                    | 7                     | 3         | 1                             | 13                     |
|                            | 1%    | 1%                   | *%                   | *%                    | *%        | *%                            | *%                     |
|                            |       | de                   |                      |                       |           |                               | de                     |
|                            |       | 52%                  | 23%                  | 41%                   | 15%       | 6%                            | 79%                    |
| ANY OF THESE               | 1366  | 716                  | 623                  | 1206                  | 1287      | 717                           | 1359                   |
|                            | 46%   | 51%                  | 49%                  | 54%                   | 57%       | 59%                           | 48%                    |
|                            |       | f                    |                      | bf                    | abcf      | abcf                          |                        |
|                            |       | 52%                  | 46%                  | 88%                   | 94%       | 52%                           | 100%                   |

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                    | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                    |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                            |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                   | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample                          | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                                              | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                                                    |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Amazon Prime Video                                 | 679   | 372    | 303    | 59        | 158   | 246   | 215  | 20               | 39           | 83           | 381  | 246          | 194  | 112 | 107  | 573      | 54        | 34    | 18  |
|                                                    | 25%   | 29%    | 22%    | 20%       | 27%   | 27%   | 24%  | 14%              | 19%          | 25%          | 31%  | 32%          | 26%  | 24% | 18%  | 25%      | 22%       | 25%   | 22% |
|                                                    |       | b      |        |           | c     | c     |      |                  |              | g            | ghi  | lmn          | n    | n   |      |          |           |       |     |
|                                                    |       | 55%    | 45%    | 9%        | 23%   | 36%   | 32%  | 3%               | 6%           | 12%          | 56%  | 36%          | 29%  | 17% | 16%  | 84%      | 8%        | 5%    | 3%  |
| Sky Sports channels or Sky Sports Pass from NOW TV | 555   | 301    | 252    | 51        | 118   | 190   | 193  | 19               | 27           | 65           | 316  | 200          | 147  | 102 | 92   | 464      | 48        | 29    | 15  |
|                                                    | 20%   | 24%    | 18%    | 18%       | 20%   | 21%   | 21%  | 13%              | 13%          | 20%          | 26%  | 26%          | 20%  | 22% | 15%  | 21%      | 19%       | 21%   | 18% |
|                                                    |       | b      |        |           |       |       |      |                  |              | gh           | ghi  | ln           | n    | n   |      |          |           |       |     |
|                                                    |       | 54%    | 45%    | 9%        | 21%   | 34%   | 35%  | 3%               | 5%           | 12%          | 57%  | 36%          | 27%  | 18% | 17%  | 84%      | 9%        | 5%    | 3%  |
| BT Sport channels or BT Sport Monthly Pass         | 412   | 229    | 181    | 34        | 92    | 123   | 160  | 13               | 27           | 50           | 223  | 148          | 111  | 75  | 68   | 337      | 43        | 21    | 11  |
|                                                    | 15%   | 18%    | 13%    | 12%       | 16%   | 13%   | 18%  | 9%               | 13%          | 15%          | 18%  | 19%          | 15%  | 16% | 11%  | 15%      | 17%       | 16%   | 14% |
|                                                    |       | b      |        |           |       |       | ce   |                  |              | g            | gh   | ln           | n    | n   |      |          |           |       |     |
|                                                    |       | 56%    | 44%    | 8%        | 22%   | 30%   | 39%  | 3%               | 6%           | 12%          | 54%  | 36%          | 27%  | 18% | 16%  | 82%      | 10%       | 5%    | 3%  |
| Eurosport monthly or annual pass                   | 54    | 36     | 18     | 5         | 13    | 19    | 16   | 2                | 2            | 9            | 31   | 19           | 12   | 14  | 5    | 46       | 5         | 2     | 1   |
|                                                    | 2%    | 3%     | 1%     | 2%        | 2%    | 2%    | 2%   | 1%               | 1%           | 3%           | 2%   | 3%           | 2%   | 3%  | 1%   | 2%       | 2%        | 1%    | 1%  |
|                                                    |       | b      |        |           |       |       |      |                  |              |              |      | n            |      | n   |      |          |           |       |     |
|                                                    |       | 67%    | 33%    | 9%        | 24%   | 36%   | 30%  | 3%               | 4%           | 16%          | 57%  | 36%          | 23%  | 26% | 10%  | 86%      | 9%        | 3%    | 2%  |
| Twitch                                             | 39    | 26     | 13     | 14        | 19    | 6     | 1    | 3                | 3            | 7            | 21   | 11           | 11   | 11  | 5    | 36       | 2         | 2     | *   |
|                                                    | 1%    | 2%     | 1%     | 5%        | 3%    | 1%    | *%   | 2%               | 1%           | 2%           | 2%   | 1%           | 1%   | 2%  | 1%   | 2%       | 1%        | 1%    | *%  |
|                                                    |       | b      |        | ef        | ef    | f     |      |                  |              |              |      |              |      | n   |      | r        |           |       |     |
|                                                    |       | 67%    | 33%    | 34%       | 49%   | 15%   | 2%   | 8%               | 8%           | 17%          | 54%  | 28%          | 28%  | 28% | 14%  | 91%      | 4%        | 4%    | 1%  |
| Pick TV                                            | 25    | 18     | 6      | 2         | 4     | 9     | 9    | 3                | 2            | 7            | 6    | 4            | 3    | 8   | 7    | 22       | 2         | 1     | 1   |
|                                                    | 1%    | 1%     | *%     | 1%        | 1%    | 1%    | 1%   | 2%               | 1%           | 2%           | 1%   | *%           | *%   | 2%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                    |       | b      |        | j         | j     | j     |      |                  |              | j            |      |              |      | kl  | l    |          |           |       |     |
|                                                    |       | 74%    | 26%    | 10%       | 18%   | 35%   | 37%  | 11%              | 8%           | 27%          | 25%  | 15%          | 13%  | 32% | 30%  | 87%      | 7%        | 4%    | 3%  |
| UFC Fight Pass                                     | 25    | 16     | 9      | 7         | 12    | 5     | *    | 1                | *            | 8            | 9    | 3            | 6    | 8   | 5    | 23       | 1         | -     | 1   |
|                                                    | 1%    | 1%     | 1%     | 3%        | 2%    | 1%    | *%   | 1%               | *%           | 3%           | 1%   | *%           | 1%   | 2%  | 1%   | 1%       | *%        | -%    | 1%  |
|                                                    |       |        |        | ef        | ef    | f     |      |                  |              | hj           |      |              |      | k   |      | q        |           |       | q   |
|                                                    |       | 64%    | 36%    | 30%       | 49%   | 21%   | 1%   | 5%               | 1%           | 34%          | 37%  | 13%          | 24%  | 32% | 19%  | 94%      | 3%        | -%    | 4%  |
| NBA pass                                           | 16    | 7      | 7      | 4         | 7     | 4     | *    | 2                | 2            | 4            | 4    | 2            | 2    | 6   | 5    | 15       | *         | -     | 1   |
|                                                    | 1%    | 1%     | 1%     | 2%        | 1%    | *%    | *%   | 1%               | 1%           | 1%           | *%   | *%           | *%   | 1%  | 1%   | 1%       | *%        | -%    | 1%  |
|                                                    |       |        |        | ef        | f     | f     |      | j                | j            | j            |      |              |      | kl  |      |          |           |       |     |
|                                                    |       | 47%    | 45%    | 27%       | 43%   | 25%   | 1%   | 12%              | 16%          | 25%          | 22%  | 10%          | 11%  | 36% | 32%  | 93%      | 2%        | -%    | 4%  |

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                     | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                           |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| None of these             | 1526  | 658    | 837    | 156       | 332   | 510   | 508  | 102              | 131          | 181          | 642  | 390          | 420  | 266 | 378  | 1259     | 145       | 77    | 46  |
|                           | 56%   | 52%    | 60%    | 54%       | 57%   | 56%   | 56%  | 70%              | 63%          | 55%          | 52%  | 51%          | 57%  | 57% | 62%  | 56%      | 58%       | 57%   | 57% |
|                           |       | a      |        |           |       |       |      | ij               | ij           |              |      |              | k    | k   | kl   |          |           |       |     |
|                           |       | 43%    | 55%    | 10%       | 22%   | 33%   | 33%  | 7%               | 9%           | 12%          | 42%  | 26%          | 28%  | 17% | 25%  | 82%      | 10%       | 5%    | 3%  |
| Don't know                | 155   | 61     | 74     | 36        | 27    | 45    | 29   | 9                | 7            | 15           | 29   | 19           | 31   | 21  | 44   | 128      | 15        | 7     | 5   |
|                           | 6%    | 5%     | 5%     | 13%       | 5%    | 5%    | 3%   | 6%               | 3%           | 4%           | 2%   | 3%           | 4%   | 5%  | 7%   | 6%       | 6%        | 5%    | 7%  |
|                           |       |        |        | def       |       | f     |      | j                |              | j            |      |              | k    | k   | kl   |          |           |       |     |
|                           |       | 39%    | 48%    | 23%       | 17%   | 29%   | 19%  | 6%               | 4%           | 9%           | 19%  | 12%          | 20%  | 14% | 28%  | 82%      | 10%       | 5%    | 3%  |
| ANY OF THESE              | 1045  | 550    | 490    | 95        | 224   | 357   | 364  | 35               | 69           | 134          | 557  | 362          | 286  | 177 | 190  | 875      | 89        | 51    | 30  |
|                           | 38%   | 43%    | 35%    | 33%       | 38%   | 39%   | 40%  | 24%              | 33%          | 41%          | 45%  | 47%          | 39%  | 38% | 31%  | 39%      | 36%       | 38%   | 37% |
|                           |       | b      |        |           |       | c     | c    |                  | g            | g            | gh   | lmn          | n    | n   |      |          |           |       |     |
|                           |       | 53%    | 47%    | 9%        | 21%   | 34%   | 35%  | 3%               | 7%           | 13%          | 53%  | 35%          | 27%  | 17% | 18%  | 84%      | 8%        | 5%    | 3%  |

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                            |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                   | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample                          | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                                              | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                                                    |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Amazon Prime Video                                 | 679   | 91              | 81         | 53         | 51        | 63        | 51          | 52            | 36         | 95         | 580      | 99    | 483            | 193         | 378               | 301          |
|                                                    | 25%   | 27%             | 21%        | 24%        | 25%       | 25%       | 27%         | 24%           | 29%        | 30%        | 25%      | 27%   | 28%            | 21%         | 28%               | 22%          |
|                                                    |       | 13%             | 12%        | 8%         | 8%        | 9%        | 8%          | 8%            | 5%         | 14%        | 85%      | 15%   | 71%            | 28%         | 56%               | 44%          |
| Sky Sports channels or Sky Sports Pass from NOW TV | 555   | 76              | 79         | 36         | 45        | 52        | 38          | 39            | 31         | 67         | 482      | 73    | 388            | 159         | 340               | 215          |
|                                                    | 20%   | 22%             | 20%        | 16%        | 22%       | 21%       | 20%         | 18%           | 26%        | 21%        | 20%      | 20%   | 23%            | 17%         | 25%               | 16%          |
|                                                    |       | 14%             | 14%        | 6%         | 8%        | 9%        | 7%          | 7%            | 6%         | 12%        | 87%      | 13%   | 70%            | 29%         | 61%               | 39%          |
| BT Sport channels or BT Sport Monthly Pass         | 412   | 51              | 54         | 42         | 33        | 28        | 32          | 20            | 15         | 63         | 349      | 63    | 285            | 123         | 248               | 164          |
|                                                    | 15%   | 15%             | 14%        | 19%        | 16%       | 11%       | 16%         | 9%            | 12%        | 20%        | 15%      | 17%   | 17%            | 13%         | 18%               | 12%          |
|                                                    |       | g               |            | egh        | g         |           | eg          |               |            | begh       |          |       | m              |             | o                 |              |
|                                                    |       | 12%             | 13%        | 10%        | 8%        | 7%        | 8%          | 5%            | 4%         | 15%        | 85%      | 15%   | 69%            | 30%         | 60%               | 40%          |
| Eurosport monthly or annual pass                   | 54    | 5               | 12         | 5          | 3         | 5         | 1           | 5             | 1          | 9          | 51       | 3     | 36             | 16          | 26                | 28           |
|                                                    | 2%    | 1%              | 3%         | 2%         | 2%        | 2%        | 1%          | 2%            | 1%         | 3%         | 2%       | 1%    | 2%             | 2%          | 2%                | 2%           |
|                                                    |       |                 | f          | f          |           |           |             |               |            | f          |          |       |                |             |                   |              |
|                                                    |       | 9%              | 23%        | 10%        | 6%        | 8%        | 2%          | 8%            | 3%         | 17%        | 94%      | 6%    | 67%            | 30%         | 48%               | 52%          |
| Twitch                                             | 39    | 4               | 6          | 2          | 1         | 6         | 3           | 4             | 1          | 9          | 36       | 4     | 24             | 14          | 14                | 25           |
|                                                    | 1%    | 1%              | 2%         | 1%         | 1%        | 2%        | 2%          | 2%            | 1%         | 3%         | 2%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                                                    |       | 9%              | 16%        | 6%         | 3%        | 14%       | 8%          | 10%           | 3%         | 22%        | 90%      | 10%   | 62%            | 37%         | 36%               | 64%          |
| Pick TV                                            | 25    | 2               | 3          | 5          | 1         | 1         | 2           | 1             | 2          | 6          | 23       | 2     | 13             | 11          | 8                 | 16           |
|                                                    | 1%    | 1%              | 1%         | 2%         | 4%        | 4%        | 1%          | 4%            | 2%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                    |       |                 | deg        |            |           |           |             |               |            | e          |          |       |                |             |                   |              |
|                                                    |       | 7%              | 12%        | 20%        | 2%        | 2%        | 7%          | 3%            | 8%         | 25%        | 92%      | 8%    | 51%            | 44%         | 33%               | 67%          |
| UFC Fight Pass                                     | 25    | 2               | 2          | 2          | 3         | 2         | -           | 3             | 1          | 8          | 23       | 2     | 17             | 7           | 8                 | 17           |
|                                                    | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 0%          | 1%            | 1%         | 3%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                    |       |                 |            | f          |           |           |             | f             |            | abf        |          |       |                |             |                   |              |
|                                                    |       | 8%              | 9%         | 7%         | 13%       | 6%        | 0%          | 11%           | 6%         | 34%        | 92%      | 8%    | 69%            | 28%         | 32%               | 68%          |

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                     | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| NBA pass                  | 16    | 4               | 1          | 1          | *         | 1         | 1           | -             | -          | 6          | 15       | 1     | 7              | 8           | 3                 | 13           |
|                           | 1%    | 1%              | 1%         | 1%         | 1%        | 1%        | 1%          | 0%            | 0%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       |                 |            |            |           |           |             |               |            | bdgh       |          |       |                |             |                   | n            |
|                           |       | 23%             | 7%         | 9%         | 3%        | 9%        | 7%          | 0%            | 0%         | 37%        | 93%      | 7%    | 45%            | 50%         | 20%               | 80%          |
| None of these             | 1526  | 197             | 223        | 122        | 121       | 138       | 104         | 131           | 65         | 158        | 1320     | 207   | 924            | 547         | 700               | 826          |
|                           | 56%   | 58%             | 57%        | 55%        | 58%       | 55%       | 54%         | 61%           | 53%        | 50%        | 56%      | 56%   | 54%            | 59%         | 52%               | 60%          |
|                           |       | i               | i          |            | i         |           |             | i             |            |            |          |       |                | l           |                   | n            |
|                           |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 9%            | 4%         | 10%        | 86%      | 14%   | 61%            | 36%         | 46%               | 54%          |
| Don't know                | 155   | 20              | 22         | 12         | 7         | 22        | 11          | 10            | 4          | 21         | 141      | 14    | 65             | 59          | 62                | 93           |
|                           | 6%    | 6%              | 6%         | 5%         | 4%        | 9%        | 6%          | 5%            | 3%         | 7%         | 6%       | 4%    | 4%             | 6%          | 5%                | 7%           |
|                           |       |                 |            |            |           | dgh       |             |               |            | h          |          |       |                | l           |                   | n            |
|                           |       | 13%             | 14%        | 8%         | 5%        | 14%       | 7%          | 6%            | 2%         | 13%        | 91%      | 9%    | 42%            | 38%         | 40%               | 60%          |
| ANY OF THESE              | 1045  | 124             | 143        | 88         | 80        | 93        | 78          | 75            | 53         | 141        | 895      | 151   | 706            | 326         | 592               | 454          |
|                           | 38%   | 36%             | 37%        | 40%        | 38%       | 37%       | 41%         | 35%           | 44%        | 44%        | 38%      | 41%   | 42%            | 35%         | 44%               | 33%          |
|                           |       |                 |            |            |           |           |             |               | g          | g          |          |       | m              |             | o                 |              |
|                           |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 7%            | 5%         | 13%        | 86%      | 14%   | 68%            | 31%         | 57%               | 43%          |

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

**QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)**

Base : All respondents (excluding those completing a paper questionnaire)

|                                                    | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|----------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                    |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                            |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                   | 4805  | 2292            | 1983            | 3752             | 3860 | 2105          | 4617              |
| Effective Weighted Sample                          | 3295  | 1574            | 1368            | 2622             | 2677 | 1471          | 3193              |
| Total                                              | 2727  | 1297            | 1118            | 2110             | 2174 | 1176          | 2595              |
|                                                    |       | 48%             | 41%             | 77%              | 80%  | 43%           | 95%               |
| Amazon Prime Video                                 | 679   | 425             | 290             | 634              | 674  | 353           | 679               |
|                                                    | 25%   | 33%             | 26%             | 30%              | 31%  | 30%           | 26%               |
|                                                    |       | bf              | bf              | bf               | bf   | bf            | bf                |
|                                                    |       | 63%             | 43%             | 93%              | 99%  | 52%           | 100%              |
| Sky Sports channels or Sky Sports Pass from NOW TV | 555   | 477             | 164             | 521              | 512  | 264           | 555               |
|                                                    | 20%   | 37%             | 15%             | 25%              | 24%  | 22%           | 21%               |
|                                                    |       | bcdef           | bf              | bf               | bf   | b             | b                 |
|                                                    |       | 86%             | 29%             | 94%              | 92%  | 48%           | 100%              |
| BT Sport channels or BT Sport Monthly Pass         | 412   | 346             | 151             | 385              | 376  | 194           | 412               |
|                                                    | 15%   | 27%             | 14%             | 18%              | 17%  | 16%           | 16%               |
|                                                    |       | bcdef           | bf              | bf               | b    | b             | b                 |
|                                                    |       | 84%             | 37%             | 93%              | 91%  | 47%           | 100%              |
| Eurosport monthly or annual pass                   | 54    | 33              | 28              | 52               | 52   | 29            | 54                |
|                                                    | 2%    | 3%              | 3%              | 2%               | 2%   | 2%            | 2%                |
|                                                    |       | 60%             | 52%             | 96%              | 97%  | 54%           | 100%              |
| Twitch                                             | 39    | 23              | 14              | 30               | 39   | 21            | 39                |
|                                                    | 1%    | 2%              | 1%              | 1%               | 2%   | 2%            | 2%                |
|                                                    |       | 58%             | 37%             | 76%              | 99%  | 54%           | 100%              |
| Pick TV                                            | 25    | 11              | 20              | 21               | 20   | 14            | 25                |
|                                                    | 1%    | 1%              | 2%              | 1%               | 1%   | 1%            | 1%                |
|                                                    |       |                 | acdf            |                  |      |               |                   |
|                                                    |       | 45%             | 81%             | 87%              | 82%  | 55%           | 100%              |
| UFC Fight Pass                                     | 25    | 16              | 14              | 21               | 25   | 17            | 25                |
|                                                    | 1%    | 1%              | 1%              | 1%               | 1%   | 1%            | 1%                |
|                                                    |       | 64%             | 58%             | 86%              | 100% | 70%           | 100%              |
| NBA pass                                           | 16    | 10              | 9               | 15               | 16   | 9             | 16                |
|                                                    | 1%    | 1%              | 1%              | 1%               | 1%   | 1%            | 1%                |
|                                                    |       | 62%             | 55%             | 96%              | 98%  | 55%           | 100%              |

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                               |                        |
| Unweighted total          | 4805  | 2292                 | 1983                 | 3752                  | 3860      | 2105                          | 4617                   |
| Effective Weighted Sample | 3295  | 1574                 | 1368                 | 2622                  | 2677      | 1471                          | 3193                   |
| Total                     | 2727  | 1297                 | 1118                 | 2110                  | 2174      | 1176                          | 2595                   |
|                           |       | 48%                  | 41%                  | 77%                   | 80%       | 43%                           | 95%                    |
| None of these             | 1526  | 532                  | 670                  | 1084                  | 1114      | 633                           | 1447                   |
|                           | 56%   | 41%                  | 60%                  | 51%                   | 51%       | 54%                           | 56%                    |
|                           |       |                      | acdef                | a                     | a         | a                             | acd                    |
|                           |       | 35%                  | 44%                  | 71%                   | 73%       | 41%                           | 95%                    |
| Don't know                | 155   | 40                   | 38                   | 69                    | 81        | 41                            | 103                    |
|                           | 6%    | 3%                   | 3%                   | 3%                    | 4%        | 3%                            | 4%                     |
|                           |       | 26%                  | 24%                  | 44%                   | 52%       | 26%                           | 67%                    |
| ANY OF THESE              | 1045  | 725                  | 410                  | 957                   | 979       | 502                           | 1045                   |
|                           | 38%   | 56%                  | 37%                  | 45%                   | 45%       | 43%                           | 40%                    |
|                           |       | bcdef                |                      | bf                    | bf        | b                             | b                      |
|                           |       | 69%                  | 39%                  | 92%                   | 94%       | 48%                           | 100%                   |

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

QR1A. Does your household have Sky+ or Sky Q? (Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.) (SINGLE CODE)

Base : Those with Sky satellite TV (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f   | ~g               | ~h           | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 1395  | 661    | 726    | 105       | 243   | 556   | 480 | 60               | 98           | 183          | 696  | 431          | 432 | 180 | 313 | 803      | 180       | 229   | 183 |
| Effective Weighted Sample | 922   | 430    | 487    | 68        | 169   | 373   | 305 | 42               | 61           | 121          | 470  | 300          | 295 | 126 | 215 | 669      | 96        | 158   | 154 |
| Total                     | 737   | 350    | 383    | 48        | 138   | 286   | 259 | 31               | 49           | 89           | 380  | 236          | 172 | 140 | 167 | 579      | 78        | 56    | 23  |
|                           |       | 48%    | 52%    | 6%        | 19%   | 39%   | 35% | **               | **           | 12%          | 52%  | 32%          | 23% | 19% | 23% | 79%      | 11%       | 8%    | 3%  |
| Yes – Sky +               | 201   | 93     | 108    | 11        | 24    | 74    | 91  | **               | **           | 27           | 95   | 65           | 45  | 35  | 49  | 163      | 22        | 10    | 6   |
|                           | 27%   | 26%    | 28%    | 22%       | 17%   | 26%   | 35% | **               | **           | 30%          | 25%  | 27%          | 26% | 25% | 30% | 28%      | 28%       | 18%   | 26% |
|                           |       |        |        |           |       | d     | cde |                  |              |              |      |              |     |     |     | q        |           |       |     |
|                           |       | 46%    | 54%    | 5%        | 12%   | 37%   | 45% | **               | **           | 13%          | 47%  | 32%          | 22% | 17% | 25% | 81%      | 11%       | 5%    | 3%  |
| Yes – Sky Q               | 343   | 162    | 179    | 19        | 66    | 153   | 102 | **               | **           | 33           | 194  | 111          | 78  | 71  | 73  | 255      | 41        | 34    | 13  |
|                           | 47%   | 46%    | 47%    | 39%       | 48%   | 53%   | 39% | **               | **           | 38%          | 51%  | 47%          | 45% | 50% | 44% | 44%      | 52%       | 62%   | 54% |
|                           |       |        |        |           |       | cf    |     |                  |              |              | i    |              |     |     |     |          |           | o     | o   |
|                           |       | 47%    | 52%    | 5%        | 19%   | 45%   | 30% | **               | **           | 10%          | 57%  | 32%          | 23% | 21% | 21% | 74%      | 12%       | 10%   | 4%  |
| Yes – both Sky+ and Sky Q | 105   | 55     | 51     | 8         | 25    | 34    | 37  | **               | **           | 14           | 59   | 41           | 24  | 18  | 20  | 85       | 11        | 7     | 2   |
|                           | 14%   | 16%    | 13%    | 16%       | 18%   | 12%   | 14% | **               | **           | 16%          | 16%  | 17%          | 14% | 13% | 12% | 15%      | 14%       | 13%   | 9%  |
|                           |       | 52%    | 48%    | 7%        | 24%   | 32%   | 35% | **               | **           | 13%          | 56%  | 39%          | 23% | 17% | 19% | 81%      | 10%       | 7%    | 2%  |
| Yes – not sure which      | 26    | 10     | 16     | 4         | 9     | 6     | 7   | **               | **           | 3            | 7    | 5            | 9   | 5   | 6   | 22       | 2         | 1     | 1   |
|                           | 4%    | 3%     | 4%     | 9%        | 6%    | 2%    | 3%  | **               | **           | 3%           | 2%   | 2%           | 5%  | 4%  | 4%  | 4%       | 3%        | 1%    | 5%  |
|                           |       |        |        | ef        | e     |       |     |                  |              |              |      |              | k   |     |     |          |           |       | q   |
|                           |       | 38%    | 60%    | 16%       | 33%   | 24%   | 28% | **               | **           | 10%          | 28%  | 19%          | 34% | 19% | 23% | 84%      | 9%        | 3%    | 5%  |
| No                        | 52    | 26     | 26     | 4         | 13    | 14    | 20  | **               | **           | 11           | 21   | 14           | 15  | 8   | 14  | 46       | 2         | 3     | 1   |
|                           | 7%    | 7%     | 7%     | 9%        | 9%    | 5%    | 8%  | **               | **           | 12%          | 6%   | 6%           | 8%  | 6%  | 9%  | 8%       | 3%        | 5%    | 4%  |
|                           |       |        |        |           | e     |       |     |                  |              | j            |      |              |     |     |     |          |           |       |     |
|                           |       | 50%    | 50%    | 8%        | 25%   | 27%   | 38% | **               | **           | 21%          | 41%  | 27%          | 28% | 15% | 28% | 88%      | 4%        | 5%    | 2%  |
| Don't know                | 9     | 5      | 4      | 2         | 1     | 5     | 2   | **               | **           | 1            | 2    | 1            | 1   | 4   | 3   | 8        | *         | *     | *   |
|                           | 1%    | 2%     | 1%     | 4%        | 1%    | 2%    | 1%  | **               | **           | 1%           | 1%   | *%           | 1%  | 3%  | 2%  | 1%       | *%        | 1%    | 2%  |
|                           |       |        |        | df        |       |       |     |                  |              |              |      |              | k   |     |     |          |           |       |     |
|                           |       | 57%    | 43%    | 22%       | 8%    | 51%   | 18% | **               | **           | 13%          | 26%  | 9%           | 14% | 41% | 36% | 89%      | 2%        | 5%    | 4%  |

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



QR1A. Does your household have Sky+ or Sky Q? (Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.) (SINGLE CODE)

Base : Those with Sky satellite TV (excluding those completing a paper questionnaire)

|                           |       | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   | Total | ~a              | b          | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 1395  | 73              | 118        | 73         | 94        | 81        | 92          | 95            | 95         | 82         | 981      | 414   | 888            | 476         | 782               | 613         |
| Effective Weighted Sample | 922   | 65              | 109        | 65         | 86        | 70        | 84          | 85            | 85         | 73         | 746      | 178   | 596            | 313         | 513               | 410         |
| Total                     | 737   | 69              | 109        | 51         | 57        | 63        | 53          | 56            | 36         | 85         | 606      | 130   | 506            | 216         | 424               | 313         |
|                           |       | **              | 15%        | **         | **        | **        | **          | **            | **         | **         | 82%      | 18%   | 69%            | 29%         | 58%               | 42%         |
| Yes – Sky +               | 201   | **              | 37         | **         | **        | **        | **          | **            | **         | **         | 165      | 37    | 128            | 69          | 118               | 83          |
|                           | 27%   | **              | 34%        | **         | **        | **        | **          | **            | **         | **         | 27%      | 28%   | 25%            | 32%         | 28%               | 27%         |
|                           |       | **              | 18%        | **         | **        | **        | **          | **            | **         | **         | 82%      | 18%   | 64%            | 34%         | 58%               | 42%         |
| Yes – Sky Q               | 343   | **              | 51         | **         | **        | **        | **          | **            | **         | **         | 275      | 68    | 245            | 90          | 203               | 139         |
|                           | 47%   | **              | 47%        | **         | **        | **        | **          | **            | **         | **         | 45%      | 52%   | 48%            | 42%         | 48%               | 45%         |
|                           |       | **              | 15%        | **         | **        | **        | **          | **            | **         | **         | 80%      | 20%   | 71%            | 26%         | 59%               | 41%         |
| Yes – both Sky+ and Sky Q | 105   | **              | 15         | **         | **        | **        | **          | **            | **         | **         | 89       | 17    | 75             | 30          | 60                | 45          |
|                           | 14%   | **              | 14%        | **         | **        | **        | **          | **            | **         | **         | 15%      | 13%   | 15%            | 14%         | 14%               | 14%         |
|                           |       | **              | 14%        | **         | **        | **        | **          | **            | **         | **         | 84%      | 16%   | 71%            | 28%         | 57%               | 43%         |
| Yes – not sure which      | 26    | **              | 1          | **         | **        | **        | **          | **            | **         | **         | 22       | 4     | 19             | 7           | 13                | 14          |
|                           | 4%    | **              | 1%         | **         | **        | **        | **          | **            | **         | **         | 4%       | 3%    | 4%             | 3%          | 3%                | 4%          |
|                           |       | **              | 3%         | **         | **        | **        | **          | **            | **         | **         | 84%      | 16%   | 71%            | 26%         | 48%               | 52%         |
| No                        | 52    | **              | 6          | **         | **        | **        | **          | **            | **         | **         | 48       | 4     | 35             | 16          | 26                | 26          |
|                           | 7%    | **              | 5%         | **         | **        | **        | **          | **            | **         | **         | 8%       | 3%    | 7%             | 7%          | 6%                | 8%          |
|                           |       | **              | 11%        | **         | **        | **        | **          | **            | **         | **         | k<br>92% | 8%    | 67%            | 31%         | 49%               | 51%         |
| Don't know                | 9     | **              | -          | **         | **        | **        | **          | **            | **         | **         | 8        | 1     | 5              | 4           | 5                 | 5           |
|                           | 1%    | **              | -%         | **         | **        | **        | **          | **            | **         | **         | 1%       | 1%    | 1%             | 2%          | 1%                | 2%          |
|                           |       | **              | -%         | **         | **        | **        | **          | **            | **         | **         | 87%      | 13%   | 51%            | 45%         | 48%               | 52%         |

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

QR1A. Does your household have Sky+ or Sky Q? (Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.) (SINGLE CODE)

Base : Those with Sky satellite TV (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES  |              |               |      |                   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
| Significance Level: 95%   |       | a            | b            | c             | d    | e                 | f             |
| Unweighted total          | 1395  | 1395         | 267          | 1214          | 1225 | 609               | 1395          |
| Effective Weighted Sample | 922   | 922          | 179          | 802           | 808  | 411               | 922           |
| Total                     | 737   | 737          | 144          | 637           | 643  | 323               | 737           |
|                           |       | 100%         | 20%          | 86%           | 87%  | 44%               | 100%          |
| Yes – Sky +               | 201   | 201          | 55           | 166           | 160  | 72                | 201           |
|                           | 27%   | 27%          | 38%          | 26%           | 25%  | 22%               | 27%           |
|                           |       | e            | acdef        |               |      |                   | e             |
|                           |       | 100%         | 28%          | 82%           | 79%  | 36%               | 100%          |
| Yes – Sky Q               | 343   | 343          | 53           | 308           | 312  | 153               | 343           |
|                           | 47%   | 47%          | 37%          | 48%           | 49%  | 47%               | 47%           |
|                           |       | b            |              | b             | b    | b                 | b             |
|                           |       | 100%         | 15%          | 90%           | 91%  | 45%               | 100%          |
| Yes – both Sky+ and Sky Q | 105   | 105          | 14           | 97            | 99   | 54                | 105           |
|                           | 14%   | 14%          | 10%          | 15%           | 15%  | 17%               | 14%           |
|                           |       |              |              |               | b    |                   |               |
|                           |       | 100%         | 14%          | 92%           | 94%  | 51%               | 100%          |
| Yes – not sure which      | 26    | 26           | 3            | 20            | 23   | 14                | 26            |
|                           | 4%    | 4%           | 2%           | 3%            | 4%   | 4%                | 4%            |
|                           |       | 100%         | 12%          | 78%           | 89%  | 52%               | 100%          |
| No                        | 52    | 52           | 17           | 40            | 41   | 26                | 52            |
|                           | 7%    | 7%           | 11%          | 6%            | 6%   | 8%                | 7%            |
|                           |       |              | acdf         |               |      |                   |               |
|                           |       | 100%         | 32%          | 77%           | 79%  | 50%               | 100%          |
| Don't know                | 9     | 9            | 2            | 5             | 8    | 5                 | 9             |
|                           | 1%    | 1%           | 1%           | 1%            | 1%   | 2%                | 1%            |
|                           |       | 100%         | 16%          | 57%           | 82%  | 53%               | 100%          |

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

## QH88. Your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Sky satellite TV and Netflix (excluding those completing a paper questionnaire)

|                                              | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|----------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                      |       | a      | b      | ~c        | d     | e     | f   | ~g               | ~h           | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                             | 1120  | 529    | 586    | 97        | 231   | 468   | 318 | 39               | 63           | 147          | 605  | 362          | 357 | 147 | 228 | 627      | 152       | 187   | 154 |
| Effective Weighted Sample                    | 738   | 344    | 391    | 63        | 160   | 314   | 198 | 27               | 39           | 100          | 406  | 253          | 240 | 101 | 160 | 525      | 81        | 132   | 131 |
| Total                                        | 584   | 276    | 307    | 45        | 131   | 239   | 166 | 22               | 29           | 70           | 328  | 196          | 141 | 113 | 121 | 452      | 66        | 47    | 19  |
|                                              |       | 47%    | 53%    | **        | 22%   | 41%   | 28% | **               | **           | 12%          | 56%  | 33%          | 24% | 19% | 21% | 77%      | 11%       | 8%    | 3%  |
| Pay Netflix direct                           | 307   | 156    | 150    | **        | 74    | 132   | 72  | **               | **           | 38           | 185  | 102          | 83  | 63  | 54  | 237      | 32        | 27    | 11  |
|                                              | 53%   | 56%    | 49%    | **        | 57%   | 55%   | 43% | **               | **           | 54%          | 56%  | 52%          | 59% | 56% | 44% | 53%      | 48%       | 57%   | 56% |
|                                              |       | b      |        |           | f     | f     |     |                  |              |              |      |              |     | n   |     |          |           |       |     |
|                                              |       | 51%    | 49%    | **        | 24%   | 43%   | 23% | **               | **           | 12%          | 60%  | 33%          | 27% | 20% | 18% | 77%      | 10%       | 9%    | 4%  |
| Pay Sky TV to receive Netflix                | 166   | 75     | 91     | **        | 41    | 76    | 42  | **               | **           | 19           | 93   | 62           | 34  | 29  | 35  | 127      | 18        | 16    | 5   |
|                                              | 28%   | 27%    | 30%    | **        | 31%   | 32%   | 25% | **               | **           | 28%          | 28%  | 31%          | 24% | 26% | 29% | 28%      | 27%       | 34%   | 27% |
|                                              |       | 45%    | 55%    | **        | 25%   | 46%   | 25% | **               | **           | 12%          | 56%  | 37%          | 20% | 18% | 21% | 76%      | 11%       | 10%   | 3%  |
| Pay mobile phone provider to receive Netflix | 1     | 1      | 1      | **        | -     | -     | 1   | **               | **           | *            | -    | *            | *   | -   | 1   | 1        | *         | -     | -   |
|                                              | *%    | *%     | *%     | **        | -%    | -%    | 1%  | **               | **           | *%           | -%   | *%           | *%  | -%  | 1%  | *%       | *%        | -%    | -%  |
|                                              |       | 41%    | 59%    | **        | -%    | -%    | 82% | **               | **           | 10%          | -%   | 32%          | 18% | -%  | 50% | 90%      | 10%       | -%    | -%  |
| We share someone else's Netflix login        | 81    | 33     | 49     | **        | 13    | 22    | 40  | **               | **           | 10           | 41   | 22           | 20  | 15  | 23  | 60       | 14        | 3     | 3   |
|                                              | 14%   | 12%    | 16%    | **        | 10%   | 9%    | 24% | **               | **           | 15%          | 13%  | 11%          | 14% | 13% | 19% | 13%      | 22%       | 7%    | 16% |
|                                              |       |        |        |           |       | de    |     |                  |              |              |      |              |     | k   |     |          | oq        |       | q   |
|                                              |       | 40%    | 60%    | **        | 15%   | 26%   | 50% | **               | **           | 13%          | 51%  | 27%          | 24% | 18% | 28% | 74%      | 18%       | 4%    | 4%  |
| Something else                               | 3     | 2      | 1      | **        | 1     | -     | *   | **               | **           | 1            | -    | *            | 1   | 1   | 1   | 3        | *         | -     | -   |
|                                              | 1%    | 1%     | *%     | **        | 1%    | -%    | *%  | **               | **           | 2%           | -%   | *%           | 1%  | 1%  | 1%  | 1%       | *%        | -%    | -%  |
|                                              |       | 55%    | 45%    | **        | 23%   | -%    | 3%  | **               | **           | 33%          | -%   | 3%           | 28% | 23% | 45% | 97%      | 3%        | -%    | -%  |
| Don't know                                   | 25    | 10     | 15     | **        | 3     | 9     | 10  | **               | **           | 1            | 9    | 10           | 2   | 5   | 7   | 23       | 2         | 1     | *   |
|                                              | 4%    | 4%     | 5%     | **        | 2%    | 4%    | 6%  | **               | **           | 1%           | 3%   | 5%           | 2%  | 4%  | 6%  | 5%       | 2%        | 1%    | 1%  |
|                                              |       |        |        |           |       |       |     |                  |              |              |      | l            |     |     | l   |          |           |       |     |
|                                              |       | 40%    | 60%    | **        | 11%   | 38%   | 42% | **               | **           | 4%           | 34%  | 40%          | 9%  | 20% | 27% | 90%      | 6%        | 3%    | 1%  |

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

## QH88. Your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Sky satellite TV and Netflix (excluding those completing a paper questionnaire)

|                                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                      |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total                             | 1120  | 58              | 94         | 56         | 71        | 58        | 77          | 77            | 75         | 61         | 796      | 324   | 757            | 342         | 616               | 504          |
| Effective Weighted Sample                    | 738   | 52              | 87         | 50         | 66        | 49        | 71          | 70            | 67         | 54         | 602      | 139   | 505            | 226         | 403               | 337          |
| Total                                        | 584   | 56              | 85         | 39         | 43        | 46        | 45          | 46            | 29         | 62         | 489      | 95    | 421            | 154         | 328               | 256          |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 84%      | 16%   | 72%            | 26%         | 56%               | 44%          |
| Pay Netflix direct                           | 307   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 250      | 57    | 236            | 68          | 166               | 140          |
|                                              | 53%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 51%      | 60%   | 56%            | 44%         | 51%               | 55%          |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 82%      | 18%   | m              | 77%         | 22%               | 54%          |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 82%      | 18%   | 77%            | 22%         | 54%               | 46%          |
| Pay Sky TV to receive Netflix                | 166   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 141      | 26    | 122            | 43          | 96                | 71           |
|                                              | 28%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 29%      | 27%   | 29%            | 28%         | 29%               | 28%          |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 85%      | 15%   | 73%            | 26%         | 58%               | 42%          |
| Pay mobile phone provider to receive Netflix | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 1     | -              | 1           | 1                 | 1            |
|                                              | *%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | *%       | 1%    | -%             | 1%          | *%                | *%           |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 59%      | 41%   | l              | 100%        | 41%               | 59%          |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 59%      | 41%   | -%             | 100%        | 41%               | 59%          |
| We share someone else's Netflix login        | 81    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 73       | 8     | 48             | 31          | 49                | 33           |
|                                              | 14%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 15%      | 9%    | 11%            | 20%         | 15%               | 13%          |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | k        | l     | 59%            | 39%         | 60%               | 40%          |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | 10%   | 59%            | 39%         | 60%               | 40%          |
| Something else                               | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3        | *     | 2              | 1           | -                 | 3            |
|                                              | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | *%    | *%             | 1%          | -%                | 1%           |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | 3%    | 55%            | 45%         | -%                | 100%         |
| Don't know                                   | 25    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 22       | 3     | 14             | 10          | 17                | 8            |
|                                              | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4%       | 4%    | 3%             | 6%          | 5%                | 3%           |
|                                              |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 86%      | 14%   | 57%            | 39%         | 66%               | 34%          |

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

## QH88. Your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Sky satellite TV and Netflix (excluding those completing a paper questionnaire)

|                                              | Total | TV SERVICES          |                      |                       |           | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
|----------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                              |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d |                               |                        |
| Significance Level: 95%                      |       |                      |                      |                       |           |                               |                        |
| Unweighted total                             | 1120  | 1120                 | 206                  | 1018                  | 1120      | 525                           | 1120                   |
| Effective Weighted Sample                    | 738   | 738                  | 137                  | 672                   | 738       | 352                           | 738                    |
| Total                                        | 584   | 584                  | 108                  | 530                   | 584       | 276                           | 584                    |
|                                              |       | 100%                 | 19%                  | 91%                   | 100%      | 47%                           | 100%                   |
| Pay Netflix direct                           | 307   | 307                  | 58                   | 278                   | 307       | 155                           | 307                    |
|                                              | 53%   | 53%                  | 54%                  | 52%                   | 53%       | 56%                           | 53%                    |
|                                              |       | 100%                 | 19%                  | 90%                   | 100%      | 50%                           | 100%                   |
| Pay Sky TV to receive Netflix                | 166   | 166                  | 23                   | 158                   | 166       | 81                            | 166                    |
|                                              | 28%   | 28%                  | 21%                  | 30%                   | 28%       | 29%                           | 28%                    |
|                                              |       |                      | b                    |                       |           |                               |                        |
|                                              |       | 100%                 | 14%                  | 95%                   | 100%      | 49%                           | 100%                   |
| Pay mobile phone provider to receive Netflix | 1     | 1                    | 1                    | 1                     | 1         | 1                             | 1                      |
|                                              | *%    | *%                   | 1%                   | *%                    | *%        | *%                            | *%                     |
|                                              |       | 100%                 | 41%                  | 100%                  | 100%      | 50%                           | 100%                   |
| We share someone else's Netflix login        | 81    | 81                   | 21                   | 74                    | 81        | 28                            | 81                     |
|                                              | 14%   | 14%                  | 19%                  | 14%                   | 14%       | 10%                           | 14%                    |
|                                              |       |                      | e                    |                       |           |                               |                        |
|                                              |       | 100%                 | 26%                  | 91%                   | 100%      | 35%                           | 100%                   |
| Something else                               | 3     | 3                    | 2                    | 2                     | 3         | 1                             | 3                      |
|                                              | 1%    | 1%                   | 2%                   | *%                    | 1%        | *%                            | 1%                     |
|                                              |       | 100%                 | 64%                  | 77%                   | 100%      | 28%                           | 100%                   |
| Don't know                                   | 25    | 25                   | 4                    | 17                    | 25        | 10                            | 25                     |
|                                              | 4%    | 4%                   | 3%                   | 3%                    | 4%        | 4%                            | 4%                     |
|                                              |       | 100%                 | 15%                  | 69%                   | 100%      | 39%                           | 100%                   |

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

## QH89. Your household has Netflix and Virgin Media TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Virgin Media TV and Netflix (excluding those completing a paper questionnaire)

|                                        | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |    | NATION   |           |       |    |
|----------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|----|----------|-----------|-------|----|
|                                        |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                |       | a      | b      | ~c        | ~d    | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | ~n | o        | ~p        | ~q    | ~r |
| Unweighted total                       | 460   | 208    | 250    | 58        | 86    | 169   | 146 | 26               | 24           | 55           | 230  | 130          | 159 | 62 | 92 | 325      | 46        | 30    | 59 |
| Effective Weighted Sample              | 336   | 150    | 185    | 35        | 67    | 122   | 112 | 20               | 19           | 38           | 174  | 103          | 120 | 46 | 71 | 268      | 37        | 23    | 51 |
| Total                                  | 301   | 132    | 168    | 36        | 64    | 106   | 95  | 14               | 17           | 35           | 153  | 93           | 79  | 56 | 60 | 247      | 37        | 9     | 8  |
|                                        |       | 44%    | 56%    | **        | **    | 35%   | 32% | **               | **           | **           | 51%  | 31%          | 26% | ** | ** | 82%      | **        | **    | ** |
| Pay Netflix direct                     | 223   | 101    | 120    | **        | **    | 85    | 60  | **               | **           | **           | 124  | 77           | 60  | ** | ** | 187      | **        | **    | ** |
|                                        | 74%   | 77%    | 72%    | **        | **    | 80%   | 63% | **               | **           | **           | 81%  | 83%          | 76% | ** | ** | 76%      | **        | **    | ** |
|                                        |       |        |        |           |       | f     |     |                  |              |              |      |              |     |    |    |          |           |       |    |
|                                        |       | 45%    | 54%    | **        | **    | 38%   | 27% | **               | **           | **           | 56%  | 35%          | 27% | ** | ** | 84%      | **        | **    | ** |
| Pay Virgin Media TV to receive Netflix | 19    | 9      | 11     | **        | **    | 7     | 10  | **               | **           | **           | 7    | 4            | 3   | ** | ** | 16       | **        | **    | ** |
|                                        | 6%    | 6%     | 6%     | **        | **    | 7%    | 11% | **               | **           | **           | 5%   | 4%           | 4%  | ** | ** | 7%       | **        | **    | ** |
|                                        |       | 44%    | 56%    | **        | **    | 38%   | 52% | **               | **           | **           | 38%  | 21%          | 16% | ** | ** | 84%      | **        | **    | ** |
| We share someone else's Netflix login  | 41    | 16     | 25     | **        | **    | 9     | 20  | **               | **           | **           | 15   | 9            | 12  | ** | ** | 29       | **        | **    | ** |
|                                        | 14%   | 13%    | 15%    | **        | **    | 9%    | 21% | **               | **           | **           | 10%  | 9%           | 15% | ** | ** | 12%      | **        | **    | ** |
|                                        |       |        |        |           |       | e     |     |                  |              |              |      |              |     |    |    |          |           |       |    |
|                                        |       | 40%    | 60%    | **        | **    | 22%   | 48% | **               | **           | **           | 36%  | 21%          | 29% | ** | ** | 71%      | **        | **    | ** |
| Something else                         | 4     | -      | 4      | **        | **    | 2     | 1   | **               | **           | **           | 2    | 1            | -   | ** | ** | 4        | **        | **    | ** |
|                                        | 1%    | -%     | 3%     | **        | **    | 2%    | 1%  | **               | **           | **           | 1%   | 1%           | -%  | ** | ** | 2%       | **        | **    | ** |
|                                        |       |        | a      |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
|                                        |       | -%     | 100%   | **        | **    | 42%   | 15% | **               | **           | **           | 46%  | 15%          | -%  | ** | ** | 100%     | **        | **    | ** |
| Don't know                             | 13    | 6      | 8      | **        | **    | 3     | 4   | **               | **           | **           | 5    | 2            | 4   | ** | ** | 10       | **        | **    | ** |
|                                        | 4%    | 4%     | 5%     | **        | **    | 3%    | 4%  | **               | **           | **           | 3%   | 3%           | 5%  | ** | ** | 4%       | **        | **    | ** |
|                                        |       | 42%    | 58%    | **        | **    | 22%   | 31% | **               | **           | **           | 35%  | 18%          | 29% | ** | ** | 76%      | **        | **    | ** |

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

## QH89. Your household has Netflix and Virgin Media TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Virgin Media TV and Netflix (excluding those completing a paper questionnaire)

|                                        | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                        |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o           |
| Unweighted total                       | 460   | 41              | 38         | 28         | 31        | 40        | 38          | 34            | 41         | 34         | 432      | 28    | 303            | 151         | 203               | 257         |
| Effective Weighted Sample              | 336   | 38              | 33         | 26         | 28        | 35        | 35          | 30            | 34         | 31         | 324      | 14    | 223            | 112         | 147               | 191         |
| Total                                  | 301   | 46              | 36         | 20         | 20        | 33        | 21          | 20            | 17         | 34         | 293      | 9     | 212            | 86          | 140               | 161         |
|                                        |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | **    | 70%            | 29%         | 47%               | 53%         |
| Pay Netflix direct                     | 223   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 217      | **    | 168            | 53          | 101               | 122         |
|                                        | 74%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 74%      | **    | 80%            | 61%         | 72%               | 76%         |
|                                        |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |             |
|                                        |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | **    | 76%            | 24%         | 45%               | 55%         |
| Pay Virgin Media TV to receive Netflix | 19    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19       | **    | 9              | 10          | 10                | 9           |
|                                        | 6%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7%       | **    | 4%             | 11%         | 7%                | 6%          |
|                                        |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                                        |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | 48%            | 49%         | 53%               | 47%         |
| We share someone else's Netflix login  | 41    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 40       | **    | 26             | 14          | 19                | 23          |
|                                        | 14%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14%      | **    | 12%            | 16%         | 13%               | 14%         |
|                                        |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | 64%            | 34%         | 45%               | 55%         |
| Something else                         | 4     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4        | **    | 4              | 1           | 2                 | 2           |
|                                        | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | **    | 2%             | 1%          | 1%                | 1%          |
|                                        |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 85%      | **    | 88%            | 12%         | 46%               | 54%         |
| Don't know                             | 13    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 13       | **    | 4              | 9           | 8                 | 5           |
|                                        | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4%       | **    | 2%             | 11%         | 6%                | 3%          |
|                                        |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                                        |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | 30%            | 70%         | 65%               | 35%         |

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

## QH89. Your household has Netflix and Virgin Media TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Virgin Media TV and Netflix (excluding those completing a paper questionnaire)

|                                        | Total | TV SERVICES          |                       |                       |           | YOUTUBE            |                        |
|----------------------------------------|-------|----------------------|-----------------------|-----------------------|-----------|--------------------|------------------------|
|                                        |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                |       |                      |                       |                       |           |                    |                        |
| Unweighted total                       | 460   | 460                  | 84                    | 431                   | 460       | 230                | 460                    |
| Effective Weighted Sample              | 336   | 336                  | 61                    | 319                   | 336       | 170                | 336                    |
| Total                                  | 301   | 301                  | 64                    | 286                   | 301       | 157                | 301                    |
|                                        |       | 100%                 | **                    | 95%                   | 100%      | 52%                | 100%                   |
| Pay Netflix direct                     | 223   | 223                  | **                    | 215                   | 223       | 123                | 223                    |
|                                        | 74%   | 74%                  | **                    | 75%                   | 74%       | 78%                | 74%                    |
|                                        |       | 100%                 | **                    | 96%                   | 100%      | 55%                | 100%                   |
| Pay Virgin Media TV to receive Netflix | 19    | 19                   | **                    | 18                    | 19        | 10                 | 19                     |
|                                        | 6%    | 6%                   | **                    | 6%                    | 6%        | 7%                 | 6%                     |
|                                        |       | 100%                 | **                    | 94%                   | 100%      | 53%                | 100%                   |
| We share someone else's Netflix login  | 41    | 41                   | **                    | 37                    | 41        | 19                 | 41                     |
|                                        | 14%   | 14%                  | **                    | 13%                   | 14%       | 12%                | 14%                    |
|                                        |       | 100%                 | **                    | 90%                   | 100%      | 47%                | 100%                   |
| Something else                         | 4     | 4                    | **                    | 3                     | 4         | 1                  | 4                      |
|                                        | 1%    | 1%                   | **                    | 1%                    | 1%        | *%                 | 1%                     |
|                                        |       | 100%                 | **                    | 58%                   | 100%      | 15%                | 100%                   |
| Don't know                             | 13    | 13                   | **                    | 13                    | 13        | 4                  | 13                     |
|                                        | 4%    | 4%                   | **                    | 4%                    | 4%        | 3%                 | 4%                     |
|                                        |       | 100%                 | **                    | 97%                   | 100%      | 31%                | 100%                   |

Columns Tested: a,b,c,d,e,f



## QH90. Your household has Amazon Prime Video. How is Amazon Prime paid for as far as you know? (SINGLE CODE)

Base : Those with Amazon Prime Video (excluding those completing a paper questionnaire)

|                                                   | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                           |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                  | 2765  | 1319   | 1419   | 364       | 611   | 1015  | 759 | 130              | 173          | 334          | 1468 | 848          | 1028 | 333 | 476 | 1792     | 322       | 339   | 312 |
| Effective Weighted Sample                         | 1930  | 904    | 1009   | 252       | 453   | 714   | 504 | 92               | 120          | 233          | 1050 | 617          | 759  | 242 | 337 | 1505     | 188       | 235   | 267 |
| Total                                             | 1574  | 737    | 823    | 188       | 386   | 563   | 428 | 65               | 99           | 183          | 855  | 506          | 478  | 277 | 263 | 1304     | 149       | 81    | 39  |
|                                                   |       | 47%    | 52%    | 12%       | 25%   | 36%   | 27% | 4%               | 6%           | 12%          | 54%  | 32%          | 30%  | 18% | 17% | 83%      | 9%        | 5%    | 2%  |
| Pay Amazon direct                                 | 1330  | 631    | 688    | 142       | 312   | 507   | 362 | 49               | 84           | 149          | 748  | 444          | 399  | 238 | 213 | 1098     | 129       | 72    | 32  |
|                                                   | 85%   | 86%    | 84%    | 75%       | 81%   | 90%   | 85% | 76%              | 85%          | 81%          | 88%  | 88%          | 83%  | 86% | 81% | 84%      | 86%       | 89%   | 81% |
|                                                   |       |        |        |           |       | cdf   | c   |                  |              |              | gi   | ln           |      |     |     |          |           | r     |     |
|                                                   |       | 47%    | 52%    | 11%       | 23%   | 38%   | 27% | 4%               | 6%           | 11%          | 56%  | 33%          | 30%  | 18% | 16% | 83%      | 10%       | 5%    | 2%  |
| Pay Virgin Media TV to receive Amazon Prime Video | 6     | 3      | 3      | -         | 2     | 1     | 3   | 1                | -            | 1            | 4    | 4            | 2    | -   | -   | 6        | -         | -     | *   |
|                                                   | *%    | *%     | *%     | -%        | 1%    | *%    | 1%  | 2%               | -%           | 1%           | *%   | 1%           | *%   | -%  | -%  | *%       | -%        | -%    | *%  |
|                                                   |       | 44%    | 56%    | -%        | 36%   | 12%   | 52% | 19%              | -%           | 19%          | 63%  | 70%          | 30%  | -%  | -%  | 98%      | -%        | -%    | 2%  |
| Pay mobile phone provider to receive Amazon Prime | 22    | 10     | 12     | 5         | 7     | 6     | 5   | 4                | 3            | 6            | 5    | 4            | 6    | 5   | 6   | 18       | 2         | 1     | 1   |
|                                                   | 1%    | 1%     | 1%     | 2%        | 2%    | 1%    | 1%  | 6%               | 3%           | 3%           | 1%   | 1%           | 1%   | 2%  | 2%  | 1%       | 2%        | 1%    | 2%  |
|                                                   |       |        |        |           |       |       |     | j                | j            | j            | 1%   | 1%           | 1%   | 2%  | 2%  |          |           |       |     |
|                                                   |       | 45%    | 53%    | 20%       | 31%   | 28%   | 21% | 16%              | 13%          | 28%          | 20%  | 19%          | 28%  | 24% | 25% | 82%      | 10%       | 4%    | 4%  |
| We share someone else's Amazon Prime login        | 137   | 58     | 79     | 20        | 48    | 26    | 42  | 6                | 9            | 19           | 69   | 31           | 45   | 24  | 31  | 116      | 12        | 5     | 4   |
|                                                   | 9%    | 8%     | 10%    | 11%       | 12%   | 5%    | 10% | 10%              | 9%           | 10%          | 8%   | 6%           | 9%   | 9%  | 12% | 9%       | 8%        | 6%    | 10% |
|                                                   |       |        |        | e         | e     | e     | e   |                  |              |              |      |              | k    | k   |     |          |           |       |     |
|                                                   |       | 42%    | 57%    | 15%       | 35%   | 19%   | 31% | 5%               | 7%           | 14%          | 51%  | 23%          | 33%  | 17% | 23% | 85%      | 9%        | 4%    | 3%  |
| Something else                                    | 33    | 15     | 18     | 6         | 13    | 8     | 6   | 2                | 1            | 4            | 17   | 13           | 11   | 4   | 3   | 28       | 3         | 1     | 1   |
|                                                   | 2%    | 2%     | 2%     | 3%        | 3%    | 1%    | 1%  | 3%               | 1%           | 2%           | 2%   | 3%           | 2%   | 1%  | 1%  | 2%       | 2%        | 1%    | 2%  |
|                                                   |       |        |        |           | ef    |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                   |       | 45%    | 54%    | 18%       | 38%   | 24%   | 18% | 6%               | 4%           | 13%          | 53%  | 41%          | 33%  | 11% | 10% | 85%      | 10%       | 2%    | 3%  |
| Don't know                                        | 46    | 21     | 24     | 16        | 4     | 14    | 10  | 2                | 2            | 3            | 12   | 9            | 15   | 6   | 10  | 39       | 3         | 3     | 2   |
|                                                   | 3%    | 3%     | 3%     | 8%        | 1%    | 3%    | 2%  | 4%               | 2%           | 2%           | 1%   | 2%           | 3%   | 2%  | 4%  | 3%       | 2%        | 3%    | 4%  |
|                                                   |       |        |        | def       |       |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                   |       | 45%    | 52%    | 34%       | 9%    | 31%   | 22% | 5%               | 4%           | 7%           | 25%  | 19%          | 33%  | 14% | 22% | 83%      | 7%        | 6%    | 4%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH90. Your household has Amazon Prime Video. How is Amazon Prime paid for as far as you know? (SINGLE CODE)

Base : Those with Amazon Prime Video (excluding those completing a paper questionnaire)

|                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                  | 2765  | 212             | 239        | 184        | 199       | 170       | 226         | 209           | 168        | 185        | 2131     | 634   | 1817           | 909         | 1448              | 1317         |
| Effective Weighted Sample                         | 1930  | 190             | 217        | 169        | 181       | 150       | 206         | 189           | 147        | 165        | 1646     | 286   | 1297           | 619         | 978               | 953          |
| Total                                             | 1574  | 212             | 213        | 128        | 123       | 128       | 128         | 124           | 63         | 184        | 1359     | 215   | 1104           | 448         | 817               | 756          |
|                                                   |       | 13%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 86%      | 14%   | 70%            | 28%         | 52%               | 48%          |
| Pay Amazon direct                                 | 1330  | 179             | 181        | 117        | 105       | 98        | 111         | 108           | 54         | 146        | 1139     | 191   | 952            | 361         | 708               | 621          |
|                                                   | 85%   | 85%             | 85%        | 91%        | 85%       | 76%       | 87%         | 87%           | 85%        | 79%        | 84%      | 89%   | 86%            | 81%         | 87%               | 82%          |
|                                                   |       |                 | e          | ei         | e         |           | ei          | e             |            |            |          | j     | m              |             | o                 |              |
|                                                   |       | 13%             | 14%        | 9%         | 8%        | 7%        | 8%          | 8%            | 4%         | 11%        | 86%      | 14%   | 72%            | 27%         | 53%               | 47%          |
| Pay Virgin Media TV to receive Amazon Prime Video | 6     | -               | 2          | 1          | -         | 1         | -           | -             | -          | 3          | 6        | -     | 4              | 2           | 5                 | 1            |
|                                                   | *%    | -%              | 1%         | *%         | -%        | 1%        | -%          | -%            | -%         | 1%         | *%       | -%    | *%             | *%          | 1%                | *%           |
|                                                   |       | -%              | 32%        | 11%        | -%        | 12%       | -%          | -%            | -%         | 43%        | 100%     | -%    | 72%            | 28%         | 81%               | 19%          |
| Pay mobile phone provider to receive Amazon Prime | 22    | 1               | 1          | *          | 1         | 4         | 1           | 2             | 1          | 7          | 20       | 2     | 14             | 7           | 8                 | 14           |
|                                                   | 1%    | *%              | *%         | *%         | 1%        | 3%        | 1%          | 2%            | 2%         | 4%         | 1%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                                                   |       |                 |            |            |           | abc       |             |               |            | abc        |          |       |                |             |                   |              |
|                                                   |       | 2%              | 3%         | 1%         | 5%        | 19%       | 5%          | 10%           | 6%         | 29%        | 90%      | 10%   | 64%            | 34%         | 37%               | 63%          |
| We share someone else's Amazon Prime login        | 137   | 21              | 16         | 8          | 10        | 15        | 12          | 12            | 2          | 21         | 125      | 12    | 90             | 45          | 68                | 69           |
|                                                   | 9%    | 10%             | 7%         | 6%         | 8%        | 11%       | 9%          | 9%            | 4%         | 11%        | 9%       | 6%    | 8%             | 10%         | 8%                | 9%           |
|                                                   |       | h               |            |            |           | h         | h           | h             |            | h          | k        |       |                |             |                   |              |
|                                                   |       | 15%             | 12%        | 6%         | 7%        | 11%       | 9%          | 9%            | 2%         | 15%        | 91%      | 9%    | 66%            | 33%         | 49%               | 51%          |
| Something else                                    | 33    | 7               | 7          | 1          | 4         | 1         | 1           | 2             | 1          | 5          | 28       | 5     | 19             | 13          | 13                | 20           |
|                                                   | 2%    | 3%              | 3%         | 1%         | 3%        | 1%        | 1%          | 1%            | 1%         | 3%         | 2%       | 2%    | 2%             | 3%          | 2%                | 3%           |
|                                                   |       | f               |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                                   |       | 22%             | 21%        | 3%         | 12%       | 2%        | 2%          | 5%            | 2%         | 16%        | 84%      | 16%   | 60%            | 40%         | 39%               | 61%          |
| Don't know                                        | 46    | 5               | 7          | 2          | 4         | 10        | 3           | 1             | 5          | 4          | 41       | 5     | 24             | 20          | 15                | 31           |
|                                                   | 3%    | 2%              | 3%         | 1%         | 3%        | 8%        | 2%          | 1%            | 8%         | 2%         | 3%       | 2%    | 2%             | 4%          | 2%                | 4%           |
|                                                   |       |                 |            |            |           | acfgi     |             |               | acfgi      |            |          |       |                | l           |                   | n            |
|                                                   |       | 10%             | 15%        | 4%         | 8%        | 21%       | 5%          | 2%            | 11%        | 8%         | 90%      | 10%   | 53%            | 43%         | 33%               | 67%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QH90. Your household has Amazon Prime Video. How is Amazon Prime paid for as far as you know? (SINGLE CODE)

Base : Those with Amazon Prime Video (excluding those completing a paper questionnaire)

|                                                   | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                                   |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                           |       |                      |                      |                       |           |                    |                        |
| Unweighted total                                  | 2765  | 1474                 | 1105                 | 2404                  | 2765      | 1427               | 2765                   |
| Effective Weighted Sample                         | 1930  | 1013                 | 763                  | 1681                  | 1930      | 995                | 1930                   |
| Total                                             | 1574  | 842                  | 629                  | 1375                  | 1574      | 800                | 1574                   |
|                                                   |       | 53%                  | 40%                  | 87%                   | 100%      | 51%                | 100%                   |
| Pay Amazon direct                                 | 1330  | 739                  | 529                  | 1178                  | 1330      | 675                | 1330                   |
|                                                   | 85%   | 88%                  | 84%                  | 86%                   | 85%       | 84%                | 85%                    |
|                                                   |       | bdef                 |                      |                       |           |                    |                        |
|                                                   |       | 56%                  | 40%                  | 89%                   | 100%      | 51%                | 100%                   |
| Pay Virgin Media TV to receive Amazon Prime Video | 6     | 6                    | 1                    | 5                     | 6         | 3                  | 6                      |
|                                                   | *%    | 1%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                                                   |       | 100%                 | 19%                  | 83%                   | 100%      | 47%                | 100%                   |
| Pay mobile phone provider to receive Amazon Prime | 22    | 17                   | 8                    | 22                    | 22        | 9                  | 22                     |
|                                                   | 1%    | 2%                   | 1%                   | 2%                    | 1%        | 1%                 | 1%                     |
|                                                   |       | 77%                  | 34%                  | 97%                   | 100%      | 39%                | 100%                   |
| We share someone else's Amazon Prime login        | 137   | 56                   | 62                   | 115                   | 137       | 71                 | 137                    |
|                                                   | 9%    | 7%                   | 10%                  | 8%                    | 9%        | 9%                 | 9%                     |
|                                                   |       | a                    |                      |                       |           |                    |                        |
|                                                   |       | 41%                  | 45%                  | 84%                   | 100%      | 52%                | 100%                   |
| Something else                                    | 33    | 6                    | 11                   | 24                    | 33        | 24                 | 33                     |
|                                                   | 2%    | 1%                   | 2%                   | 2%                    | 2%        | 3%                 | 2%                     |
|                                                   |       | a                    | a                    | a                     | a         | ac                 | a                      |
|                                                   |       | 20%                  | 34%                  | 75%                   | 100%      | 73%                | 100%                   |
| Don't know                                        | 46    | 17                   | 18                   | 31                    | 46        | 18                 | 46                     |
|                                                   | 3%    | 2%                   | 3%                   | 2%                    | 3%        | 2%                 | 3%                     |
|                                                   |       | 38%                  | 40%                  | 68%                   | 100%      | 39%                | 100%                   |

Columns Tested: a,b,c,d,e,f

## QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample  | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                      | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                            |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| BBC iPlayer                | 399   | 193    | 203    | 42        | 70    | 152   | 134  | 13               | 24           | 49           | 216  | 134          | 116  | 74  | 69   | 335      | 34        | 23    | 8   |
|                            | 15%   | 15%    | 14%    | 14%       | 12%   | 17%   | 15%  | 9%               | 12%          | 15%          | 18%  | 17%          | 16%  | 16% | 11%  | 15%      | 14%       | 17%   | 10% |
|                            |       |        |        |           |       | d     |      |                  |              | g            | gh   | n            | n    | n   |      | r        |           | r     |     |
|                            |       | 48%    | 51%    | 10%       | 17%   | 38%   | 34%  | 3%               | 6%           | 12%          | 54%  | 34%          | 29%  | 18% | 17%  | 84%      | 8%        | 6%    | 2%  |
| Amazon Prime Video         | 279   | 157    | 121    | 26        | 64    | 101   | 88   | 8                | 17           | 37           | 140  | 95           | 62   | 62  | 54   | 244      | 17        | 13    | 5   |
|                            | 10%   | 12%    | 9%     | 9%        | 11%   | 11%   | 10%  | 6%               | 8%           | 11%          | 11%  | 12%          | 8%   | 13% | 9%   | 11%      | 7%        | 9%    | 6%  |
|                            |       | b      |        |           |       | g     |      |                  |              | g            | g    | ln           |      | ln  |      | pr       |           |       |     |
|                            |       | 56%    | 43%    | 9%        | 23%   | 36%   | 31%  | 3%               | 6%           | 13%          | 50%  | 34%          | 22%  | 22% | 19%  | 88%      | 6%        | 5%    | 2%  |
| YouTube                    | 196   | 109    | 85     | 40        | 45    | 72    | 37   | 11               | 15           | 27           | 91   | 45           | 58   | 40  | 46   | 159      | 21        | 11    | 4   |
|                            | 7%    | 9%     | 6%     | 14%       | 8%    | 8%    | 4%   | 7%               | 7%           | 8%           | 7%   | 6%           | 8%   | 9%  | 8%   | 7%       | 9%        | 8%    | 5%  |
|                            |       | b      |        | def       | f     | f     |      |                  |              |              |      |              |      |     |      | r        | r         | r     |     |
|                            |       | 56%    | 43%    | 20%       | 23%   | 37%   | 19%  | 6%               | 8%           | 14%          | 46%  | 23%          | 30%  | 21% | 24%  | 81%      | 11%       | 6%    | 2%  |
| ITV Hub or STV Player      | 193   | 87     | 106    | 20        | 36    | 68    | 68   | 10               | 16           | 30           | 96   | 51           | 44   | 49  | 46   | 157      | 17        | 14    | 4   |
|                            | 7%    | 7%     | 8%     | 7%        | 6%    | 7%    | 8%   | 7%               | 8%           | 9%           | 8%   | 7%           | 6%   | 11% | 8%   | 7%       | 7%        | 11%   | 5%  |
|                            |       |        |        |           |       |       |      |                  |              |              |      |              |      | kl  |      |          |           | or    |     |
|                            |       | 45%    | 55%    | 11%       | 19%   | 35%   | 35%  | 5%               | 8%           | 16%          | 50%  | 27%          | 23%  | 25% | 24%  | 82%      | 9%        | 7%    | 2%  |
| All 4                      | 153   | 71     | 81     | 21        | 32    | 56    | 44   | 7                | 11           | 23           | 84   | 54           | 40   | 25  | 32   | 131      | 10        | 9     | 3   |
|                            | 6%    | 6%     | 6%     | 7%        | 6%    | 6%    | 5%   | 5%               | 5%           | 7%           | 7%   | 7%           | 5%   | 5%  | 5%   | 6%       | 4%        | 7%    | 3%  |
|                            |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      | r        |           | r     |     |
|                            |       | 47%    | 53%    | 13%       | 21%   | 37%   | 29%  | 5%               | 7%           | 15%          | 55%  | 35%          | 26%  | 17% | 21%  | 86%      | 6%        | 6%    | 2%  |
| BT TV (including BT Sport) | 126   | 79     | 47     | 10        | 20    | 36    | 60   | 3                | 7            | 12           | 70   | 52           | 27   | 25  | 19   | 107      | 12        | 5     | 2   |
|                            | 5%    | 6%     | 3%     | 3%        | 3%    | 4%    | 7%   | 2%               | 4%           | 4%           | 6%   | 7%           | 4%   | 5%  | 3%   | 5%       | 5%        | 4%    | 2%  |
|                            |       | b      |        |           |       | cde   |      |                  |              |              | g    | ln           |      |     |      | r        | r         |       |     |
|                            |       | 63%    | 37%    | 8%        | 16%   | 29%   | 48%  | 3%               | 6%           | 9%           | 55%  | 41%          | 21%  | 20% | 15%  | 85%      | 10%       | 4%    | 1%  |
| My 5                       | 82    | 38     | 43     | 6         | 10    | 33    | 32   | 7                | 8            | 13           | 37   | 22           | 16   | 18  | 24   | 65       | 7         | 7     | 2   |
|                            | 3%    | 3%     | 3%     | 2%        | 2%    | 4%    | 4%   | 4%               | 4%           | 4%           | 3%   | 3%           | 2%   | 4%  | 4%   | 3%       | 3%        | 5%    | 2%  |
|                            |       |        |        |           |       | d     | d    |                  |              |              |      |              |      |     | l    |          |           | or    |     |
|                            |       | 47%    | 52%    | 8%        | 12%   | 41%   | 39%  | 8%               | 10%          | 16%          | 45%  | 28%          | 20%  | 22% | 29%  | 80%      | 9%        | 9%    | 2%  |
| NOW TV                     | 28    | 14     | 14     | *         | 6     | 13    | 9    | 1                | 2            | 5            | 12   | 5            | 8    | 9   | 6    | 25       | *         | 2     | 1   |
|                            | 1%    | 1%     | 1%     | *%        | 1%    | 1%    | 1%   | *%               | 1%           | 1%           | 1%   | 1%           | 1%   | 2%  | 1%   | 1%       | *%        | 1%    | 1%  |
|                            |       |        |        |           |       | c     |      |                  |              |              |      |              |      | k   |      |          |           |       |     |
|                            |       | 50%    | 50%    | 1%        | 22%   | 44%   | 32%  | 2%               | 9%           | 16%          | 43%  | 18%          | 28%  | 31% | 21%  | 89%      | 2%        | 7%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4805  | 2271   | 2449   | 537       | 933   | 1651  | 1623 | 304              | 357          | 615          | 2132 | 1324         | 1618 | 572 | 1082 | 3112     | 520       | 568   | 605 |
| Effective Weighted Sample | 3295  | 1546   | 1702   | 362       | 672   | 1138  | 1084 | 209              | 242          | 419          | 1502 | 949          | 1185 | 409 | 762  | 2567     | 304       | 385   | 500 |
| Total                     | 2727  | 1269   | 1401   | 288       | 583   | 912   | 901  | 146              | 208          | 330          | 1229 | 772          | 737  | 463 | 612  | 2261     | 249       | 135   | 81  |
|                           |       | 47%    | 51%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Facebook/ Facebook Watch  | 6     | 3      | 3      | 1         | 2     | 3     | *    | -                | *            | 2            | 3    | 2            | 1    | 1   | 3    | 5        | *         | *     | *   |
|                           | *%    | *%     | *%     | *%        | *%    | *%    | *%   | -%               | *%           | 1%           | *%   | *%           | *%   | *%  | *%   | *%       | *%        | *%    | *%  |
|                           |       | 47%    | 53%    | 16%       | 31%   | 48%   | 5%   | -%               | 2%           | 28%          | 54%  | 27%          | 12%  | 14% | 47%  | 82%      | 5%        | 7%    | 5%  |
| Twitter                   | 2     | 2      | -      | *         | -     | 2     | -    | -                | -            | -            | 2    | 1            | *    | -   | 1    | 2        | -         | *     | -   |
|                           | *%    | *%     | -%     | *%        | -%    | *%    | -%   | -%               | -%           | -%           | *%   | *%           | *%   | -%  | *%   | *%       | -%        | *%    | -%  |
|                           |       | 100%   | -%     | 14%       | -%    | 86%   | -%   | -%               | -%           | -%           | 100% | 30%          | 14%  | -%  | 56%  | 86%      | -%        | 14%   | -%  |
| None of these             | 2002  | 912    | 1039   | 201       | 430   | 651   | 679  | 118              | 161          | 244          | 876  | 554          | 535  | 319 | 469  | 1652     | 183       | 99    | 68  |
|                           | 73%   | 72%    | 74%    | 70%       | 74%   | 71%   | 75%  | 81%              | 78%          | 74%          | 71%  | 72%          | 73%  | 69% | 77%  | 73%      | 74%       | 73%   | 83% |
|                           |       | 46%    | 52%    | 10%       | 22%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 27%  | 16% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                | 41    | 15     | 26     | 4         | 6     | 16    | 14   | 1                | 3            | 4            | 12   | 6            | 12   | 11  | 8    | 34       | 3         | 3     | 1   |
|                           | 1%    | 1%     | 2%     | 1%        | 1%    | 2%    | 2%   | 1%               | 2%           | 1%           | 1%   | 1%           | 2%   | 2%  | 1%   | 2%       | 1%        | 2%    | 1%  |
|                           |       | 37%    | 63%    | 10%       | 16%   | 39%   | 34%  | 3%               | 8%           | 9%           | 30%  | 16%          | 29%  | 27% | 19%  | 84%      | 7%        | 7%    | 2%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total           | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398        |
| Effective Weighted Sample  | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706        |
| Total                      | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373        |
|                            |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%         |
| BBC iPlayer                | 399   | 41              | 67         | 41         | 33        | 33        | 28          | 31            | 19         | 44         | 338      | 61    | 281            | 112         | 225               | 174         |
|                            | 15%   | 12%             | 17%        | 19%        | 16%       | 13%       | 14%         | 14%           | 15%        | 14%        | 14%      | 16%   | 17%            | 12%         | 17%               | 13%         |
|                            |       |                 | a          |            |           |           |             |               |            |            |          |       | m              |             | o                 |             |
|                            |       | 10%             | 17%        | 10%        | 8%        | 8%        | 7%          | 8%            | 5%         | 11%        | 85%      | 15%   | 70%            | 28%         | 56%               | 44%         |
| Amazon Prime Video         | 279   | 30              | 45         | 22         | 16        | 27        | 24          | 26            | 10         | 43         | 238      | 40    | 200            | 73          | 152               | 126         |
|                            | 10%   | 9%              | 12%        | 10%        | 8%        | 11%       | 13%         | 12%           | 9%         | 13%        | 10%      | 11%   | 12%            | 8%          | 11%               | 9%          |
|                            |       |                 |            |            |           |           | d           |               |            | d          |          |       | m              |             |                   |             |
|                            |       | 11%             | 16%        | 8%         | 6%        | 10%       | 9%          | 9%            | 4%         | 15%        | 86%      | 14%   | 72%            | 26%         | 55%               | 45%         |
| YouTube                    | 196   | 19              | 35         | 20         | 12        | 19        | 10          | 15            | 6          | 23         | 175      | 20    | 132            | 59          | 85                | 110         |
|                            | 7%    | 5%              | 9%         | 9%         | 6%        | 8%        | 5%          | 7%            | 5%         | 7%         | 7%       | 5%    | 8%             | 6%          | 6%                | 8%          |
|                            |       |                 | h          | h          |           |           |             |               |            |            |          |       |                |             |                   |             |
|                            |       | 9%              | 18%        | 10%        | 6%        | 10%       | 5%          | 8%            | 3%         | 12%        | 90%      | 10%   | 67%            | 30%         | 44%               | 56%         |
| ITV Hub or STV Player      | 193   | 15              | 31         | 26         | 13        | 18        | 13          | 14            | 12         | 16         | 169      | 24    | 129            | 60          | 109               | 84          |
|                            | 7%    | 4%              | 8%         | 12%        | 6%        | 7%        | 7%          | 7%            | 10%        | 5%         | 7%       | 6%    | 8%             | 6%          | 8%                | 6%          |
|                            |       |                 |            | adfgi      |           |           |             |               | ai         |            |          |       |                |             | o                 |             |
|                            |       | 8%              | 16%        | 13%        | 6%        | 9%        | 7%          | 7%            | 6%         | 8%         | 88%      | 12%   | 67%            | 31%         | 57%               | 43%         |
| All 4                      | 153   | 17              | 29         | 16         | 12        | 8         | 12          | 12            | 11         | 13         | 134      | 19    | 108            | 42          | 82                | 71          |
|                            | 6%    | 5%              | 7%         | 7%         | 6%        | 3%        | 6%          | 6%            | 9%         | 4%         | 6%       | 5%    | 6%             | 5%          | 6%                | 5%          |
|                            |       |                 | e          | e          |           |           |             |               | ei         |            |          |       | m              |             |                   |             |
|                            |       | 11%             | 19%        | 11%        | 8%        | 5%        | 8%          | 8%            | 7%         | 9%         | 88%      | 12%   | 70%            | 27%         | 54%               | 46%         |
| BT TV (including BT Sport) | 126   | 15              | 21         | 17         | 7         | 11        | 8           | 3             | 4          | 22         | 106      | 20    | 85             | 40          | 78                | 48          |
|                            | 5%    | 4%              | 5%         | 7%         | 3%        | 4%        | 4%          | 1%            | 3%         | 7%         | 5%       | 5%    | 5%             | 4%          | 6%                | 3%          |
|                            |       | g               | g          | dgh        |           | g         | g           |               |            | gh         |          |       |                |             | o                 |             |
|                            |       | 12%             | 17%        | 13%        | 6%        | 8%        | 6%          | 2%            | 3%         | 18%        | 84%      | 16%   | 68%            | 32%         | 62%               | 38%         |
| My 5                       | 82    | 2               | 17         | 10         | 4         | 4         | 5           | 9             | 5          | 9          | 72       | 9     | 52             | 27          | 46                | 36          |
|                            | 3%    | 1%              | 4%         | 5%         | 2%        | 1%        | 3%          | 4%            | 4%         | 3%         | 3%       | 2%    | 3%             | 3%          | 3%                | 3%          |
|                            |       |                 | ae         | ae         |           |           |             | ae            | a          |            |          |       |                |             |                   |             |
|                            |       | 3%              | 21%        | 13%        | 5%        | 5%        | 6%          | 11%           | 6%         | 11%        | 89%      | 11%   | 63%            | 33%         | 56%               | 44%         |
| NOW TV                     | 28    | 1               | 6          | 5          | 1         | 7         | -           | 1             | 1          | 3          | 25       | 3     | 21             | 6           | 14                | 14          |
|                            | 1%    | *%              | 2%         | 2%         | 1%        | 3%        | -%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%          |
|                            |       |                 | f          | af         |           | adfg      |             |               |            |            |          |       |                |             |                   |             |
|                            |       | 3%              | 22%        | 16%        | 4%        | 25%       | -%          | 5%            | 3%         | 12%        | 88%      | 12%   | 73%            | 20%         | 50%               | 50%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4805  | 356             | 424        | 319        | 341       | 327       | 346         | 365           | 314        | 320        | 3688     | 1117  | 2811           | 1851        | 2407              | 2398         |
| Effective Weighted Sample | 3295  | 315             | 371        | 286        | 306       | 283       | 311         | 321           | 271        | 285        | 2797     | 505   | 1968           | 1266        | 1591              | 1706         |
| Total                     | 2727  | 342             | 388        | 222        | 209       | 252       | 193         | 215           | 121        | 320        | 2355     | 372   | 1695           | 931         | 1354              | 1373         |
|                           |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 62%            | 34%         | 50%               | 50%          |
| Facebook/ Facebook Watch  | 6     | -               | 1          | 2          | 2         | -         | -           | -             | -          | 1          | 4        | 2     | 4              | 2           | 3                 | 3            |
|                           | *%    | -%              | *%         | 1%         | 1%        | -%        | -%          | -%            | -%         | *%         | *%       | 1%    | *%             | *%          | *%                | *%           |
|                           |       | -%              | 10%        | 25%        | 27%       | -%        | -%          | -%            | -%         | 20%        | 67%      | 33%   | 61%            | 29%         | 54%               | 46%          |
| Twitter                   | 2     | -               | -          | -          | -         | 1         | -           | -             | -          | 1          | 2        | -     | 2              | -           | 1                 | 2            |
|                           | *%    | -%              | -%         | -%         | -%        | *%        | -%          | -%            | -%         | *%         | *%       | -%    | *%             | -%          | *%                | *%           |
|                           |       | -%              | -%         | -%         | -%        | 30%       | -%          | -%            | -%         | 56%        | 100%     | -%    | 100%           | -%          | 30%               | 70%          |
| None of these             | 2002  | 270             | 280        | 153        | 146       | 181       | 141         | 159           | 93         | 229        | 1738     | 264   | 1202           | 714         | 969               | 1033         |
|                           | 73%   | 79%             | 72%        | 69%        | 70%       | 72%       | 73%         | 74%           | 76%        | 72%        | 74%      | 71%   | 71%            | 77%         | 72%               | 75%          |
|                           |       | bcdei           |            |            |           |           |             |               |            |            |          |       | l              |             | n                 |              |
|                           |       | 13%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 11%        | 87%      | 13%   | 60%            | 36%         | 48%               | 52%          |
| Don't know                | 41    | 4               | 5          | 2          | 5         | 8         | 3           | 3             | 2          | 3          | 37       | 4     | 24             | 14          | 18                | 23           |
|                           | 1%    | 1%              | 1%         | 1%         | 2%        | 3%        | 1%          | 1%            | 2%         | 1%         | 2%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                           |       | 11%             | 11%        | 5%         | 11%       | 20%       | 6%          | 8%            | 5%         | 7%         | 91%      | 9%    | 60%            | 35%         | 43%               | 57%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                            | Total | TV SERVICES          |                      |                       |           |                               |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                               |                        |
| Unweighted total           | 4805  | 2292                 | 1983                 | 3752                  | 3860      | 2105                          | 4617                   |
| Effective Weighted Sample  | 3295  | 1574                 | 1368                 | 2622                  | 2677      | 1471                          | 3193                   |
| Total                      | 2727  | 1297                 | 1118                 | 2110                  | 2174      | 1176                          | 2595                   |
|                            |       | 48%                  | 41%                  | 77%                   | 80%       | 43%                           | 95%                    |
| BBC iPlayer                | 399   | 211                  | 197                  | 399                   | 365       | 221                           | 399                    |
|                            | 15%   | 16%                  | 18%                  | 19%                   | 17%       | 19%                           | 15%                    |
|                            |       |                      |                      | adf                   |           | f                             |                        |
|                            |       | 53%                  | 49%                  | 100%                  | 92%       | 55%                           | 100%                   |
| Amazon Prime Video         | 279   | 182                  | 108                  | 253                   | 277       | 133                           | 278                    |
|                            | 10%   | 14%                  | 10%                  | 12%                   | 13%       | 11%                           | 11%                    |
|                            |       | bef                  |                      | b                     | bf        |                               |                        |
|                            |       | 65%                  | 39%                  | 91%                   | 99%       | 48%                           | 100%                   |
| YouTube                    | 196   | 98                   | 84                   | 155                   | 180       | 196                           | 196                    |
|                            | 7%    | 8%                   | 8%                   | 7%                    | 8%        | 17%                           | 8%                     |
|                            |       |                      |                      |                       |           | abcdf                         |                        |
|                            |       | 50%                  | 43%                  | 79%                   | 92%       | 100%                          | 100%                   |
| ITV Hub or STV Player      | 193   | 112                  | 84                   | 192                   | 177       | 108                           | 193                    |
|                            | 7%    | 9%                   | 8%                   | 9%                    | 8%        | 9%                            | 7%                     |
|                            |       |                      |                      | f                     |           | f                             |                        |
|                            |       | 58%                  | 44%                  | 99%                   | 92%       | 56%                           | 100%                   |
| All 4                      | 153   | 86                   | 71                   | 152                   | 144       | 88                            | 153                    |
|                            | 6%    | 7%                   | 6%                   | 7%                    | 7%        | 7%                            | 6%                     |
|                            |       |                      |                      | f                     |           | f                             |                        |
|                            |       | 57%                  | 46%                  | 100%                  | 94%       | 58%                           | 100%                   |
| BT TV (including BT Sport) | 126   | 114                  | 54                   | 119                   | 117       | 69                            | 126                    |
|                            | 5%    | 9%                   | 5%                   | 6%                    | 5%        | 6%                            | 5%                     |
|                            |       | bcdef                |                      |                       |           |                               |                        |
|                            |       | 90%                  | 43%                  | 95%                   | 92%       | 55%                           | 100%                   |
| My 5                       | 82    | 42                   | 44                   | 82                    | 75        | 43                            | 82                     |
|                            | 3%    | 3%                   | 4%                   | 4%                    | 3%        | 4%                            | 3%                     |
|                            |       | 52%                  | 54%                  | 100%                  | 92%       | 53%                           | 100%                   |
| NOW TV                     | 28    | 17                   | 14                   | 25                    | 27        | 15                            | 28                     |
|                            | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                            |       | 59%                  | 49%                  | 87%                   | 95%       | 53%                           | 100%                   |

Columns Tested: a,b,c,d,e,f



QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES  |              |               |      |                   |               |
|---------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                           |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                           |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%   |       |              |              |               |      |                   |               |
| Unweighted total          | 4805  | 2292         | 1983         | 3752          | 3860 | 2105              | 4617          |
| Effective Weighted Sample | 3295  | 1574         | 1368         | 2622          | 2677 | 1471              | 3193          |
| Total                     | 2727  | 1297         | 1118         | 2110          | 2174 | 1176              | 2595          |
|                           |       | 48%          | 41%          | 77%           | 80%  | 43%               | 95%           |
| Facebook/ Facebook Watch  | 6     | 4            | 5            | 4             | 6    | 5                 | 6             |
|                           | *%    | *%           | *%           | *%            | *%   | *%                | *%            |
|                           |       | 57%          | 83%          | 66%           | 98%  | 73%               | 98%           |
| Twitter                   | 2     | 2            | 2            | 1             | 2    | 2                 | 2             |
|                           | *%    | *%           | *%           | *%            | *%   | *%                | *%            |
|                           |       | 70%          | 100%         | 44%           | 100% | 100%              | 100%          |
| None of these             | 2002  | 894          | 792          | 1461          | 1513 | 788               | 1871          |
|                           | 73%   | 69%          | 71%          | 69%           | 70%  | 67%               | 72%           |
|                           |       |              | e            |               |      |                   | acde          |
|                           |       | 45%          | 40%          | 73%           | 76%  | 39%               | 93%           |
| Don't know                | 41    | 18           | 19           | 33            | 36   | 11                | 40            |
|                           | 1%    | 1%           | 2%           | 2%            | 2%   | 1%                | 2%            |
|                           |       | 45%          | 47%          | 81%           | 89%  | 28%               | 98%           |

Columns Tested: a,b,c,d,e,f

## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                                                             | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                     |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                            | 3519  | 1624   | 1854   | 475       | 791   | 1255  | 964 | 200              | 216          | 442          | 1727 | 1009         | 1274 | 422 | 696 | 2239     | 391       | 417   | 472 |
| Effective Weighted Sample                                                                   | 2423  | 1114   | 1283   | 325       | 580   | 866   | 630 | 138              | 148          | 305          | 1211 | 722          | 932  | 292 | 503 | 1867     | 231       | 289   | 401 |
| Total                                                                                       | 1969  | 889    | 1058   | 247       | 483   | 691   | 528 | 97               | 121          | 232          | 1003 | 594          | 583  | 337 | 383 | 1611     | 194       | 103   | 60  |
|                                                                                             |       | 45%    | 54%    | 13%       | 25%   | 35%   | 27% | 5%               | 6%           | 12%          | 51%  | 30%          | 30%  | 17% | 19% | 82%      | 10%       | 5%    | 3%  |
| <b>PROMPTED REASONS</b>                                                                     |       |        |        |           |       |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 1124  | 512    | 602    | 143       | 287   | 405   | 281 | 40               | 68           | 125          | 640  | 381          | 354  | 185 | 177 | 920      | 117       | 57    | 30  |
|                                                                                             | 57%   | 58%    | 57%    | 58%       | 59%   | 59%   | 53% | 42%              | 57%          | 54%          | 64%  | 64%          | 61%  | 55% | 46% | 57%      | 60%       | 56%   | 49% |
|                                                                                             |       | 46%    | 54%    | 13%       | 26%   | 36%   | 25% | 4%               | 6%           | 11%          | 57%  | 34%          | 31%  | 16% | 16% | 82%      | 10%       | 5%    | 3%  |
| To watch at a time that suits                                                               | 914   | 398    | 505    | 121       | 230   | 314   | 240 | 39               | 62           | 97           | 512  | 297          | 282  | 131 | 174 | 750      | 97        | 42    | 24  |
|                                                                                             | 46%   | 45%    | 48%    | 49%       | 48%   | 45%   | 45% | 41%              | 51%          | 42%          | 51%  | 50%          | 48%  | 39% | 46% | 47%      | 50%       | 41%   | 40% |
|                                                                                             |       | 44%    | 55%    | 13%       | 25%   | 34%   | 26% | 4%               | 7%           | 11%          | 56%  | 32%          | 31%  | 14% | 19% | 82%      | 11%       | 5%    | 3%  |
| To watch multiple episodes in a row/ to watch box sets                                      | 897   | 381    | 511    | 123       | 238   | 304   | 227 | 40               | 64           | 100          | 500  | 289          | 281  | 131 | 172 | 731      | 100       | 42    | 25  |
|                                                                                             | 46%   | 43%    | 48%    | 50%       | 49%   | 44%   | 43% | 42%              | 53%          | 43%          | 50%  | 49%          | 48%  | 39% | 45% | 45%      | 51%       | 40%   | 41% |
|                                                                                             |       | 42%    | 57%    | 14%       | 27%   | 34%   | 25% | 4%               | 7%           | 11%          | 56%  | 32%          | 31%  | 15% | 19% | 81%      | 11%       | 5%    | 3%  |
| To watch something different to the programmes on main TV/ broadcast TV                     | 813   | 349    | 458    | 101       | 183   | 270   | 254 | 27               | 55           | 86           | 463  | 282          | 241  | 120 | 148 | 655      | 94        | 43    | 21  |
|                                                                                             | 41%   | 39%    | 43%    | 41%       | 38%   | 39%   | 48% | 28%              | 46%          | 37%          | 46%  | 47%          | 41%  | 36% | 39% | 41%      | 48%       | 41%   | 35% |
|                                                                                             |       | 43%    | 56%    | 12%       | 22%   | 33%   | 31% | 3%               | 7%           | 11%          | 57%  | 35%          | 30%  | 15% | 18% | 81%      | 12%       | 5%    | 3%  |
| To watch a specific programme/ series                                                       | 800   | 357    | 437    | 113       | 231   | 276   | 174 | 35               | 52           | 102          | 433  | 242          | 252  | 124 | 163 | 667      | 78        | 32    | 23  |
|                                                                                             | 41%   | 40%    | 41%    | 46%       | 48%   | 40%   | 33% | 37%              | 43%          | 44%          | 43%  | 41%          | 43%  | 37% | 43% | 41%      | 40%       | 31%   | 38% |
|                                                                                             |       | 45%    | 55%    | 14%       | 29%   | 34%   | 22% | 4%               | 6%           | 13%          | 54%  | 30%          | 31%  | 15% | 20% | 83%      | 10%       | 4%    | 3%  |
| To access a back catalogue of films                                                         | 734   | 343    | 383    | 95        | 205   | 246   | 182 | 29               | 46           | 78           | 435  | 249          | 237  | 113 | 111 | 599      | 82        | 34    | 18  |
|                                                                                             | 37%   | 39%    | 36%    | 39%       | 42%   | 36%   | 35% | 30%              | 38%          | 33%          | 43%  | 42%          | 41%  | 34% | 29% | 37%      | 42%       | 33%   | 29% |
|                                                                                             |       | 47%    | 52%    | 13%       | 28%   | 33%   | 25% | 4%               | 6%           | 11%          | 59%  | 34%          | 32%  | 15% | 15% | 82%      | 11%       | 5%    | 2%  |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r                                 |       |        |        |           |       |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |

## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                                 | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|-----------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                         |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                | 3519  | 1624   | 1854   | 475       | 791   | 1255  | 964 | 200              | 216          | 442          | 1727 | 1009         | 1274 | 422 | 696 | 2239     | 391       | 417   | 472 |
| Effective Weighted Sample                                       | 2423  | 1114   | 1283   | 325       | 580   | 866   | 630 | 138              | 148          | 305          | 1211 | 722          | 932  | 292 | 503 | 1867     | 231       | 289   | 401 |
| Total                                                           | 1969  | 889    | 1058   | 247       | 483   | 691   | 528 | 97               | 121          | 232          | 1003 | 594          | 583  | 337 | 383 | 1611     | 194       | 103   | 60  |
|                                                                 |       | 45%    | 54%    | 13%       | 25%   | 35%   | 27% | 5%               | 6%           | 12%          | 51%  | 30%          | 30%  | 17% | 19% | 82%      | 10%       | 5%    | 3%  |
| To access a back catalogue of TV programmes                     | 684   | 324    | 355    | 90        | 202   | 241   | 146 | 29               | 45           | 73           | 413  | 230          | 231  | 97  | 108 | 559      | 72        | 35    | 17  |
|                                                                 | 35%   | 36%    | 34%    | 37%       | 42%   | 35%   | 28% | 30%              | 37%          | 32%          | 41%  | 39%          | 40%  | 29% | 28% | 35%      | 37%       | 34%   | 29% |
|                                                                 |       |        |        | f         | ef    | f     |     |                  |              |              | gi   | mn           | mn   |     |     | r        | r         |       |     |
|                                                                 |       | 47%    | 52%    | 13%       | 30%   | 35%   | 21% | 4%               | 7%           | 11%          | 60%  | 34%          | 34%  | 14% | 16% | 82%      | 11%       | 5%    | 3%  |
| To access new movie releases                                    | 558   | 251    | 304    | 75        | 133   | 188   | 155 | 27               | 41           | 63           | 298  | 177          | 151  | 100 | 113 | 468      | 48        | 27    | 14  |
|                                                                 | 28%   | 28%    | 29%    | 31%       | 28%   | 27%   | 29% | 28%              | 33%          | 27%          | 30%  | 30%          | 26%  | 30% | 30% | 29%      | 25%       | 26%   | 23% |
|                                                                 |       |        |        |           |       |       |     |                  |              |              |      |              |      |     |     | r        |           |       |     |
|                                                                 |       | 45%    | 54%    | 14%       | 24%   | 34%   | 28% | 5%               | 7%           | 11%          | 53%  | 32%          | 27%  | 18% | 20% | 84%      | 9%        | 5%    | 2%  |
| No advertising breaks in the programmes/shows                   | 512   | 231    | 277    | 77        | 143   | 157   | 133 | 30               | 42           | 63           | 276  | 152          | 169  | 83  | 96  | 413      | 60        | 26    | 13  |
|                                                                 | 26%   | 26%    | 26%    | 31%       | 30%   | 23%   | 25% | 31%              | 34%          | 27%          | 28%  | 26%          | 29%  | 25% | 25% | 26%      | 31%       | 26%   | 22% |
|                                                                 |       |        |        | ef        | e     |       |     |                  |              |              |      |              |      |     |     |          | r         |       |     |
|                                                                 |       | 45%    | 54%    | 15%       | 28%   | 31%   | 26% | 6%               | 8%           | 12%          | 54%  | 30%          | 33%  | 16% | 19% | 81%      | 12%       | 5%    | 3%  |
| Can watch it when I'm away from home/abroad/ on holiday         | 422   | 174    | 244    | 80        | 135   | 137   | 68  | 17               | 27           | 47           | 233  | 125          | 146  | 78  | 63  | 346      | 46        | 19    | 10  |
|                                                                 | 21%   | 20%    | 23%    | 32%       | 28%   | 20%   | 13% | 17%              | 22%          | 20%          | 23%  | 21%          | 25%  | 23% | 16% | 22%      | 24%       | 19%   | 17% |
|                                                                 |       |        | a      | ef        | ef    | f     |     |                  |              |              |      | n            | n    | n   |     | r        |           |       |     |
|                                                                 |       | 41%    | 58%    | 19%       | 32%   | 32%   | 16% | 4%               | 6%           | 11%          | 55%  | 30%          | 35%  | 18% | 15% | 82%      | 11%       | 5%    | 2%  |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 356   | 165    | 185    | 51        | 120   | 118   | 66  | 18               | 25           | 49           | 195  | 101          | 127  | 61  | 58  | 295      | 33        | 17    | 11  |
|                                                                 | 18%   | 19%    | 17%    | 21%       | 25%   | 17%   | 13% | 19%              | 21%          | 21%          | 19%  | 17%          | 22%  | 18% | 15% | 18%      | 17%       | 17%   | 18% |
|                                                                 |       |        |        | f         | ef    | f     |     |                  |              |              |      |              | kn   |     |     |          |           |       |     |
|                                                                 |       | 46%    | 52%    | 14%       | 34%   | 33%   | 19% | 5%               | 7%           | 14%          | 55%  | 28%          | 36%  | 17% | 16% | 83%      | 9%        | 5%    | 3%  |
| Cheaper than buying DVDs                                        | 335   | 158    | 175    | 55        | 92    | 106   | 78  | 20               | 24           | 45           | 164  | 93           | 110  | 53  | 66  | 285      | 25        | 17    | 9   |
|                                                                 | 17%   | 18%    | 17%    | 23%       | 19%   | 15%   | 15% | 21%              | 20%          | 19%          | 16%  | 16%          | 19%  | 16% | 17% | 18%      | 13%       | 17%   | 14% |
|                                                                 |       |        |        | ef        | f     |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                                 |       | 47%    | 52%    | 17%       | 27%   | 32%   | 23% | 6%               | 7%           | 13%          | 49%  | 28%          | 33%  | 16% | 20% | 85%      | 7%        | 5%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                        | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|--------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                        |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                       | 3519  | 1624   | 1854   | 475       | 791   | 1255  | 964 | 200              | 216          | 442          | 1727 | 1009         | 1274 | 422 | 696 | 2239     | 391       | 417   | 472 |
| Effective Weighted Sample                              | 2423  | 1114   | 1283   | 325       | 580   | 866   | 630 | 138              | 148          | 305          | 1211 | 722          | 932  | 292 | 503 | 1867     | 231       | 289   | 401 |
| Total                                                  | 1969  | 889    | 1058   | 247       | 483   | 691   | 528 | 97               | 121          | 232          | 1003 | 594          | 583  | 337 | 383 | 1611     | 194       | 103   | 60  |
|                                                        |       | 45%    | 54%    | 13%       | 25%   | 35%   | 27% | 5%               | 6%           | 12%          | 51%  | 30%          | 30%  | 17% | 19% | 82%      | 10%       | 5%    | 3%  |
| To take advantage of a free trial or promotional offer | 322   | 149    | 172    | 35        | 66    | 144   | 76  | 22               | 24           | 48           | 157  | 90           | 103  | 55  | 70  | 269      | 24        | 18    | 12  |
|                                                        | 16%   | 17%    | 16%    | 14%       | 14%   | 21%   | 14% | 23%              | 20%          | 21%          | 16%  | 15%          | 18%  | 16% | 18% | 17%      | 12%       | 18%   | 19% |
|                                                        |       |        |        |           |       | cdf   |     | j                |              | j            |      |              |      |     |     |          |           |       | p   |
|                                                        |       | 46%    | 53%    | 11%       | 21%   | 45%   | 24% | 7%               | 7%           | 15%          | 49%  | 28%          | 32%  | 17% | 22% | 83%      | 7%        | 6%    | 4%  |
| Recommendation from a friend/ family member            | 279   | 121    | 155    | 39        | 59    | 76    | 102 | 18               | 18           | 46           | 125  | 75           | 83   | 46  | 64  | 242      | 18        | 11    | 7   |
|                                                        | 14%   | 14%    | 15%    | 16%       | 12%   | 11%   | 19% | 19%              | 15%          | 20%          | 12%  | 13%          | 14%  | 14% | 17% | 15%      | 9%        | 11%   | 11% |
|                                                        |       |        |        | e         |       |       | de  | j                |              | j            |      |              |      |     |     | p        |           |       |     |
|                                                        |       | 43%    | 56%    | 14%       | 21%   | 27%   | 36% | 6%               | 6%           | 17%          | 45%  | 27%          | 30%  | 16% | 23% | 87%      | 6%        | 4%    | 2%  |
| Got it to watch during lockdown in 2020                | 163   | 61     | 97     | 23        | 34    | 56    | 45  | 12               | 13           | 25           | 59   | 40           | 34   | 37  | 42  | 136      | 16        | 6     | 5   |
|                                                        | 8%    | 7%     | 9%     | 9%        | 7%    | 8%    | 9%  | 12%              | 10%          | 11%          | 6%   | 7%           | 6%   | 11% | 11% | 8%       | 8%        | 6%    | 9%  |
|                                                        |       |        | a      |           |       |       |     | j                | j            | j            |      |              |      | kl  | kl  |          |           |       |     |
|                                                        |       | 37%    | 60%    | 14%       | 21%   | 34%   | 28% | 7%               | 8%           | 16%          | 36%  | 24%          | 21%  | 22% | 26% | 83%      | 10%       | 4%    | 3%  |
| To replace a TV subscription that I/ we cancelled      | 107   | 52     | 54     | 13        | 30    | 44    | 19  | 9                | 7            | 18           | 53   | 25           | 28   | 28  | 24  | 95       | 5         | 4     | 3   |
|                                                        | 5%    | 6%     | 5%     | 5%        | 6%    | 6%    | 4%  | 9%               | 6%           | 8%           | 5%   | 4%           | 5%   | 8%  | 6%  | 6%       | 3%        | 4%    | 6%  |
|                                                        |       |        |        |           | f     | f     |     |                  |              |              |      |              |      | kl  |     | p        |           |       |     |
|                                                        |       | 48%    | 50%    | 12%       | 28%   | 41%   | 18% | 8%               | 6%           | 17%          | 50%  | 24%          | 26%  | 26% | 23% | 88%      | 5%        | 4%    | 3%  |
| I saw it advertised and it looked interesting          | 89    | 32     | 57     | 13        | 25    | 29    | 21  | 7                | 6            | 11           | 44   | 23           | 26   | 19  | 17  | 74       | 8         | 5     | 3   |
|                                                        | 5%    | 4%     | 5%     | 5%        | 5%    | 4%    | 4%  | 7%               | 5%           | 5%           | 4%   | 4%           | 4%   | 6%  | 5%  | 5%       | 4%        | 4%    | 5%  |
|                                                        |       |        | a      |           |       |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                        |       | 36%    | 64%    | 15%       | 28%   | 33%   | 24% | 8%               | 7%           | 12%          | 49%  | 26%          | 29%  | 22% | 19% | 83%      | 9%        | 5%    | 3%  |
| UNPROMPTED REASONS                                     |       |        |        |           |       |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
| Share subscription with others/ guest login            | 21    | 8      | 12     | *         | 4     | 1     | 15  | 1                | 2            | 3            | 12   | 7            | 6    | 4   | 3   | 18       | 2         | *     | 1   |
|                                                        | 1%    | 1%     | 1%     | *%        | 1%    | *%    | 3%  | 1%               | 2%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%  | 1%       | 1%        | *%    | 1%  |
|                                                        |       |        |        |           |       | cde   |     |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                        |       | 38%    | 61%    | 1%        | 21%   | 6%    | 72% | 4%               | 11%          | 14%          | 59%  | 34%          | 30%  | 20% | 16% | 85%      | 11%       | *%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                                    | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|--------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                    |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                            |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                   | 3519  | 1624   | 1854   | 475       | 791   | 1255  | 964 | 200              | 216          | 442          | 1727 | 1009         | 1274 | 422 | 696 | 2239     | 391       | 417   | 472 |
| Effective Weighted Sample                                          | 2423  | 1114   | 1283   | 325       | 580   | 866   | 630 | 138              | 148          | 305          | 1211 | 722          | 932  | 292 | 503 | 1867     | 231       | 289   | 401 |
| Total                                                              | 1969  | 889    | 1058   | 247       | 483   | 691   | 528 | 97               | 121          | 232          | 1003 | 594          | 583  | 337 | 383 | 1611     | 194       | 103   | 60  |
|                                                                    |       | 45%    | 54%    | 13%       | 25%   | 35%   | 27% | 5%               | 6%           | 12%          | 51%  | 30%          | 30%  | 17% | 19% | 82%      | 10%       | 5%    | 3%  |
| Initially a gift                                                   | 5     | 2      | 3      | -         | -     | 2     | 3   | -                | -            | -            | 3    | 3            | *    | -   | 1   | 4        | -         | *     | -   |
|                                                                    | *%    | *%     | *%     | -%        | -%    | *%    | 1%  | -%               | -%           | -%           | *%   | *%           | *%   | -%  | *%  | *%       | -%        | *%    | -%  |
|                                                                    |       | 43%    | 57%    | -%        | -%    | 38%   | 62% | -%               | -%           | -%           | 62%  | 61%          | 9%   | -%  | 31% | 91%      | -%        | 9%    | -%  |
| For children to watch/ children's programmes                       | 4     | 3      | 1      | -         | -     | 1     | 3   | -                | -            | -            | 2    | 2            | *    | 2   | *   | 4        | -         | -     | *   |
|                                                                    | *%    | *%     | *%     | -%        | -%    | *%    | 1%  | -%               | -%           | -%           | *%   | *%           | *%   | 1%  | *%  | *%       | -%        | -%    | *%  |
|                                                                    |       | 84%    | 16%    | -%        | -%    | 32%   | 68% | -%               | -%           | -%           | 58%  | 42%          | 11%  | 42% | 5%  | 95%      | -%        | -%    | 5%  |
| Came with TV package                                               | 1     | 1      | *      | -         | -     | *     | 1   | -                | -            | *            | -    | -            | *    | 1   | *   | 1        | -         | *     | *   |
|                                                                    | *%    | *%     | *%     | -%        | -%    | *%    | *%  | -%               | -%           | *%           | -%   | -%           | *%   | *%  | *%  | *%       | -%        | *%    | *%  |
|                                                                    |       | 60%    | 40%    | -%        | -%    | 16%   | 84% | -%               | -%           | 40%          | -%   | -%           | 24%  | 60% | 16% | 60%      | -%        | 24%   | 16% |
| Don't know                                                         | 88    | 43     | 43     | 16        | 22    | 27    | 20  | 3                | 3            | 12           | 23   | 19           | 22   | 21  | 15  | 72       | 7         | 6     | 4   |
|                                                                    | 4%    | 5%     | 4%     | 7%        | 5%    | 4%    | 4%  | 3%               | 3%           | 5%           | 2%   | 3%           | 4%   | 6%  | 4%  | 4%       | 3%        | 6%    | 7%  |
|                                                                    |       |        |        |           |       |       |     |                  |              | j            |      |              |      | k   |     |          |           |       |     |
|                                                                    |       | 49%    | 49%    | 18%       | 25%   | 31%   | 23% | 3%               | 4%           | 13%          | 27%  | 21%          | 25%  | 24% | 17% | 81%      | 8%        | 7%    | 5%  |
| NOT ANSWERED [POSTAL ONLY]                                         | 12    | 4      | 7      | *         | -     | 1     | 10  | 3                | -            | 1            | 4    | -            | 2    | 5   | 4   | 10       | 1         | *     | *   |
|                                                                    | 1%    | 1%     | 1%     | *%        | -%    | *%    | 2%  | 3%               | -%           | *%           | *%   | -%           | *%   | 2%  | 1%  | 1%       | 1%        | *%    | 1%  |
|                                                                    |       |        |        |           |       | cde   |     | hij              |              |              |      |              |      | kl  | k   |          |           |       |     |
|                                                                    |       | 38%    | 62%    | 4%        | -%    | 7%    | 89% | 29%              | -%           | 6%           | 37%  | -%           | 18%  | 45% | 33% | 83%      | 9%        | 4%    | 4%  |
| SUMMARY OF PROMPTED REASONS                                        |       |        |        |           |       |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 1563  | 690    | 859    | 193       | 392   | 556   | 409 | 67               | 100          | 182          | 848  | 502          | 473  | 259 | 286 | 1279     | 160       | 78    | 46  |
|                                                                    | 79%   | 78%    | 81%    | 78%       | 81%   | 80%   | 77% | 70%              | 83%          | 78%          | 85%  | 85%          | 81%  | 77% | 75% | 79%      | 82%       | 76%   | 75% |
|                                                                    |       |        | a      |           |       |       |     |                  | g            | g            | gi   | mn           | n    |     |     |          | r         |       |     |
|                                                                    |       | 44%    | 55%    | 12%       | 25%   | 36%   | 26% | 4%               | 6%           | 12%          | 54%  | 32%          | 30%  | 17% | 18% | 82%      | 10%       | 5%    | 3%  |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 1359  | 598    | 747    | 179       | 345   | 471   | 352 | 64               | 93           | 147          | 735  | 426          | 411  | 217 | 259 | 1109     | 146       | 66    | 39  |
|                                                                    | 69%   | 67%    | 71%    | 72%       | 71%   | 68%   | 67% | 66%              | 77%          | 64%          | 73%  | 72%          | 70%  | 64% | 67% | 69%      | 75%       | 64%   | 64% |
|                                                                    |       |        |        |           |       |       |     |                  | gi           |              | i    | m            |      |     |     |          | oqr       |       |     |
|                                                                    |       | 44%    | 55%    | 13%       | 25%   | 35%   | 26% | 5%               | 7%           | 11%          | 54%  | 31%          | 30%  | 16% | 19% | 82%      | 11%       | 5%    | 3%  |

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QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                              | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |      |     |     | NATION      |              |       |     |
|----------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|------|-----|-----|-------------|--------------|-------|-----|
|                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%                      |       | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l    | m   | n   | o           | p            | q     | r   |
| Unweighted total                             | 3519  | 1624   | 1854   | 475       | 791   | 1255  | 964 | 200              | 216              | 442              | 1727 | 1009         | 1274 | 422 | 696 | 2239        | 391          | 417   | 472 |
| Effective Weighted Sample                    | 2423  | 1114   | 1283   | 325       | 580   | 866   | 630 | 138              | 148              | 305              | 1211 | 722          | 932  | 292 | 503 | 1867        | 231          | 289   | 401 |
| Total                                        | 1969  | 889    | 1058   | 247       | 483   | 691   | 528 | 97               | 121              | 232              | 1003 | 594          | 583  | 337 | 383 | 1611        | 194          | 103   | 60  |
|                                              |       | 45%    | 54%    | 13%       | 25%   | 35%   | 27% | 5%               | 6%               | 12%              | 51%  | 30%          | 30%  | 17% | 19% | 82%         | 10%          | 5%    | 3%  |
| PROMOTION/ MARKETING/<br>RECOMMENDATION      | 584   | 256    | 324    | 73        | 122   | 214   | 172 | 36               | 35               | 88               | 282  | 168          | 182  | 95  | 124 | 492         | 45           | 30    | 18  |
|                                              | 30%   | 29%    | 31%    | 30%       | 25%   | 31%   | 33% | 38%              | 29%              | 38%              | 28%  | 28%          | 31%  | 28% | 32% | 31%         | 23%          | 29%   | 30% |
|                                              |       |        |        |           |       | d     | d   | j                |                  | j                |      |              |      |     |     | p           |              |       |     |
|                                              |       | 44%    | 56%    | 12%       | 21%   | 37%   | 29% | 6%               | 6%               | 15%              | 48%  | 29%          | 31%  | 16% | 21% | 84%         | 8%           | 5%    | 3%  |
| CHEAPER THAN ALTERNATIVE/<br>REPLACED PAY TV | 570   | 256    | 305    | 88        | 166   | 189   | 122 | 31               | 41               | 74               | 291  | 163          | 186  | 96  | 104 | 475         | 49           | 28    | 17  |
|                                              | 29%   | 29%    | 29%    | 36%       | 34%   | 27%   | 23% | 33%              | 34%              | 32%              | 29%  | 27%          | 32%  | 29% | 27% | 29%         | 25%          | 27%   | 28% |
|                                              |       |        |        | ef        | ef    |       |     |                  |                  |                  |      |              |      |     |     |             |              |       |     |
|                                              |       | 45%    | 54%    | 15%       | 29%   | 33%   | 21% | 6%               | 7%               | 13%              | 51%  | 29%          | 33%  | 17% | 18% | 83%         | 9%           | 5%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                            | 3519  | 279             | 302        | 221        | 233       | 238       | 241         | 261           | 233        | 231        | 2724     | 795   | 2261           | 1182        | 1729              | 1790         |
| Effective Weighted Sample                                                                   | 2423  | 249             | 274        | 203        | 212       | 210       | 221         | 233           | 204        | 200        | 2073     | 357   | 1578           | 820         | 1149              | 1277         |
| Total                                                                                       | 1969  | 270             | 266        | 154        | 142       | 178       | 133         | 152           | 89         | 228        | 1716     | 253   | 1354           | 571         | 968               | 1001         |
|                                                                                             |       | 14%             | 13%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 69%            | 29%         | 49%               | 51%          |
| <b>PROMPTED REASONS</b>                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 1124  | 146             | 175        | 85         | 88        | 94        | 78          | 84            | 46         | 125        | 969      | 154   | 807            | 303         | 579               | 545          |
|                                                                                             | 57%   | 54%             | 66%        | 56%        | 62%       | 53%       | 59%         | 55%           | 52%        | 55%        | 56%      | 61%   | 60%            | 53%         | 60%               | 54%          |
|                                                                                             |       |                 | aceghi     |            | h         |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                                             |       | 13%             | 16%        | 8%         | 8%        | 8%        | 7%          | 7%            | 4%         | 11%        | 86%      | 14%   | 72%            | 27%         | 52%               | 48%          |
| To watch at a time that suits                                                               | 914   | 128             | 129        | 72         | 69        | 74        | 59          | 70            | 40         | 110        | 791      | 123   | 629            | 265         | 455               | 459          |
|                                                                                             | 46%   | 47%             | 49%        | 47%        | 48%       | 42%       | 44%         | 46%           | 45%        | 48%        | 46%      | 48%   | 46%            | 46%         | 47%               | 46%          |
|                                                                                             |       | 14%             | 14%        | 8%         | 8%        | 8%        | 6%          | 8%            | 4%         | 12%        | 87%      | 13%   | 69%            | 29%         | 50%               | 50%          |
| To watch multiple episodes in a row/ to watch box sets                                      | 897   | 111             | 130        | 70         | 78        | 67        | 58          | 72            | 36         | 108        | 784      | 113   | 618            | 267         | 452               | 445          |
|                                                                                             | 46%   | 41%             | 49%        | 45%        | 55%       | 38%       | 43%         | 47%           | 41%        | 47%        | 46%      | 45%   | 46%            | 47%         | 47%               | 44%          |
|                                                                                             |       |                 | e          |            | acefh     |           |             | e             |            |            |          |       |                |             |                   |              |
|                                                                                             |       | 12%             | 15%        | 8%         | 9%        | 8%        | 6%          | 8%            | 4%         | 12%        | 87%      | 13%   | 69%            | 30%         | 50%               | 50%          |
| To watch something different to the programmes on main TV/ broadcast TV                     | 813   | 102             | 117        | 71         | 55        | 69        | 47          | 67            | 31         | 95         | 700      | 113   | 556            | 245         | 429               | 384          |
|                                                                                             | 41%   | 38%             | 44%        | 46%        | 39%       | 39%       | 35%         | 44%           | 35%        | 42%        | 41%      | 45%   | 41%            | 43%         | 44%               | 38%          |
|                                                                                             |       |                 | h          | fh         |           |           |             | fh            |            |            |          |       |                |             | o                 |              |
|                                                                                             |       | 13%             | 14%        | 9%         | 7%        | 8%        | 6%          | 8%            | 4%         | 12%        | 86%      | 14%   | 68%            | 30%         | 53%               | 47%          |
| To watch a specific programme/ series                                                       | 800   | 104             | 117        | 63         | 64        | 74        | 59          | 55            | 39         | 93         | 702      | 98    | 577            | 214         | 384               | 417          |
|                                                                                             | 41%   | 38%             | 44%        | 41%        | 45%       | 42%       | 44%         | 36%           | 44%        | 41%        | 41%      | 39%   | 43%            | 37%         | 40%               | 42%          |
|                                                                                             |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                             |       | 13%             | 15%        | 8%         | 8%        | 9%        | 7%          | 7%            | 5%         | 12%        | 88%      | 12%   | 72%            | 27%         | 48%               | 52%          |
| To access a back catalogue of films                                                         | 734   | 106             | 105        | 59         | 57        | 49        | 48          | 56            | 25         | 93         | 632      | 101   | 522            | 199         | 363               | 370          |
|                                                                                             | 37%   | 39%             | 40%        | 38%        | 40%       | 28%       | 36%         | 37%           | 28%        | 41%        | 37%      | 40%   | 39%            | 35%         | 37%               | 37%          |
|                                                                                             |       | eh              | eh         | eh         | eh        |           |             | eh            |            | eh         |          |       |                |             |                   |              |
|                                                                                             |       | 14%             | 14%        | 8%         | 8%        | 7%        | 7%          | 8%            | 3%         | 13%        | 86%      | 14%   | 71%            | 27%         | 49%               | 51%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                | 3519  | 279             | 302        | 221        | 233       | 238       | 241         | 261           | 233        | 231        | 2724     | 795   | 2261           | 1182        | 1729              | 1790         |
| Effective Weighted Sample                                       | 2423  | 249             | 274        | 203        | 212       | 210       | 221         | 233           | 204        | 200        | 2073     | 357   | 1578           | 820         | 1149              | 1277         |
| Total                                                           | 1969  | 270             | 266        | 154        | 142       | 178       | 133         | 152           | 89         | 228        | 1716     | 253   | 1354           | 571         | 968               | 1001         |
|                                                                 |       | 14%             | 13%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 69%            | 29%         | 49%               | 51%          |
| To access a back catalogue of TV programmes                     | 684   | 98              | 100        | 55         | 56        | 50        | 44          | 51            | 23         | 84         | 594      | 91    | 502            | 174         | 345               | 340          |
|                                                                 | 35%   | 36%             | 38%        | 36%        | 39%       | 28%       | 33%         | 33%           | 25%        | 37%        | 35%      | 36%   | 37%            | 30%         | 36%               | 34%          |
|                                                                 |       | h               | eh         | h          | eh        |           |             |               |            | h          |          |       | m              |             |                   |              |
|                                                                 |       | 14%             | 15%        | 8%         | 8%        | 7%        | 6%          | 7%            | 3%         | 12%        | 87%      | 13%   | 73%            | 25%         | 50%               | 50%          |
| To access new movie releases                                    | 558   | 84              | 77         | 42         | 39        | 53        | 37          | 45            | 21         | 70         | 489      | 68    | 375            | 173         | 278               | 280          |
|                                                                 | 28%   | 31%             | 29%        | 27%        | 28%       | 30%       | 28%         | 30%           | 23%        | 31%        | 29%      | 27%   | 28%            | 30%         | 29%               | 28%          |
|                                                                 |       | 15%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 88%      | 12%   | 67%            | 31%         | 50%               | 50%          |
| No advertising breaks in the programmes/ shows                  | 512   | 59              | 70         | 46         | 40        | 41        | 25          | 46            | 18         | 68         | 447      | 66    | 342            | 161         | 235               | 277          |
|                                                                 | 26%   | 22%             | 26%        | 30%        | 28%       | 23%       | 19%         | 30%           | 20%        | 30%        | 26%      | 26%   | 25%            | 28%         | 24%               | 28%          |
|                                                                 |       |                 | f          | afh        | f         |           |             | afh           |            | fh         |          |       |                |             |                   |              |
|                                                                 |       | 12%             | 14%        | 9%         | 8%        | 8%        | 5%          | 9%            | 4%         | 13%        | 87%      | 13%   | 67%            | 32%         | 46%               | 54%          |
| Can watch it when I'm away from home/ abroad/ on holiday        | 422   | 62              | 58         | 28         | 34        | 33        | 23          | 33            | 19         | 57         | 373      | 49    | 314            | 103         | 193               | 229          |
|                                                                 | 21%   | 23%             | 22%        | 18%        | 24%       | 19%       | 17%         | 22%           | 21%        | 25%        | 22%      | 19%   | 23%            | 18%         | 20%               | 23%          |
|                                                                 |       |                 |            |            |           |           |             |               |            | f          |          |       | m              |             |                   |              |
|                                                                 |       | 15%             | 14%        | 7%         | 8%        | 8%        | 5%          | 8%            | 4%         | 14%        | 88%      | 12%   | 75%            | 24%         | 46%               | 54%          |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 356   | 48              | 51         | 20         | 28        | 31        | 18          | 32            | 17         | 50         | 316      | 40    | 257            | 93          | 166               | 190          |
|                                                                 | 18%   | 18%             | 19%        | 13%        | 19%       | 18%       | 13%         | 21%           | 19%        | 22%        | 18%      | 16%   | 19%            | 16%         | 17%               | 19%          |
|                                                                 |       |                 |            |            |           |           |             | cf            |            | cf         |          |       |                |             |                   |              |
|                                                                 |       | 14%             | 14%        | 6%         | 8%        | 9%        | 5%          | 9%            | 5%         | 14%        | 89%      | 11%   | 72%            | 26%         | 47%               | 53%          |
| Cheaper than buying DVDs                                        | 335   | 46              | 47         | 28         | 27        | 30        | 16          | 30            | 11         | 50         | 301      | 34    | 218            | 111         | 160               | 175          |
|                                                                 | 17%   | 17%             | 18%        | 18%        | 19%       | 17%       | 12%         | 20%           | 12%        | 22%        | 18%      | 14%   | 16%            | 19%         | 17%               | 18%          |
|                                                                 |       |                 |            |            | f         |           |             | fh            |            | fh         |          |       |                | l           |                   |              |
|                                                                 |       | 14%             | 14%        | 8%         | 8%        | 9%        | 5%          | 9%            | 3%         | 15%        | 90%      | 10%   | 65%            | 33%         | 48%               | 52%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                        | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |     |
|--------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|-----|
|                                                        |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |     |
| Significance Level: 95%                                |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |     |
| Unweighted total                                       | 3519  | 279             | 302        | 221        | 233       | 238       | 241         | 261           | 233        | 231        | 2724     | 795   | 2261           | 1182        | 1729              | 1790        |     |
| Effective Weighted Sample                              | 2423  | 249             | 274        | 203        | 212       | 210       | 221         | 233           | 204        | 200        | 2073     | 357   | 1578           | 820         | 1149              | 1277        |     |
| Total                                                  | 1969  | 270             | 266        | 154        | 142       | 178       | 133         | 152           | 89         | 228        | 1716     | 253   | 1354           | 571         | 968               | 1001        |     |
|                                                        |       | 14%             | 13%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 69%            | 29%         | 49%               | 51%         |     |
| To take advantage of a free trial or promotional offer | 322   | 38              | 51         | 28         | 22        | 33        | 17          | 24            | 11         | 45         | 277      | 45    | 223            | 94          | 158               | 165         |     |
|                                                        | 16%   | 14%             | 19%        | 18%        | 16%       | 19%       | 13%         | 16%           | 12%        | 20%        | 16%      | 18%   | 16%            | 16%         | 16%               | 16%         |     |
|                                                        |       | 12%             | 16%        | 9%         | 7%        | 10%       | 5%          | 7%            | 3%         | 14%        | 86%      | 14%   | 69%            | 29%         | 49%               | 51%         |     |
| Recommendation from a friend/ family member            | 279   | 38              | 43         | 33         | 20        | 27        | 15          | 16            | 11         | 39         | 240      | 39    | 179            | 94          | 145               | 134         |     |
|                                                        | 14%   | 14%             | 16%        | 22%        | 14%       | 15%       | 11%         | 10%           | 12%        | 17%        | 14%      | 15%   | 13%            | 16%         | 15%               | 13%         |     |
|                                                        |       | 14%             | 16%        | adfg       | 12%       | 7%        | 10%         | 5%            | 6%         | 4%         | 14%      | 86%   | 14%            | 64%         | 34%               | 52%         | 48% |
| Got it to watch during lockdown in 2020                | 163   | 19              | 29         | 15         | 10        | 12        | 10          | 9             | 8          | 26         | 140      | 23    | 96             | 62          | 75                | 88          |     |
|                                                        | 8%    | 7%              | 11%        | 9%         | 7%        | 7%        | 7%          | 6%            | 9%         | 11%        | 8%       | 9%    | 7%             | 11%         | 8%                | 9%          |     |
|                                                        |       | 12%             | g          | 18%        | 9%        | 6%        | 8%          | 6%            | 5%         | g          | 16%      | 86%   | 14%            | 59%         | 38%               | 46%         | 54% |
| To replace a TV subscription that I/ we cancelled      | 107   | 4               | 18         | 11         | 12        | 7         | 4           | 8             | 4          | 27         | 91       | 16    | 77             | 29          | 55                | 53          |     |
|                                                        | 5%    | 2%              | 7%         | 7%         | 8%        | 4%        | 3%          | 6%            | 5%         | 12%        | 5%       | 6%    | 6%             | 5%          | 6%                | 5%          |     |
|                                                        |       | 4%              | af         | af         | af        | 6%        | 3%          | a             | a          | ae         | 85%      | 15%   | 71%            | 27%         | 51%               | 49%         |     |
| I saw it advertised and it looked interesting          | 89    | 2               | 9          | 13         | 9         | 9         | 9           | 9             | 1          | 14         | 75       | 14    | 62             | 26          | 47                | 43          |     |
|                                                        | 5%    | 1%              | 3%         | 9%         | 6%        | 5%        | 6%          | 6%            | 2%         | 6%         | 4%       | 6%    | 5%             | 4%          | 5%                | 4%          |     |
|                                                        |       | 2%              | a          | abh        | ah        | a         | ah          | ah            |            | ah         | 84%      | 16%   | 69%            | 29%         | 52%               | 48%         |     |
| UNPROMPTED REASONS                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |     |
| Share subscription with others/ guest login            | 21    | 1               | -          | 2          | 1         | 2         | 2           | 2             | *          | 7          | 14       | 7     | 10             | 10          | 13                | 8           |     |
|                                                        | 1%    | 1%              | -%         | 1%         | 1%        | 1%        | 2%          | 1%            | 1%         | 3%         | 1%       | 3%    | 1%             | 2%          | 1%                | 1%          |     |
|                                                        |       | 7%              | -%         | 8%         | 6%        | 8%        | 12%         | 10%           | 2%         | ab         | 67%      | j     | 50%            | 50%         | 63%               | 37%         |     |

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## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                            |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                   | 3519  | 279             | 302        | 221        | 233       | 238       | 241         | 261           | 233        | 231        | 2724     | 795   | 2261           | 1182        | 1729              | 1790         |
| Effective Weighted Sample                                          | 2423  | 249             | 274        | 203        | 212       | 210       | 221         | 233           | 204        | 200        | 2073     | 357   | 1578           | 820         | 1149              | 1277         |
| Total                                                              | 1969  | 270             | 266        | 154        | 142       | 178       | 133         | 152           | 89         | 228        | 1716     | 253   | 1354           | 571         | 968               | 1001         |
|                                                                    |       | 14%             | 13%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 69%            | 29%         | 49%               | 51%          |
| Initially a gift                                                   | 5     | -               | 1          | -          | -         | -         | 1           | *             | -          | 1          | 2        | 3     | 2              | 3           | 3                 | 1            |
|                                                                    | *%    | -%              | *%         | -%         | -%        | -%        | 1%          | *%            | -%         | 1%         | *%       | 1%    | *%             | *%          | *%                | *%           |
|                                                                    |       | -%              | 16%        | -%         | -%        | -%        | 33%         | 11%           | -%         | 31%        | 34%      | 66%   | 38%            | 62%         | 77%               | 23%          |
| For children to watch/ children's programmes                       | 4     | 1               | 1          | -          | -         | 2         | -           | *             | -          | -          | 4        | *     | 3              | 1           | 3                 | 1            |
|                                                                    | *%    | *%              | *%         | -%         | -%        | 1%        | -%          | *%            | -%         | -%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                                                                    |       | 27%             | 15%        | -%         | -%        | 42%       | -%          | 11%           | -%         | -%         | 89%      | 11%   | 74%            | 26%         | 68%               | 32%          |
| Came with TV package                                               | 1     | -               | -          | -          | 1         | -         | -           | -             | -          | -          | 1        | -     | 1              | *           | *                 | 1            |
|                                                                    | *%    | -%              | -%         | -%         | 1%        | -%        | -%          | -%            | -%         | -%         | *%       | -%    | *%             | *%          | *%                | *%           |
|                                                                    |       | -%              | -%         | -%         | 60%       | -%        | -%          | -%            | -%         | -%         | 100%     | -%    | 76%            | 24%         | 24%               | 76%          |
| Don't know                                                         | 88    | 17              | 4          | 6          | 4         | 10        | 9           | 7             | 5          | 10         | 80       | 8     | 53             | 30          | 37                | 52           |
|                                                                    | 4%    | 6%              | 1%         | 4%         | 2%        | 6%        | 7%          | 5%            | 6%         | 4%         | 5%       | 3%    | 4%             | 5%          | 4%                | 5%           |
|                                                                    |       | b               |            |            |           | b         | bd          | b             | b          | b          |          |       |                |             |                   |              |
|                                                                    |       | 19%             | 4%         | 7%         | 4%        | 11%       | 10%         | 8%            | 6%         | 11%        | 91%      | 9%    | 61%            | 34%         | 41%               | 59%          |
| NOT ANSWERED [POSTAL ONLY]                                         | 12    | 1               | -          | -          | 1         | -         | -           | 1             | *          | 6          | 11       | *     | 7              | 5           | 8                 | 4            |
|                                                                    | 1%    | *%              | -%         | -%         | 1%        | -%        | -%          | 1%            | 1%         | 2%         | 1%       | *%    | *%             | 1%          | 1%                | *%           |
|                                                                    |       |                 |            |            |           |           |             |               | bcef       |            |          |       |                |             |                   |              |
|                                                                    |       | 11%             | -%         | -%         | 11%       | -%        | -%          | 8%            | 4%         | 49%        | 98%      | 2%    | 56%            | 40%         | 65%               | 35%          |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 1563  | 204             | 231        | 123        | 115       | 140       | 102         | 120           | 69         | 175        | 1360     | 203   | 1102           | 438         | 786               | 777          |
|                                                                    | 79%   | 76%             | 87%        | 80%        | 81%       | 79%       | 77%         | 79%           | 77%        | 77%        | 79%      | 80%   | 81%            | 77%         | 81%               | 78%          |
|                                                                    |       |                 | aefghi     |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                                                                    |       | 13%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 87%      | 13%   | 70%            | 28%         | 50%               | 50%          |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 1359  | 186             | 191        | 104        | 108       | 115       | 86          | 106           | 58         | 154        | 1177     | 182   | 931            | 401         | 661               | 698          |
|                                                                    | 69%   | 69%             | 72%        | 68%        | 76%       | 65%       | 65%         | 70%           | 65%        | 67%        | 69%      | 72%   | 69%            | 70%         | 68%               | 70%          |
|                                                                    |       |                 |            |            | cefh      |           |             |               |            |            |          |       |                |             |                   |              |
|                                                                    |       | 14%             | 14%        | 8%         | 8%        | 8%        | 6%          | 8%            | 4%         | 11%        | 87%      | 13%   | 69%            | 30%         | 49%               | 51%          |

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QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                          | 3519  | 279             | 302        | 221        | 233       | 238       | 241         | 261           | 233        | 231        | 2724     | 795   | 2261           | 1182        | 1729              | 1790        |
| Effective Weighted Sample                 | 2423  | 249             | 274        | 203        | 212       | 210       | 221         | 233           | 204        | 200        | 2073     | 357   | 1578           | 820         | 1149              | 1277        |
| Total                                     | 1969  | 270             | 266        | 154        | 142       | 178       | 133         | 152           | 89         | 228        | 1716     | 253   | 1354           | 571         | 968               | 1001        |
|                                           |       | 14%             | 13%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 87%      | 13%   | 69%            | 29%         | 49%               | 51%         |
| PROMOTION/ MARKETING/ RECOMMENDATION      | 584   | 74              | 87         | 59         | 41        | 57        | 38          | 39            | 20         | 78         | 503      | 81    | 394            | 178         | 297               | 287         |
|                                           | 30%   | 27%             | 33%        | 38%        | 29%       | 32%       | 28%         | 26%           | 22%        | 34%        | 29%      | 32%   | 29%            | 31%         | 31%               | 29%         |
|                                           |       |                 | h          | ad fgh     |           | h         |             |               |            | h          |          |       |                |             |                   |             |
|                                           |       | 13%             | 15%        | 10%        | 7%        | 10%       | 6%          | 7%            | 3%         | 13%        | 86%      | 14%   | 67%            | 30%         | 51%               | 49%         |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 570   | 71              | 88         | 43         | 44        | 52        | 24          | 48            | 23         | 83         | 497      | 73    | 383            | 176         | 271               | 299         |
|                                           | 29%   | 26%             | 33%        | 28%        | 31%       | 29%       | 18%         | 32%           | 25%        | 36%        | 29%      | 29%   | 28%            | 31%         | 28%               | 30%         |
|                                           |       | f               | f          | f          | f         | f         |             | f             |            | afh        |          |       |                |             |                   |             |
|                                           |       | 12%             | 15%        | 8%         | 8%        | 9%        | 4%          | 8%            | 4%         | 15%        | 87%      | 13%   | 67%            | 31%         | 47%               | 53%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                                                                | Total | TV SERVICES |           |          |      | YOUTUBE |          |
|------------------------------------------------------------------------------------------------|-------|-------------|-----------|----------|------|---------|----------|
|                                                                                                |       | PAID TRAD   | FREE TRAD | FREE     | SVOD | SERV-   | ANY SER- |
|                                                                                                |       | TV          | TV        | CATCH-UP |      | ICES    | VICES    |
|                                                                                                |       | a           | b         | c        | d    | e       | f        |
| Significance Level: 95%                                                                        |       |             |           |          |      |         |          |
| Unweighted total                                                                               | 3519  | 1854        | 1363      | 2947     | 3519 | 1742    | 3519     |
| Effective Weighted Sample                                                                      | 2423  | 1252        | 928       | 2043     | 2423 | 1196    | 2423     |
| Total                                                                                          | 1969  | 1037        | 769       | 1658     | 1969 | 971     | 1969     |
|                                                                                                |       | 53%         | 39%       | 84%      | 100% | 49%     | 100%     |
| <b>PROMPTED REASONS</b>                                                                        |       |             |           |          |      |         |          |
| To watch exclusive TV content not available elsewhere/<br>original series made by the provider | 1124  | 619         | 454       | 994      | 1124 | 598     | 1124     |
|                                                                                                | 57%   | 60%         | 59%       | 60%      | 57%  | 62%     | 57%      |
|                                                                                                |       |             |           |          |      | df      |          |
|                                                                                                |       | 55%         | 40%       | 88%      | 100% | 53%     | 100%     |
| To watch at a time that suits                                                                  | 914   | 431         | 392       | 797      | 914  | 511     | 914      |
|                                                                                                | 46%   | 42%         | 51%       | 48%      | 46%  | 53%     | 46%      |
|                                                                                                |       |             | adf       | a        | a    | acdf    | a        |
|                                                                                                |       | 47%         | 43%       | 87%      | 100% | 56%     | 100%     |
| To watch multiple episodes in a row/ to watch box sets                                         | 897   | 451         | 395       | 793      | 897  | 515     | 897      |
|                                                                                                | 46%   | 43%         | 51%       | 48%      | 46%  | 53%     | 46%      |
|                                                                                                |       |             | adf       | a        |      | acdf    |          |
|                                                                                                |       | 50%         | 44%       | 88%      | 100% | 57%     | 100%     |
| To watch something different to the programmes on<br>main TV/ broadcast TV                     | 813   | 436         | 385       | 735      | 813  | 449     | 813      |
|                                                                                                | 41%   | 42%         | 50%       | 44%      | 41%  | 46%     | 41%      |
|                                                                                                |       |             | acdf      | df       |      | adf     |          |
|                                                                                                |       | 54%         | 47%       | 90%      | 100% | 55%     | 100%     |
| To watch a specific programme/ series                                                          | 800   | 423         | 324       | 689      | 800  | 443     | 800      |
|                                                                                                | 41%   | 41%         | 42%       | 42%      | 41%  | 46%     | 41%      |
|                                                                                                |       |             |           |          |      | acdf    |          |
|                                                                                                |       | 53%         | 40%       | 86%      | 100% | 55%     | 100%     |

Columns Tested: a,b,c,d,e,f

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                                 | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-----------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                 |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                         |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                | 3519  | 1854            | 1363            | 2947             | 3519 | 1742          | 3519              |
| Effective Weighted Sample                                       | 2423  | 1252            | 928             | 2043             | 2423 | 1196          | 2423              |
| Total                                                           | 1969  | 1037            | 769             | 1658             | 1969 | 971           | 1969              |
|                                                                 |       | 53%             | 39%             | 84%              | 100% | 49%           | 100%              |
| To access a back catalogue of films                             | 734   | 362             | 314             | 646              | 734  | 410           | 734               |
|                                                                 | 37%   | 35%             | 41%             | 39%              | 37%  | 42%           | 37%               |
|                                                                 |       |                 | a               | a                |      | adf           |                   |
|                                                                 |       | 49%             | 43%             | 88%              | 100% | 56%           | 100%              |
| To access a back catalogue of TV programmes                     | 684   | 343             | 278             | 610              | 684  | 404           | 684               |
|                                                                 | 35%   | 33%             | 36%             | 37%              | 35%  | 42%           | 35%               |
|                                                                 |       |                 | a               | a                |      | abcdf         |                   |
|                                                                 |       | 50%             | 41%             | 89%              | 100% | 59%           | 100%              |
| To access new movie releases                                    | 558   | 297             | 245             | 487              | 558  | 325           | 558               |
|                                                                 | 28%   | 29%             | 32%             | 29%              | 28%  | 33%           | 28%               |
|                                                                 |       |                 | df              |                  |      | acdf          |                   |
|                                                                 |       | 53%             | 44%             | 87%              | 100% | 58%           | 100%              |
| No advertising breaks in the programmes/ shows                  | 512   | 234             | 209             | 440              | 512  | 296           | 512               |
|                                                                 | 26%   | 23%             | 27%             | 27%              | 26%  | 30%           | 26%               |
|                                                                 |       |                 | a               | a                | a    | acdf          | a                 |
|                                                                 |       | 46%             | 41%             | 86%              | 100% | 58%           | 100%              |
| Can watch it when I'm away from home/ abroad/ on holiday        | 422   | 210             | 160             | 368              | 422  | 264           | 422               |
|                                                                 | 21%   | 20%             | 21%             | 22%              | 21%  | 27%           | 21%               |
|                                                                 |       |                 |                 |                  |      | abcdf         |                   |
|                                                                 |       | 50%             | 38%             | 87%              | 100% | 63%           | 100%              |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 356   | 84              | 178             | 293              | 356  | 202           | 356               |
|                                                                 | 18%   | 8%              | 23%             | 18%              | 18%  | 21%           | 18%               |
|                                                                 |       |                 | acdf            | a                | a    | acdf          | a                 |
|                                                                 |       | 24%             | 50%             | 82%              | 100% | 57%           | 100%              |

Columns Tested: a,b,c,d,e,f

## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                        | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|--------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                        |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                       | 3519  | 1854            | 1363            | 2947             | 3519 | 1742          | 3519              |
| Effective Weighted Sample                              | 2423  | 1252            | 928             | 2043             | 2423 | 1196          | 2423              |
| Total                                                  | 1969  | 1037            | 769             | 1658             | 1969 | 971           | 1969              |
|                                                        |       | 53%             | 39%             | 84%              | 100% | 49%           | 100%              |
| Cheaper than buying DVDs                               | 335   | 154             | 150             | 294              | 335  | 204           | 335               |
|                                                        | 17%   | 15%             | 19%             | 18%              | 17%  | 21%           | 17%               |
|                                                        |       |                 | a               | a                |      | acdf          |                   |
|                                                        |       | 46%             | 45%             | 88%              | 100% | 61%           | 100%              |
| To take advantage of a free trial or promotional offer | 322   | 188             | 118             | 275              | 322  | 154           | 322               |
|                                                        | 16%   | 18%             | 15%             | 17%              | 16%  | 16%           | 16%               |
|                                                        |       | 58%             | 37%             | 85%              | 100% | 48%           | 100%              |
| Recommendation from a friend/ family member            | 279   | 134             | 128             | 236              | 279  | 149           | 279               |
|                                                        | 14%   | 13%             | 17%             | 14%              | 14%  | 15%           | 14%               |
|                                                        |       |                 | a               |                  |      |               |                   |
|                                                        |       | 48%             | 46%             | 85%              | 100% | 54%           | 100%              |
| Got it to watch during lockdown in 2020                | 163   | 82              | 69              | 132              | 163  | 79            | 163               |
|                                                        | 8%    | 8%              | 9%              | 8%               | 8%   | 8%            | 8%                |
|                                                        |       | 50%             | 42%             | 81%              | 100% | 48%           | 100%              |
| To replace a TV subscription that I/ we cancelled      | 107   | 24              | 51              | 88               | 107  | 65            | 107               |
|                                                        | 5%    | 2%              | 7%              | 5%               | 5%   | 7%            | 5%                |
|                                                        |       |                 | a               | a                | a    | a             | a                 |
|                                                        |       | 23%             | 47%             | 82%              | 100% | 61%           | 100%              |
| I saw it advertised and it looked interesting          | 89    | 48              | 36              | 79               | 89   | 54            | 89                |
|                                                        | 5%    | 5%              | 5%              | 5%               | 5%   | 6%            | 5%                |
|                                                        |       | 54%             | 40%             | 89%              | 100% | 60%           | 100%              |
| <b>UNPROMPTED REASONS</b>                              |       |                 |                 |                  |      |               |                   |
| Share subscription with others/ guest login            | 21    | 12              | 13              | 19               | 21   | 10            | 21                |
|                                                        | 1%    | 1%              | 2%              | 1%               | 1%   | 1%            | 1%                |
|                                                        |       | 60%             | 64%             | 93%              | 100% | 47%           | 100%              |

Columns Tested: a,b,c,d,e,f

## QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                                                    | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|--------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                                                    |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                            |       |                      |                      |                       |           |                    |                        |
| Unweighted total                                                   | 3519  | 1854                 | 1363                 | 2947                  | 3519      | 1742               | 3519                   |
| Effective Weighted Sample                                          | 2423  | 1252                 | 928                  | 2043                  | 2423      | 1196               | 2423                   |
| Total                                                              | 1969  | 1037                 | 769                  | 1658                  | 1969      | 971                | 1969                   |
|                                                                    |       | 53%                  | 39%                  | 84%                   | 100%      | 49%                | 100%                   |
| Initially a gift                                                   | 5     | 2                    | 3                    | 5                     | 5         | 1                  | 5                      |
|                                                                    | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                                                                    |       | 38%                  | 62%                  | 100%                  | 100%      | 32%                | 100%                   |
| For children to watch/ children's programmes                       | 4     | 3                    | 2                    | 2                     | 4         | -                  | 4                      |
|                                                                    | *%    | *%                   | *%                   | *%                    | *%        | -%                 | *%                     |
|                                                                    |       | 73%                  | 38%                  | 58%                   | 100%      | -%                 | 100%                   |
| Came with TV package                                               | 1     | 1                    | 1                    | 1                     | 1         | *                  | 1                      |
|                                                                    | *%    | *%                   | *%                   | *%                    | *%        | *%                 | *%                     |
|                                                                    |       | 100%                 | 84%                  | 100%                  | 100%      | 40%                | 100%                   |
| Don't know                                                         | 88    | 40                   | 23                   | 61                    | 88        | 39                 | 88                     |
|                                                                    | 4%    | 4%                   | 3%                   | 4%                    | 4%        | 4%                 | 4%                     |
|                                                                    |       | 46%                  | 26%                  | 69%                   | 100%      | 44%                | 100%                   |
| NOT ANSWERED [POSTAL ONLY]                                         | 12    | 8                    | 9                    | 11                    | 12        | 6                  | 12                     |
|                                                                    | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                                                                    |       | 67%                  | 76%                  | 95%                   | 100%      | 54%                | 100%                   |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                      |                      |                       |           |                    |                        |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 1563  | 843                  | 633                  | 1351                  | 1563      | 821                | 1563                   |
|                                                                    | 79%   | 81%                  | 82%                  | 81%                   | 79%       | 84%                | 79%                    |
|                                                                    |       |                      |                      |                       |           | acdf               |                        |
|                                                                    |       | 54%                  | 40%                  | 86%                   | 100%      | 53%                | 100%                   |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 1359  | 675                  | 567                  | 1169                  | 1359      | 714                | 1359                   |
|                                                                    | 69%   | 65%                  | 74%                  | 70%                   | 69%       | 74%                | 69%                    |
|                                                                    |       |                      | adf                  | a                     | a         | adf                | a                      |
|                                                                    |       | 50%                  | 42%                  | 86%                   | 100%      | 53%                | 100%                   |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 584   | 310                  | 238                  | 500                   | 584       | 293                | 584                    |
|                                                                    | 30%   | 30%                  | 31%                  | 30%                   | 30%       | 30%                | 30%                    |
|                                                                    |       | 53%                  | 41%                  | 86%                   | 100%      | 50%                | 100%                   |
| Columns Tested: a,b,c,d,e,f                                        |       |                      |                      |                       |           |                    |                        |

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

|                                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                   |       |                 |                 |                  |      |               |                   |
| Unweighted total                          | 3519  | 1854            | 1363            | 2947             | 3519 | 1742          | 3519              |
| Effective Weighted Sample                 | 2423  | 1252            | 928             | 2043             | 2423 | 1196          | 2423              |
| Total                                     | 1969  | 1037            | 769             | 1658             | 1969 | 971           | 1969              |
|                                           |       | 53%             | 39%             | 84%              | 100% | 49%           | 100%              |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 570   | 205             | 269             | 480              | 570  | 327           | 570               |
|                                           | 29%   | 20%             | 35%             | 29%              | 29%  | 34%           | 29%               |
|                                           |       |                 | acdf            | a                | a    | acdf          | a                 |
|                                           |       | 36%             | 47%             | 84%              | 100% | 57%           | 100%              |

Columns Tested: a,b,c,d,e,f



QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                                                                             | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                     |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                            | 2807  | 1340   | 1440   | 366       | 611   | 1022  | 789 | 136              | 177          | 340          | 1482 | 857          | 1040 | 342 | 488 | 1819     | 327       | 343   | 318 |
| Effective Weighted Sample                                                                   | 1959  | 920    | 1023   | 254       | 453   | 719   | 525 | 96               | 121          | 237          | 1059 | 624          | 767  | 248 | 345 | 1528     | 191       | 238   | 272 |
| Total                                                                                       | 1596  | 749    | 834    | 189       | 386   | 567   | 443 | 68               | 100          | 186          | 862  | 510          | 483  | 284 | 270 | 1323     | 152       | 82    | 40  |
|                                                                                             |       | 47%    | 52%    | 12%       | 24%   | 36%   | 28% | 4%               | 6%           | 12%          | 54%  | 32%          | 30%  | 18% | 17% | 83%      | 10%       | 5%    | 2%  |
| <b>PROMPTED REASONS</b>                                                                     |       |        |        |           |       |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
| To obtain free delivery                                                                     | 1218  | 578    | 629    | 133       | 292   | 446   | 341 | 49               | 80           | 135          | 690  | 398          | 367  | 215 | 200 | 1017     | 112       | 61    | 28  |
|                                                                                             | 76%   | 77%    | 75%    | 70%       | 76%   | 79%   | 77% | 72%              | 80%          | 73%          | 80%  | 78%          | 76%  | 76% | 74% | 77%      | 74%       | 75%   | 70% |
|                                                                                             |       | 47%    | 52%    | 11%       | 24%   | 37%   | 28% | 4%               | 7%           | 11%          | 57%  | 33%          | 30%  | 18% | 16% | 83%      | 9%        | 5%    | 2%  |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 685   | 345    | 335    | 79        | 171   | 230   | 203 | 24               | 46           | 88           | 372  | 217          | 201  | 140 | 111 | 573      | 62        | 34    | 16  |
|                                                                                             | 43%   | 46%    | 40%    | 42%       | 44%   | 41%   | 46% | 36%              | 46%          | 47%          | 43%  | 43%          | 42%  | 49% | 41% | 43%      | 41%       | 42%   | 41% |
|                                                                                             |       | b      |        |           |       |       |     |                  |              |              |      |              |      | l   |     |          |           |       |     |
|                                                                                             |       | 50%    | 49%    | 11%       | 25%   | 34%   | 30% | 4%               | 7%           | 13%          | 54%  | 32%          | 29%  | 20% | 16% | 84%      | 9%        | 5%    | 2%  |
| To watch a specific programme/ series                                                       | 474   | 238    | 234    | 64        | 137   | 148   | 123 | 16               | 33           | 64           | 261  | 138          | 151  | 92  | 86  | 402      | 41        | 19    | 12  |
|                                                                                             | 30%   | 32%    | 28%    | 34%       | 35%   | 26%   | 28% | 23%              | 33%          | 35%          | 30%  | 27%          | 31%  | 32% | 32% | 30%      | 27%       | 23%   | 29% |
|                                                                                             |       |        |        | e         | ef    |       |     |                  |              | g            |      |              |      |     |     | q        |           |       |     |
|                                                                                             |       | 50%    | 49%    | 13%       | 29%   | 31%   | 26% | 3%               | 7%           | 14%          | 55%  | 29%          | 32%  | 19% | 18% | 85%      | 9%        | 4%    | 2%  |
| To watch at a time that suits                                                               | 467   | 229    | 236    | 45        | 105   | 157   | 159 | 16               | 39           | 62           | 253  | 150          | 137  | 87  | 85  | 385      | 49        | 22    | 11  |
|                                                                                             | 29%   | 31%    | 28%    | 24%       | 27%   | 28%   | 36% | 23%              | 39%          | 33%          | 29%  | 29%          | 28%  | 31% | 32% | 29%      | 32%       | 27%   | 27% |
|                                                                                             |       |        |        |           |       | cde   |     |                  |              | gj           |      |              |      |     |     |          |           |       |     |
|                                                                                             |       | 49%    | 51%    | 10%       | 22%   | 34%   | 34% | 3%               | 8%           | 13%          | 54%  | 32%          | 29%  | 19% | 18% | 82%      | 11%       | 5%    | 2%  |
| To watch multiple episodes in a row/ to watch box sets                                      | 432   | 209    | 222    | 41        | 99    | 150   | 141 | 14               | 38           | 55           | 246  | 142          | 127  | 81  | 76  | 351      | 50        | 20    | 10  |
|                                                                                             | 27%   | 28%    | 27%    | 22%       | 26%   | 26%   | 32% | 21%              | 38%          | 30%          | 29%  | 28%          | 26%  | 28% | 28% | 27%      | 33%       | 25%   | 26% |
|                                                                                             |       |        |        |           |       | cde   |     |                  | gj           |              |      |              |      |     |     |          |           |       |     |
|                                                                                             |       | 48%    | 51%    | 9%        | 23%   | 35%   | 33% | 3%               | 9%           | 13%          | 57%  | 33%          | 29%  | 19% | 18% | 81%      | 12%       | 5%    | 2%  |
| To watch something different to the programmes on main TV/ broadcast TV                     | 418   | 210    | 207    | 42        | 83    | 136   | 156 | 15               | 33           | 53           | 231  | 152          | 113  | 75  | 73  | 345      | 46        | 19    | 8   |
|                                                                                             | 26%   | 28%    | 25%    | 22%       | 22%   | 24%   | 35% | 21%              | 33%          | 29%          | 27%  | 30%          | 24%  | 27% | 27% | 26%      | 30%       | 23%   | 21% |
|                                                                                             |       |        |        |           |       | cde   |     |                  |              |              |      | l            |      |     |     |          | r         |       |     |
|                                                                                             |       | 50%    | 50%    | 10%       | 20%   | 33%   | 37% | 4%               | 8%           | 13%          | 55%  | 36%          | 27%  | 18% | 18% | 83%      | 11%       | 4%    | 2%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                                         | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                 |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                        | 2807  | 1340   | 1440   | 366       | 611   | 1022  | 789 | 136              | 177          | 340          | 1482 | 857          | 1040 | 342 | 488 | 1819     | 327       | 343   | 318 |
| Effective Weighted Sample                               | 1959  | 920    | 1023   | 254       | 453   | 719   | 525 | 96               | 121          | 237          | 1059 | 624          | 767  | 248 | 345 | 1528     | 191       | 238   | 272 |
| Total                                                   | 1596  | 749    | 834    | 189       | 386   | 567   | 443 | 68               | 100          | 186          | 862  | 510          | 483  | 284 | 270 | 1323     | 152       | 82    | 40  |
|                                                         |       | 47%    | 52%    | 12%       | 24%   | 36%   | 28% | 4%               | 6%           | 12%          | 54%  | 32%          | 30%  | 18% | 17% | 83%      | 10%       | 5%    | 2%  |
| To access a back catalogue of films                     | 411   | 219    | 189    | 48        | 102   | 139   | 120 | 15               | 31           | 52           | 239  | 143          | 127  | 77  | 57  | 346      | 39        | 18    | 8   |
|                                                         | 26%   | 29%    | 23%    | 25%       | 26%   | 25%   | 27% | 23%              | 31%          | 28%          | 28%  | 28%          | 26%  | 27% | 21% | 26%      | 26%       | 22%   | 20% |
|                                                         |       | b      |        |           |       |       |     |                  |              |              |      | n            |      |     |     | r        |           |       |     |
|                                                         |       | 53%    | 46%    | 12%       | 25%   | 34%   | 29% | 4%               | 8%           | 13%          | 58%  | 35%          | 31%  | 19% | 14% | 84%      | 10%       | 4%    | 2%  |
| To take advantage of a free trial or promotional offer  | 391   | 181    | 208    | 61        | 100   | 126   | 103 | 22               | 22           | 60           | 201  | 119          | 134  | 73  | 58  | 322      | 36        | 22    | 11  |
|                                                         | 24%   | 24%    | 25%    | 32%       | 26%   | 22%   | 23% | 33%              | 22%          | 32%          | 23%  | 23%          | 28%  | 26% | 22% | 24%      | 24%       | 26%   | 27% |
|                                                         |       |        |        | ef        |       |       |     | j                |              | hj           |      |              | n    |     |     |          |           |       |     |
|                                                         |       | 46%    | 53%    | 16%       | 26%   | 32%   | 26% | 6%               | 6%           | 15%          | 51%  | 31%          | 34%  | 19% | 15% | 82%      | 9%        | 6%    | 3%  |
| To access a back catalogue of TV programmes             | 389   | 209    | 178    | 41        | 104   | 141   | 100 | 18               | 32           | 48           | 222  | 126          | 119  | 76  | 61  | 326      | 38        | 17    | 8   |
|                                                         | 24%   | 28%    | 21%    | 22%       | 27%   | 25%   | 23% | 26%              | 32%          | 26%          | 26%  | 25%          | 25%  | 27% | 23% | 25%      | 25%       | 21%   | 21% |
|                                                         |       | b      |        |           |       |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                         |       | 54%    | 46%    | 11%       | 27%   | 36%   | 26% | 5%               | 8%           | 12%          | 57%  | 32%          | 31%  | 20% | 16% | 84%      | 10%       | 4%    | 2%  |
| To access new movie releases                            | 330   | 169    | 160    | 37        | 80    | 111   | 101 | 19               | 26           | 39           | 175  | 97           | 97   | 71  | 62  | 280      | 28        | 15    | 8   |
|                                                         | 21%   | 23%    | 19%    | 19%       | 21%   | 20%   | 23% | 28%              | 26%          | 21%          | 20%  | 19%          | 20%  | 25% | 23% | 21%      | 19%       | 18%   | 19% |
|                                                         |       |        |        |           |       |       |     |                  |              |              |      |              |      | k   |     |          |           |       |     |
|                                                         |       | 51%    | 48%    | 11%       | 24%   | 34%   | 30% | 6%               | 8%           | 12%          | 53%  | 29%          | 29%  | 22% | 19% | 85%      | 9%        | 4%    | 2%  |
| No advertising breaks in the programmes/shows           | 216   | 118    | 97     | 23        | 60    | 66    | 67  | 14               | 16           | 31           | 113  | 65           | 69   | 46  | 33  | 183      | 19        | 10    | 4   |
|                                                         | 14%   | 16%    | 12%    | 12%       | 15%   | 12%   | 15% | 21%              | 16%          | 17%          | 13%  | 13%          | 14%  | 16% | 12% | 14%      | 12%       | 12%   | 11% |
|                                                         |       | b      |        |           |       |       |     | j                |              |              |      |              |      |     |     |          |           |       |     |
|                                                         |       | 55%    | 45%    | 11%       | 27%   | 31%   | 31% | 7%               | 8%           | 14%          | 52%  | 30%          | 32%  | 21% | 15% | 85%      | 9%        | 5%    | 2%  |
| Cheaper than buying DVDs                                | 167   | 82     | 84     | 22        | 48    | 47    | 50  | 9                | 19           | 25           | 75   | 47           | 47   | 36  | 36  | 140      | 13        | 11    | 3   |
|                                                         | 10%   | 11%    | 10%    | 11%       | 13%   | 8%    | 11% | 13%              | 19%          | 14%          | 9%   | 9%           | 10%  | 13% | 13% | 11%      | 9%        | 13%   | 8%  |
|                                                         |       |        |        | e         |       |       |     | j                |              | j            |      |              |      |     |     |          |           |       |     |
|                                                         |       | 49%    | 50%    | 13%       | 29%   | 28%   | 30% | 5%               | 11%          | 15%          | 45%  | 28%          | 28%  | 21% | 21% | 84%      | 8%        | 6%    | 2%  |
| Can watch it when I'm away from home/abroad/ on holiday | 166   | 77     | 88     | 23        | 52    | 49    | 42  | 8                | 14           | 26           | 90   | 49           | 57   | 34  | 25  | 140      | 16        | 7     | 4   |
|                                                         | 10%   | 10%    | 11%    | 12%       | 13%   | 9%    | 9%  | 12%              | 14%          | 14%          | 10%  | 10%          | 12%  | 12% | 9%  | 11%      | 10%       | 8%    | 9%  |
|                                                         |       |        |        | ef        |       |       |     |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                         |       | 46%    | 53%    | 14%       | 31%   | 30%   | 25% | 5%               | 8%           | 16%          | 54%  | 29%          | 34%  | 21% | 15% | 84%      | 9%        | 4%    | 2%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                                                 | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|-----------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                         |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                | 2807  | 1340   | 1440   | 366       | 611   | 1022  | 789  | 136              | 177          | 340          | 1482 | 857          | 1040 | 342 | 488 | 1819     | 327       | 343   | 318 |
| Effective Weighted Sample                                       | 1959  | 920    | 1023   | 254       | 453   | 719   | 525  | 96               | 121          | 237          | 1059 | 624          | 767  | 248 | 345 | 1528     | 191       | 238   | 272 |
| Total                                                           | 1596  | 749    | 834    | 189       | 386   | 567   | 443  | 68               | 100          | 186          | 862  | 510          | 483  | 284 | 270 | 1323     | 152       | 82    | 40  |
|                                                                 |       | 47%    | 52%    | 12%       | 24%   | 36%   | 28%  | 4%               | 6%           | 12%          | 54%  | 32%          | 30%  | 18% | 17% | 83%      | 10%       | 5%    | 2%  |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 151   | 77     | 71     | 20        | 44    | 40    | 47   | 8                | 16           | 21           | 74   | 41           | 50   | 27  | 28  | 127      | 14        | 8     | 3   |
|                                                                 | 9%    | 10%    | 8%     | 11%       | 11%   | 7%    | 11%  | 12%              | 16%          | 12%          | 9%   | 8%           | 10%  | 10% | 10% | 10%      | 9%        | 9%    | 7%  |
|                                                                 |       |        |        |           | e     |       | e    |                  | j            |              |      |              |      |     |     |          |           |       |     |
|                                                                 |       | 51%    | 47%    | 14%       | 29%   | 26%   | 31%  | 5%               | 11%          | 14%          | 49%  | 27%          | 33%  | 18% | 19% | 84%      | 9%        | 5%    | 2%  |
| Got it to watch during lockdown in 2020                         | 86    | 38     | 48     | 16        | 19    | 22    | 27   | 5                | 11           | 14           | 34   | 23           | 18   | 23  | 20  | 74       | 7         | 3     | 1   |
|                                                                 | 5%    | 5%     | 6%     | 8%        | 5%    | 4%    | 6%   | 8%               | 11%          | 8%           | 4%   | 4%           | 4%   | 8%  | 7%  | 6%       | 5%        | 4%    | 3%  |
|                                                                 |       |        |        | e         |       |       |      |                  | j            | j            |      |              |      | kl  | l   |          |           |       |     |
|                                                                 |       | 44%    | 55%    | 19%       | 23%   | 26%   | 31%  | 6%               | 13%          | 16%          | 40%  | 27%          | 21%  | 27% | 23% | 86%      | 9%        | 4%    | 1%  |
| Recommendation from a friend/ family member                     | 85    | 38     | 46     | 17        | 20    | 18    | 30   | 4                | 4            | 16           | 42   | 26           | 23   | 15  | 19  | 74       | 3         | 5     | 3   |
|                                                                 | 5%    | 5%     | 6%     | 9%        | 5%    | 3%    | 7%   | 6%               | 4%           | 9%           | 5%   | 5%           | 5%   | 5%  | 7%  | 6%       | 2%        | 6%    | 6%  |
|                                                                 |       |        |        | e         |       |       | e    |                  |              | j            |      |              |      |     |     | p        |           | p     | p   |
|                                                                 |       | 45%    | 54%    | 19%       | 23%   | 22%   | 36%  | 5%               | 5%           | 19%          | 49%  | 31%          | 27%  | 17% | 22% | 87%      | 4%        | 6%    | 3%  |
| I saw it advertised and it looked interesting                   | 57    | 28     | 29     | 14        | 13    | 17    | 13   | 4                | 6            | 9            | 28   | 13           | 17   | 13  | 13  | 51       | 3         | 2     | 1   |
|                                                                 | 4%    | 4%     | 3%     | 7%        | 3%    | 3%    | 3%   | 5%               | 6%           | 5%           | 3%   | 3%           | 3%   | 5%  | 5%  | 4%       | 2%        | 2%    | 3%  |
|                                                                 |       |        |        | def       |       |       |      |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                                 |       | 50%    | 50%    | 24%       | 24%   | 30%   | 22%  | 6%               | 11%          | 16%          | 48%  | 22%          | 29%  | 23% | 23% | 91%      | 5%        | 3%    | 2%  |
| To replace a TV subscription that I/ we cancelled               | 48    | 30     | 18     | 5         | 11    | 16    | 16   | 4                | 6            | 8            | 21   | 13           | 12   | 13  | 9   | 41       | 5         | 1     | 1   |
|                                                                 | 3%    | 4%     | 2%     | 2%        | 3%    | 3%    | 4%   | 5%               | 6%           | 4%           | 2%   | 3%           | 2%   | 5%  | 4%  | 3%       | 3%        | 1%    | 2%  |
|                                                                 |       | b      |        |           |       |       |      |                  | j            |              |      |              |      |     |     |          |           |       |     |
|                                                                 |       | 62%    | 37%    | 10%       | 24%   | 34%   | 33%  | 8%               | 12%          | 17%          | 44%  | 27%          | 25%  | 28% | 20% | 86%      | 11%       | 2%    | 1%  |
| UNPROMPTED REASONS                                              |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |     |          |           |       |     |
| Share subscription with others/ guest login                     | 3     | *      | 3      | -         | -     | -     | 3    | *                | 1            | *            | 1    | 1            | -    | -   | 2   | 1        | 1         | -     | *   |
|                                                                 | *%    | *%     | *%     | -%        | -%    | -%    | 1%   | 1%               | 1%           | *%           | *%   | *%           | -%   | -%  | 1%  | *%       | 1%        | -%    | 1%  |
|                                                                 |       |        |        |           |       |       | e    |                  |              |              |      |              |      | l   |     |          |           |       |     |
|                                                                 |       | 13%    | 87%    | -%        | -%    | -%    | 100% | 12%              | 32%          | 9%           | 47%  | 47%          | -%   | -%  | 53% | 47%      | 44%       | -%    | 9%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                              | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |      |      | NATION   |           |       |      |
|----------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|------|------|----------|-----------|-------|------|
|                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2   | DE   | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%                      |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m    | n    | o        | p         | q     | r    |
| Unweighted total                             | 2807  | 1340   | 1440   | 366       | 611   | 1022  | 789  | 136              | 177          | 340          | 1482 | 857          | 1040 | 342  | 488  | 1819     | 327       | 343   | 318  |
| Effective Weighted Sample                    | 1959  | 920    | 1023   | 254       | 453   | 719   | 525  | 96               | 121          | 237          | 1059 | 624          | 767  | 248  | 345  | 1528     | 191       | 238   | 272  |
| Total                                        | 1596  | 749    | 834    | 189       | 386   | 567   | 443  | 68               | 100          | 186          | 862  | 510          | 483  | 284  | 270  | 1323     | 152       | 82    | 40   |
|                                              |       | 47%    | 52%    | 12%       | 24%   | 36%   | 28%  | 4%               | 6%           | 12%          | 54%  | 32%          | 30%  | 18%  | 17%  | 83%      | 10%       | 5%    | 2%   |
| For children to watch/ children's programmes | 2     | -      | 2      | 1         | -     | -     | *    | -                | -            | 1            | *    | -            | *    | -    | 1    | 2        | -         | -     | -    |
|                                              | *%    | -%     | *%     | 1%        | -%    | -%    | *%   | -%               | -%           | 1%           | *%   | -%           | *%   | -%   | *%   | *%       | -%        | -%    | -%   |
|                                              |       | -%     | 100%   | 70%       | -%    | -%    | 30%  | -%               | -%           | 70%          | 30%  | -%           | 30%  | -%   | 70%  | 100%     | -%        | -%    | -%   |
| Don't need an aerial/ dish                   | 1     | -      | 1      | -         | -     | 1     | -    | -                | 1            | -            | -    | -            | -    | 1    | -    | 1        | -         | -     | -    |
|                                              | *%    | -%     | *%     | -%        | -%    | *%    | -%   | -%               | 1%           | -%           | -%   | -%           | -%   | *%   | -%   | *%       | -%        | -%    | -%   |
|                                              |       | -%     | 100%   | -%        | -%    | 100%  | -%   | -%               | 100%         | -%           | -%   | -%           | -%   | 100% | -%   | 100%     | -%        | -%    | -%   |
| Initially a gift                             | *     | *      | -      | -         | *     | -     | -    | -                | *            | -            | -    | -            | -    | -    | *    | -        | -         | *     | -    |
|                                              | *%    | *%     | -%     | -%        | *%    | -%    | -%   | -%               | *%           | -%           | -%   | -%           | -%   | -%   | *%   | -%       | -%        | *%    | -%   |
|                                              |       | 100%   | -%     | -%        | 100%  | -%    | -%   | -%               | 100%         | -%           | -%   | -%           | -%   | -%   | 100% | -%       | -%        | 100%  | -%   |
| Other                                        | *     | -      | *      | -         | -     | -     | *    | -                | -            | -            | -    | -            | *    | -    | -    | -        | -         | -     | *    |
|                                              | *%    | -%     | *%     | -%        | -%    | -%    | *%   | -%               | -%           | -%           | -%   | -%           | *%   | -%   | -%   | -%       | -%        | -%    | *%   |
|                                              |       | -%     | 100%   | -%        | -%    | -%    | 100% | -%               | -%           | -%           | -%   | -%           | 100% | -%   | -%   | -%       | -%        | -%    | 100% |
| Don't know                                   | 46    | 18     | 26     | 11        | 12    | 12    | 9    | 4                | 3            | 5            | 9    | 4            | 14   | 13   | 10   | 36       | 5         | 3     | 1    |
|                                              | 3%    | 2%     | 3%     | 6%        | 3%    | 2%    | 2%   | 5%               | 3%           | 3%           | 1%   | 1%           | 3%   | 5%   | 4%   | 3%       | 3%        | 4%    | 3%   |
|                                              |       | 39%    | 57%    | 24%       | 27%   | 26%   | 19%  | 8%               | 6%           | 12%          | 20%  | 10%          | 32%  | 28%  | 23%  | 80%      | 10%       | 7%    | 3%   |
| NOT ANSWERED [POSTAL ONLY]                   | *     | -      | *      | -         | -     | *     | -    | -                | -            | *            | -    | -            | -    | *    | -    | *        | -         | -     | -    |
|                                              | *%    | -%     | *%     | -%        | -%    | *%    | -%   | -%               | -%           | *%           | -%   | -%           | -%   | *%   | -%   | *%       | -%        | -%    | -%   |
|                                              |       | -%     | 100%   | -%        | -%    | 100%  | -%   | -%               | -%           | 100%         | -%   | -%           | -%   | 100% | -%   | 100%     | -%        | -%    | -%   |
| <b>SUMMARY OF PROMPTED REASONS</b>           |       |        |        |           |       |       |      |                  |              |              |      |              |      |      |      |          |           |       |      |
| FREE SHIPPING                                | 1209  | 574    | 625    | 133       | 291   | 443   | 337  | 49               | 80           | 135          | 681  | 391          | 364  | 215  | 200  | 1009     | 111       | 61    | 27   |
|                                              | 76%   | 77%    | 75%    | 70%       | 75%   | 78%   | 76%  | 72%              | 80%          | 73%          | 79%  | 77%          | 75%  | 76%  | 74%  | 76%      | 73%       | 75%   | 69%  |
|                                              |       | 47%    | 52%    | 11%       | 24%   | 37%   | 28%  | 4%               | 7%           | 11%          | 56%  | 32%          | 30%  | 18%  | 17%  | 83%      | 9%        | 5%    | 2%   |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT  | 931   | 455    | 472    | 110       | 223   | 311   | 281  | 39               | 65           | 116          | 504  | 302          | 271  | 178  | 162  | 777      | 89        | 43    | 22   |
|                                              | 58%   | 61%    | 57%    | 58%       | 58%   | 55%   | 64%  | 58%              | 65%          | 63%          | 58%  | 59%          | 56%  | 63%  | 60%  | 59%      | 59%       | 53%   | 56%  |
|                                              |       | 49%    | 51%    | 12%       | 24%   | 33%   | 30%  | 4%               | 7%           | 12%          | 54%  | 32%          | 29%  | 19%  | 17%  | 83%      | 10%       | 5%    | 2%   |

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Base : Those with Amazon Prime Video

|                                                                          | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |      |     |     | NATION      |              |       |     |
|--------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|------|-----|-----|-------------|--------------|-------|-----|
|                                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%                                                  |       | a      | b      | c         | d     | e     | f   | g                | h                | i                | j    | k            | l    | m   | n   | o           | p            | q     | r   |
| Unweighted total                                                         | 2807  | 1340   | 1440   | 366       | 611   | 1022  | 789 | 136              | 177              | 340              | 1482 | 857          | 1040 | 342 | 488 | 1819        | 327          | 343   | 318 |
| Effective Weighted Sample                                                | 1959  | 920    | 1023   | 254       | 453   | 719   | 525 | 96               | 121              | 237              | 1059 | 624          | 767  | 248 | 345 | 1528        | 191          | 238   | 272 |
| Total                                                                    | 1596  | 749    | 834    | 189       | 386   | 567   | 443 | 68               | 100              | 186              | 862  | 510          | 483  | 284 | 270 | 1323        | 152          | 82    | 40  |
|                                                                          |       | 47%    | 52%    | 12%       | 24%   | 36%   | 28% | 4%               | 6%               | 12%              | 54%  | 32%          | 30%  | 18% | 17% | 83%         | 10%          | 5%    | 2%  |
| BACK CATALOGUE/ BOX SETS/ WATCH<br>ON DEMAND/ NO AD'S/ WATCH<br>ANYWHERE | 740   | 370    | 365    | 81        | 175   | 243   | 237 | 28               | 62               | 98               | 388  | 235          | 215  | 141 | 133 | 611         | 79           | 33    | 17  |
|                                                                          | 46%   | 49%    | 44%    | 43%       | 45%   | 43%   | 53% | 41%              | 62%              | 53%              | 45%  | 46%          | 45%  | 50% | 49% | 46%         | 52%          | 41%   | 43% |
|                                                                          |       | b      |        |           |       |       | cde |                  | gj               | j                |      |              |      |     |     |             | q            |       |     |
|                                                                          |       | 50%    | 49%    | 11%       | 24%   | 33%   | 32% | 4%               | 8%               | 13%              | 52%  | 32%          | 29%  | 19% | 18% | 83%         | 11%          | 4%    | 2%  |
| PROMOTION/ MARKETING/<br>RECOMMENDATION                                  | 455   | 208    | 245    | 71        | 116   | 143   | 124 | 26               | 29               | 68               | 233  | 137          | 151  | 81  | 76  | 379         | 39           | 25    | 12  |
|                                                                          | 28%   | 28%    | 29%    | 37%       | 30%   | 25%   | 28% | 38%              | 29%              | 37%              | 27%  | 27%          | 31%  | 28% | 28% | 29%         | 25%          | 30%   | 31% |
|                                                                          |       |        |        | def       |       |       |     | j                |                  | j                |      |              |      |     |     |             |              |       |     |
|                                                                          |       | 46%    | 54%    | 16%       | 26%   | 31%   | 27% | 6%               | 6%               | 15%              | 51%  | 30%          | 33%  | 18% | 17% | 83%         | 8%           | 5%    | 3%  |
| CHEAPER THAN ALTERNATIVE/<br>REPLACED PAY TV                             | 261   | 127    | 131    | 33        | 74    | 73    | 81  | 14               | 28               | 37               | 124  | 76           | 76   | 52  | 51  | 219         | 23           | 14    | 5   |
|                                                                          | 16%   | 17%    | 16%    | 17%       | 19%   | 13%   | 18% | 21%              | 28%              | 20%              | 14%  | 15%          | 16%  | 18% | 19% | 17%         | 15%          | 17%   | 13% |
|                                                                          |       |        |        |           | e     |       | e   |                  | j                | j                |      |              |      |     |     |             |              |       |     |
|                                                                          |       | 49%    | 50%    | 13%       | 28%   | 28%   | 31% | 5%               | 11%              | 14%              | 48%  | 29%          | 29%  | 20% | 20% | 84%         | 9%           | 5%    | 2%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

**QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)**

Base : Those with Amazon Prime Video

|                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                            | 2807  | 213             | 242        | 191        | 202       | 170       | 226         | 213           | 171        | 191        | 2162     | 645   | 1834           | 934         | 1471              | 1336         |
| Effective Weighted Sample                                                                   | 1959  | 191             | 220        | 175        | 184       | 150       | 206         | 193           | 150        | 171        | 1671     | 290   | 1310           | 635         | 994               | 967          |
| Total                                                                                       | 1596  | 213             | 217        | 133        | 125       | 128       | 128         | 127           | 64         | 189        | 1379     | 217   | 1115           | 460         | 829               | 767          |
|                                                                                             |       | 13%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 86%      | 14%   | 70%            | 29%         | 52%               | 48%          |
| <b>PROMPTED REASONS</b>                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| To obtain free delivery                                                                     | 1218  | 162             | 171        | 101        | 99        | 94        | 96          | 95            | 50         | 150        | 1036     | 182   | 865            | 338         | 652               | 566          |
|                                                                                             | 76%   | 76%             | 79%        | 76%        | 79%       | 74%       | 75%         | 75%           | 77%        | 79%        | 75%      | 84%   | 78%            | 73%         | 79%               | 74%          |
|                                                                                             |       | 13%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 85%      | 15%   | 71%            | 28%         | 54%               | 46%          |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 685   | 84              | 93         | 49         | 47        | 49        | 60          | 66            | 30         | 95         | 586      | 100   | 474            | 203         | 350               | 335          |
|                                                                                             | 43%   | 39%             | 43%        | 37%        | 38%       | 38%       | 47%         | 52%           | 47%        | 50%        | 42%      | 46%   | 43%            | 44%         | 42%               | 44%          |
|                                                                                             |       | 12%             | 14%        | 7%         | 7%        | 7%        | 9%          | acde 10%      | 4%         | acde 14%   | 85%      | 15%   | 69%            | 30%         | 51%               | 49%          |
| To watch a specific programme/ series                                                       | 474   | 58              | 65         | 33         | 34        | 35        | 44          | 41            | 19         | 72         | 415      | 59    | 340            | 129         | 233               | 241          |
|                                                                                             | 30%   | 27%             | 30%        | 25%        | 27%       | 27%       | 34%         | 33%           | 30%        | 38%        | 30%      | 27%   | 31%            | 28%         | 28%               | 31%          |
|                                                                                             |       | 12%             | 14%        | 7%         | 7%        | 7%        | 9%          | 9%            | 4%         | acde 15%   | 88%      | 12%   | 72%            | 27%         | 49%               | 51%          |
| To watch at a time that suits                                                               | 467   | 56              | 71         | 38         | 32        | 30        | 37          | 50            | 21         | 51         | 406      | 61    | 322            | 141         | 239               | 229          |
|                                                                                             | 29%   | 26%             | 33%        | 28%        | 25%       | 23%       | 29%         | 39%           | 32%        | 27%        | 29%      | 28%   | 29%            | 31%         | 29%               | 30%          |
|                                                                                             |       | 12%             | 15%        | 8%         | 7%        | 6%        | 8%          | acdefi 11%    | 4%         | 11%        | 87%      | 13%   | 69%            | 30%         | 51%               | 49%          |
| To watch multiple episodes in a row/ to watch box sets                                      | 432   | 49              | 55         | 34         | 32        | 26        | 32          | 47            | 17         | 59         | 376      | 56    | 297            | 131         | 224               | 208          |
|                                                                                             | 27%   | 23%             | 26%        | 26%        | 25%       | 21%       | 25%         | 37%           | 26%        | 31%        | 27%      | 26%   | 27%            | 29%         | 27%               | 27%          |
|                                                                                             |       | 11%             | 13%        | 8%         | 7%        | 6%        | 7%          | abcdefh 11%   | 4%         | e 14%      | 87%      | 13%   | 69%            | 30%         | 52%               | 48%          |
| To watch something different to the programmes on main TV/ broadcast TV                     | 418   | 48              | 59         | 33         | 29        | 27        | 34          | 43            | 14         | 57         | 354      | 63    | 280            | 136         | 227               | 191          |
|                                                                                             | 26%   | 22%             | 27%        | 25%        | 23%       | 21%       | 27%         | 34%           | 22%        | 30%        | 26%      | 29%   | 25%            | 29%         | 27%               | 25%          |
|                                                                                             |       | 11%             | 14%        | 8%         | 7%        | 6%        | 8%          | adeh 10%      | 3%         | 14%        | 85%      | 15%   | 67%            | 32%         | 54%               | 46%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                                        | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                        |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                       | 2807  | 213             | 242        | 191        | 202       | 170       | 226         | 213           | 171        | 191        | 2162     | 645   | 1834           | 934         | 1471              | 1336         |
| Effective Weighted Sample                              | 1959  | 191             | 220        | 175        | 184       | 150       | 206         | 193           | 150        | 171        | 1671     | 290   | 1310           | 635         | 994               | 967          |
| Total                                                  | 1596  | 213             | 217        | 133        | 125       | 128       | 128         | 127           | 64         | 189        | 1379     | 217   | 1115           | 460         | 829               | 767          |
|                                                        |       | 13%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 86%      | 14%   | 70%            | 29%         | 52%               | 48%          |
| To access a back catalogue of films                    | 411   | 57              | 66         | 26         | 29        | 23        | 37          | 42            | 15         | 50         | 353      | 58    | 294            | 114         | 199               | 212          |
|                                                        | 26%   | 27%             | 30%        | 20%        | 24%       | 18%       | 29%         | 33%           | 23%        | 26%        | 26%      | 27%   | 26%            | 25%         | 24%               | 28%          |
|                                                        |       |                 | ce         |            |           |           | ce          | cdeh          |            |            |          |       |                |             |                   |              |
|                                                        |       | 14%             | 16%        | 6%         | 7%        | 6%        | 9%          | 10%           | 4%         | 12%        | 86%      | 14%   | 72%            | 28%         | 48%               | 52%          |
| To take advantage of a free trial or promotional offer | 391   | 54              | 56         | 33         | 26        | 25        | 24          | 34            | 13         | 57         | 342      | 49    | 279            | 108         | 196               | 194          |
|                                                        | 24%   | 25%             | 26%        | 25%        | 21%       | 20%       | 19%         | 27%           | 21%        | 30%        | 25%      | 23%   | 25%            | 23%         | 24%               | 25%          |
|                                                        |       |                 |            |            |           |           |             |               |            | def        |          |       |                |             |                   |              |
|                                                        |       | 14%             | 14%        | 8%         | 7%        | 6%        | 6%          | 9%            | 3%         | 15%        | 87%      | 13%   | 71%            | 28%         | 50%               | 50%          |
| To access a back catalogue of TV programmes            | 389   | 46              | 56         | 27         | 28        | 26        | 34          | 40            | 15         | 54         | 337      | 53    | 278            | 109         | 193               | 196          |
|                                                        | 24%   | 21%             | 26%        | 20%        | 23%       | 20%       | 26%         | 31%           | 24%        | 29%        | 24%      | 24%   | 25%            | 24%         | 23%               | 26%          |
|                                                        |       |                 |            |            |           |           | ace         |               |            |            |          |       |                |             |                   |              |
|                                                        |       | 12%             | 14%        | 7%         | 7%        | 7%        | 9%          | 10%           | 4%         | 14%        | 86%      | 14%   | 71%            | 28%         | 50%               | 50%          |
| To access new movie releases                           | 330   | 43              | 51         | 23         | 18        | 20        | 31          | 39            | 13         | 42         | 290      | 41    | 227            | 101         | 162               | 168          |
|                                                        | 21%   | 20%             | 23%        | 17%        | 15%       | 15%       | 24%         | 31%           | 21%        | 22%        | 21%      | 19%   | 20%            | 22%         | 20%               | 22%          |
|                                                        |       |                 | d          |            |           |           | de          | acdeh         |            |            |          |       |                |             |                   |              |
|                                                        |       | 13%             | 15%        | 7%         | 6%        | 6%        | 9%          | 12%           | 4%         | 13%        | 88%      | 12%   | 69%            | 31%         | 49%               | 51%          |
| No advertising breaks in the programmes/shows          | 216   | 15              | 35         | 19         | 16        | 16        | 18          | 23            | 8          | 32         | 185      | 32    | 154            | 61          | 107               | 110          |
|                                                        | 14%   | 7%              | 16%        | 14%        | 13%       | 13%       | 14%         | 18%           | 13%        | 17%        | 13%      | 15%   | 14%            | 13%         | 13%               | 14%          |
|                                                        |       |                 | a          | a          | a         |           | a           | a             |            | a          |          |       |                |             |                   |              |
|                                                        |       | 7%              | 16%        | 9%         | 7%        | 8%        | 8%          | 11%           | 4%         | 15%        | 85%      | 15%   | 71%            | 28%         | 49%               | 51%          |
| Cheaper than buying DVDs                               | 167   | 13              | 18         | 14         | 14        | 13        | 10          | 20            | 5          | 33         | 149      | 18    | 108            | 58          | 78                | 89           |
|                                                        | 10%   | 6%              | 8%         | 11%        | 11%       | 10%       | 8%          | 16%           | 8%         | 17%        | 11%      | 8%    | 10%            | 13%         | 9%                | 12%          |
|                                                        |       |                 |            |            |           |           | abfh        |               |            | abfh       |          |       |                | l           |                   |              |
|                                                        |       | 8%              | 11%        | 9%         | 8%        | 7%        | 6%          | 12%           | 3%         | 20%        | 89%      | 11%   | 65%            | 35%         | 47%               | 53%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                         |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                | 2807  | 213             | 242        | 191        | 202       | 170       | 226         | 213           | 171        | 191        | 2162     | 645   | 1834           | 934         | 1471              | 1336         |
| Effective Weighted Sample                                       | 1959  | 191             | 220        | 175        | 184       | 150       | 206         | 193           | 150        | 171        | 1671     | 290   | 1310           | 635         | 994               | 967          |
| Total                                                           | 1596  | 213             | 217        | 133        | 125       | 128       | 128         | 127           | 64         | 189        | 1379     | 217   | 1115           | 460         | 829               | 767          |
|                                                                 |       | 13%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 86%      | 14%   | 70%            | 29%         | 52%               | 48%          |
| Can watch it when I'm away from home/ abroad/ on holiday        | 166   | 17              | 19         | 13         | 13        | 14        | 14          | 20            | 5          | 25         | 148      | 18    | 128            | 38          | 82                | 84           |
|                                                                 | 10%   | 8%              | 9%         | 10%        | 11%       | 11%       | 11%         | 16%           | 8%         | 13%        | 11%      | 8%    | 11%            | 8%          | 10%               | 11%          |
|                                                                 |       |                 |            |            |           |           |             | abh           |            |            |          |       | m              |             |                   |              |
|                                                                 |       | 10%             | 12%        | 8%         | 8%        | 9%        | 8%          | 12%           | 3%         | 15%        | 89%      | 11%   | 77%            | 23%         | 49%               | 51%          |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 151   | 14              | 14         | 12         | 10        | 10        | 14          | 18            | 6          | 28         | 133      | 18    | 96             | 53          | 75                | 75           |
|                                                                 | 9%    | 6%              | 7%         | 9%         | 8%        | 8%        | 11%         | 14%           | 10%        | 15%        | 10%      | 8%    | 9%             | 11%         | 9%                | 10%          |
|                                                                 |       |                 |            |            |           |           |             | ab            |            | abd        |          |       |                | l           |                   |              |
|                                                                 |       | 9%              | 9%         | 8%         | 7%        | 7%        | 10%         | 12%           | 4%         | 19%        | 88%      | 12%   | 63%            | 35%         | 50%               | 50%          |
| Got it to watch during lockdown in 2020                         | 86    | 12              | 17         | 6          | 2         | 6         | 3           | 7             | 5          | 16         | 74       | 12    | 46             | 39          | 36                | 50           |
|                                                                 | 5%    | 6%              | 8%         | 5%         | 2%        | 5%        | 2%          | 6%            | 7%         | 8%         | 5%       | 5%    | 4%             | 9%          | 4%                | 7%           |
|                                                                 |       |                 | df         |            |           |           |             | d             | df         | df         |          |       |                | l           |                   | n            |
|                                                                 |       | 14%             | 19%        | 7%         | 3%        | 7%        | 4%          | 9%            | 6%         | 18%        | 87%      | 13%   | 54%            | 46%         | 42%               | 58%          |
| Recommendation from a friend/ family member                     | 85    | 9               | 16         | 11         | 5         | 8         | 3           | 7             | 4          | 11         | 73       | 12    | 59             | 26          | 42                | 43           |
|                                                                 | 5%    | 4%              | 7%         | 8%         | 4%        | 6%        | 2%          | 6%            | 6%         | 6%         | 5%       | 6%    | 5%             | 6%          | 5%                | 6%           |
|                                                                 |       |                 | f          | f          |           |           |             | f             |            |            |          |       |                |             |                   |              |
|                                                                 |       | 11%             | 18%        | 13%        | 6%        | 9%        | 3%          | 9%            | 5%         | 13%        | 86%      | 14%   | 70%            | 30%         | 49%               | 51%          |
| I saw it advertised and it looked interesting                   | 57    | 5               | 5          | 6          | 4         | 2         | 4           | 8             | 3          | 14         | 51       | 6     | 40             | 17          | 23                | 34           |
|                                                                 | 4%    | 2%              | 2%         | 5%         | 4%        | 1%        | 3%          | 7%            | 4%         | 8%         | 4%       | 3%    | 4%             | 4%          | 3%                | 4%           |
|                                                                 |       |                 |            |            |           |           |             | abe           |            | abef       |          |       |                |             |                   |              |
|                                                                 |       | 9%              | 9%         | 11%        | 8%        | 3%        | 7%          | 15%           | 4%         | 25%        | 90%      | 10%   | 70%            | 30%         | 41%               | 59%          |
| To replace a TV subscription that I/ we cancelled               | 48    | -               | 7          | 4          | 1         | 3         | 4           | 7             | 1          | 13         | 41       | 7     | 31             | 16          | 22                | 26           |
|                                                                 | 3%    | -%              | 3%         | 3%         | 1%        | 2%        | 3%          | 5%            | 2%         | 7%         | 3%       | 3%    | 3%             | 3%          | 3%                | 3%           |
|                                                                 |       |                 | a          | a          |           | a         | a           | ad            | a          | adeh       |          |       |                |             |                   |              |
|                                                                 |       | -%              | 15%        | 9%         | 3%        | 6%        | 8%          | 14%           | 3%         | 28%        | 86%      | 14%   | 65%            | 33%         | 46%               | 54%          |

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QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                              | Total    | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |           | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------|----------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-----------|----------------|-------------|-------------------|--------------|
|                                              |          | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL     | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                                              |          | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k         | l              | m           | n                 | o            |
| Significance Level: 95%                      |          |                 |            |            |           |           |             |               |            |            |          |           |                |             |                   |              |
| Unweighted total                             | 2807     | 213             | 242        | 191        | 202       | 170       | 226         | 213           | 171        | 191        | 2162     | 645       | 1834           | 934         | 1471              | 1336         |
| Effective Weighted Sample                    | 1959     | 191             | 220        | 175        | 184       | 150       | 206         | 193           | 150        | 171        | 1671     | 290       | 1310           | 635         | 994               | 967          |
| Total                                        | 1596     | 213             | 217        | 133        | 125       | 128       | 128         | 127           | 64         | 189        | 1379     | 217       | 1115           | 460         | 829               | 767          |
|                                              |          | 13%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 86%      | 14%       | 70%            | 29%         | 52%               | 48%          |
| <b>UNPROMPTED REASONS</b>                    |          |                 |            |            |           |           |             |               |            |            |          |           |                |             |                   |              |
| Share subscription with others/ guest login  | 3<br>*%  | -<br>-%         | -<br>-%    | 1<br>*%    | -<br>-%   | -<br>-%   | 1<br>1%     | -<br>-%       | -<br>-%    | -<br>-%    | 3<br>*%  | -<br>-%   | -<br>-%        | 3<br>1%     | 2<br>*%           | 1<br>*%      |
|                                              |          | -               | -          | 17%        | -         | -         | 30%         | -             | -          | -          | 100%     | -         | -              | 100%        | 79%               | 21%          |
| For children to watch/ children's programmes | 2<br>*%  | -<br>-%         | -<br>-%    | -<br>-%    | -<br>-%   | -<br>-%   | -<br>-%     | *<br>*%       | -<br>-%    | 1<br>1%    | 1<br>*%  | *<br>*%   | -<br>-%        | 2<br>*%     | *<br>*%           | 1<br>*%      |
|                                              |          | -               | -          | -          | -         | -         | -           | 30%           | -          | 70%        | 70%      | 30%       | -              | 100%        | 30%               | 70%          |
| Don't need an aerial/ dish                   | 1<br>*%  | -<br>-%         | -<br>-%    | 1<br>1%    | -<br>-%   | -<br>-%   | -<br>-%     | -<br>-%       | -<br>-%    | -<br>-%    | -<br>-%  | 1<br>1%   | -<br>-%        | 1<br>*%     | 1<br>*%           | -<br>-%      |
|                                              |          | -               | -          | 100%       | -         | -         | -           | -             | -          | -          | -        | j<br>100% | -              | 100%        | 100%              | -            |
| Initially a gift                             | *<br>*%  | -<br>-%         | -<br>-%    | -<br>-%    | -<br>-%   | -<br>-%   | -<br>-%     | -<br>-%       | -<br>-%    | -<br>-%    | *<br>*%  | -<br>-%   | *<br>*%        | -<br>-%     | -<br>-%           | *<br>*%      |
|                                              |          | -               | -          | -          | -         | -         | -           | -             | -          | -          | 100%     | -         | 100%           | -           | -                 | 100%         |
| Other                                        | *<br>*%  | -<br>-%         | -<br>-%    | -<br>-%    | -<br>-%   | -<br>-%   | -<br>-%     | -<br>-%       | -<br>-%    | -<br>-%    | -<br>-%  | *<br>*%   | -<br>-%        | *<br>*%     | *<br>*%           | -<br>-%      |
|                                              |          | -               | -          | -          | -         | -         | -           | -             | -          | -          | -        | 100%      | -              | 100%        | 100%              | -            |
| Don't know                                   | 46<br>3% | 8<br>4%         | 6<br>3%    | 2<br>2%    | 2<br>2%   | 4<br>3%   | 5<br>4%     | 4<br>3%       | 3<br>4%    | 1<br>1%    | 42<br>3% | 4<br>2%   | 24<br>2%       | 18<br>4%    | 20<br>2%          | 25<br>3%     |
|                                              |          | i<br>18%        |            |            |           |           | i<br>11%    |               | i<br>6%    |            |          |           |                | l<br>40%    |                   |              |
|                                              |          |                 | 14%        | 5%         | 4%        | 9%        |             | 9%            |            | 2%         | 92%      | 8%        | 54%            |             | 44%               | 56%          |
| NOT ANSWERED [POSTAL ONLY]                   | *<br>*%  | -<br>-%         | -<br>-%    | -<br>-%    | -<br>-%   | -<br>-%   | -<br>-%     | -<br>-%       | *<br>1%    | -<br>-%    | *<br>*%  | -<br>-%   | *<br>*%        | -<br>-%     | -<br>-%           | *<br>*%      |
|                                              |          | -               | -          | -          | -         | -         | -           | -             | 100%       | -          | 100%     | -         | 100%           | -           | -                 | 100%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                            |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                   | 2807  | 213             | 242        | 191        | 202       | 170       | 226         | 213           | 171        | 191        | 2162     | 645   | 1834           | 934         | 1471              | 1336         |
| Effective Weighted Sample                                          | 1959  | 191             | 220        | 175        | 184       | 150       | 206         | 193           | 150        | 171        | 1671     | 290   | 1310           | 635         | 994               | 967          |
| Total                                                              | 1596  | 213             | 217        | 133        | 125       | 128       | 128         | 127           | 64         | 189        | 1379     | 217   | 1115           | 460         | 829               | 767          |
|                                                                    |       | 13%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 86%      | 14%   | 70%            | 29%         | 52%               | 48%          |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| FREE SHIPPING                                                      | 1209  | 159             | 167        | 101        | 98        | 94        | 96          | 95            | 50         | 150        | 1027     | 182   | 857            | 337         | 645               | 564          |
|                                                                    | 76%   | 75%             | 77%        | 76%        | 79%       | 74%       | 75%         | 75%           | 77%        | 79%        | 74%      | 84%   | 77%            | 73%         | 78%               | 74%          |
|                                                                    |       | 13%             | 14%        | 8%         | 8%        | 8%        | 8%          | 8%            | 4%         | 12%        | 85%      | 15%   | 71%            | 28%         | 53%               | 47%          |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 931   | 121             | 127        | 76         | 64        | 67        | 78          | 82            | 36         | 125        | 800      | 132   | 637            | 285         | 481               | 450          |
|                                                                    | 58%   | 57%             | 59%        | 57%        | 52%       | 53%       | 61%         | 65%           | 56%        | 66%        | 58%      | 61%   | 57%            | 62%         | 58%               | 59%          |
|                                                                    |       | 13%             | 14%        | 8%         | 7%        | 7%        | 8%          | de 9%         | 4%         | de 13%     | 86%      | 14%   | 68%            | 31%         | 52%               | 48%          |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 740   | 101             | 103        | 56         | 50        | 52        | 56          | 75            | 29         | 89         | 645      | 95    | 498            | 234         | 365               | 375          |
|                                                                    | 46%   | 47%             | 48%        | 42%        | 40%       | 41%       | 44%         | 59%           | 45%        | 47%        | 47%      | 44%   | 45%            | 51%         | 44%               | 49%          |
|                                                                    |       | 14%             | 14%        | 8%         | 7%        | 7%        | 8%          | abcde fhi 10% | 4%         | 12%        | 87%      | 13%   | 67%            | 32%         | 49%               | 51%          |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 455   | 60              | 66         | 42         | 32        | 31        | 27          | 39            | 16         | 65         | 397      | 58    | 318            | 132         | 224               | 231          |
|                                                                    | 28%   | 28%             | 30%        | 31%        | 26%       | 24%       | 21%         | 31%           | 25%        | 35%        | 29%      | 27%   | 29%            | 29%         | 27%               | 30%          |
|                                                                    |       | 13%             | f 14%      | f 9%       | 7%        | 7%        | 6%          | f 9%          | 4%         | ef 14%     | 87%      | 13%   | 70%            | 29%         | 49%               | 51%          |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV                          | 261   | 23              | 29         | 25         | 17        | 19        | 19          | 31            | 10         | 46         | 228      | 33    | 165            | 94          | 125               | 136          |
|                                                                    | 16%   | 11%             | 13%        | 19%        | 14%       | 15%       | 15%         | 25%           | 16%        | 24%        | 17%      | 15%   | 15%            | 20%         | 15%               | 18%          |
|                                                                    |       | 9%              | a 11%      | a 10%      | 7%        | 7%        | 7%          | abdefh 12%    | 4%         | abdef 18%  | 87%      | 13%   | 63%            | 36%         | 48%               | 52%          |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o                |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                                                                                | Total       | TV SERVICES          |                            |                       |                     | YOUTUBE                  |                        |
|------------------------------------------------------------------------------------------------|-------------|----------------------|----------------------------|-----------------------|---------------------|--------------------------|------------------------|
|                                                                                                |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b       | FREE<br>CATCH-UP<br>c | SVOD<br>d           | SERV-<br>ICES<br>e       | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                        |             |                      |                            |                       |                     |                          |                        |
| Unweighted total                                                                               | 2807        | 1502                 | 1126                       | 2439                  | 2807                | 1440                     | 2807                   |
| Effective Weighted Sample                                                                      | 1959        | 1034                 | 779                        | 1706                  | 1959                | 1005                     | 1959                   |
| Total                                                                                          | 1596        | 859<br>54%           | 641<br>40%                 | 1394<br>87%           | 1596<br>100%        | 807<br>51%               | 1596<br>100%           |
| <b>PROMPTED REASONS</b>                                                                        |             |                      |                            |                       |                     |                          |                        |
| To obtain free delivery                                                                        | 1218<br>76% | 659<br>77%<br>54%    | 498<br>78%<br>41%          | 1079<br>77%<br>89%    | 1218<br>76%<br>100% | 631<br>78%<br>52%        | 1218<br>76%<br>100%    |
| To watch exclusive TV content not available elsewhere/<br>original series made by the provider | 685<br>43%  | 392<br>46%           | 304<br>47%<br>df<br>57%    | 621<br>44%<br>91%     | 685<br>43%<br>100%  | 375<br>47%<br>55%        | 685<br>43%<br>100%     |
| To watch a specific programme/ series                                                          | 474<br>30%  | 256<br>30%<br>54%    | 208<br>32%<br>44%          | 424<br>30%<br>90%     | 474<br>30%<br>100%  | 269<br>33%<br>df<br>57%  | 474<br>30%<br>100%     |
| To watch at a time that suits                                                                  | 467<br>29%  | 237<br>28%<br>51%    | 229<br>36%<br>acdf<br>49%  | 420<br>30%<br>90%     | 467<br>29%<br>100%  | 262<br>32%<br>a<br>56%   | 467<br>29%<br>100%     |
| To watch multiple episodes in a row/ to watch box sets                                         | 432<br>27%  | 221<br>26%<br>51%    | 213<br>33%<br>acdf<br>49%  | 387<br>28%<br>90%     | 432<br>27%<br>100%  | 248<br>31%<br>adf<br>57% | 432<br>27%<br>100%     |
| To watch something different to the programmes on<br>main TV/ broadcast TV                     | 418<br>26%  | 222<br>26%<br>53%    | 218<br>34%<br>acdef<br>52% | 384<br>28%<br>92%     | 418<br>26%<br>100%  | 233<br>29%<br>56%        | 418<br>26%<br>100%     |
| Columns Tested: a,b,c,d,e,f                                                                    |             |                      |                            |                       |                     |                          |                        |

**QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)**

Base : Those with Amazon Prime Video

|                                                          | Total | TV SERVICES     |                 |                  |      | YOUTUBE       | ANY SER-<br>VICES |
|----------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                          |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES |                   |
|                                                          |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                                  |       |                 |                 |                  |      |               |                   |
| Unweighted total                                         | 2807  | 1502            | 1126            | 2439             | 2807 | 1440          | 2807              |
| Effective Weighted Sample                                | 1959  | 1034            | 779             | 1706             | 1959 | 1005          | 1959              |
| Total                                                    | 1596  | 859             | 641             | 1394             | 1596 | 807           | 1596              |
|                                                          |       | 54%             | 40%             | 87%              | 100% | 51%           | 100%              |
| To access a back catalogue of films                      | 411   | 200             | 195             | 365              | 411  | 228           | 411               |
|                                                          | 26%   | 23%             | 30%             | 26%              | 26%  | 28%           | 26%               |
|                                                          |       |                 | acdf            |                  |      | a             |                   |
|                                                          |       | 49%             | 47%             | 89%              | 100% | 56%           | 100%              |
| To take advantage of a free trial or promotional offer   | 391   | 206             | 167             | 349              | 391  | 222           | 391               |
|                                                          | 24%   | 24%             | 26%             | 25%              | 24%  | 28%           | 24%               |
|                                                          |       | 53%             | 43%             | 89%              | 100% | 57%           | 100%              |
| To access a back catalogue of TV programmes              | 389   | 196             | 182             | 351              | 389  | 219           | 389               |
|                                                          | 24%   | 23%             | 28%             | 25%              | 24%  | 27%           | 24%               |
|                                                          |       |                 | adf             |                  |      | a             |                   |
|                                                          |       | 50%             | 47%             | 90%              | 100% | 56%           | 100%              |
| To access new movie releases                             | 330   | 174             | 160             | 295              | 330  | 188           | 330               |
|                                                          | 21%   | 20%             | 25%             | 21%              | 21%  | 23%           | 21%               |
|                                                          |       |                 | acdf            |                  |      |               |                   |
|                                                          |       | 53%             | 48%             | 89%              | 100% | 57%           | 100%              |
| No advertising breaks in the programmes/ shows           | 216   | 103             | 105             | 190              | 216  | 126           | 216               |
|                                                          | 14%   | 12%             | 16%             | 14%              | 14%  | 16%           | 14%               |
|                                                          |       |                 | a               |                  |      | a             |                   |
|                                                          |       | 47%             | 48%             | 88%              | 100% | 58%           | 100%              |
| Cheaper than buying DVDs                                 | 167   | 72              | 84              | 147              | 167  | 97            | 167               |
|                                                          | 10%   | 8%              | 13%             | 11%              | 10%  | 12%           | 10%               |
|                                                          |       |                 | a               |                  |      | a             |                   |
|                                                          |       | 43%             | 50%             | 88%              | 100% | 58%           | 100%              |
| Can watch it when I'm away from home/ abroad/ on holiday | 166   | 84              | 70              | 149              | 166  | 99            | 166               |
|                                                          | 10%   | 10%             | 11%             | 11%              | 10%  | 12%           | 10%               |
|                                                          |       | 50%             | 42%             | 90%              | 100% | 60%           | 100%              |

Columns Tested: a,b,c,d,e,f

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                                                 | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-----------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                 |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                         |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                                | 2807  | 1502            | 1126            | 2439             | 2807 | 1440          | 2807              |
| Effective Weighted Sample                                       | 1959  | 1034            | 779             | 1706             | 1959 | 1005          | 1959              |
| Total                                                           | 1596  | 859             | 641             | 1394             | 1596 | 807           | 1596              |
|                                                                 |       | 54%             | 40%             | 87%              | 100% | 51%           | 100%              |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 151   | 33              | 89              | 124              | 151  | 81            | 151               |
|                                                                 | 9%    | 4%              | 14%             | 9%               | 9%   | 10%           | 9%                |
|                                                                 |       |                 | acdef           | a                | a    | a             | a                 |
|                                                                 |       | 22%             | 59%             | 82%              | 100% | 54%           | 100%              |
| Got it to watch during lockdown in 2020                         | 86    | 49              | 35              | 76               | 86   | 48            | 86                |
|                                                                 | 5%    | 6%              | 6%              | 5%               | 5%   | 6%            | 5%                |
|                                                                 |       | 57%             | 41%             | 89%              | 100% | 57%           | 100%              |
| Recommendation from a friend/ family member                     | 85    | 41              | 43              | 76               | 85   | 44            | 85                |
|                                                                 | 5%    | 5%              | 7%              | 5%               | 5%   | 6%            | 5%                |
|                                                                 |       | 49%             | 51%             | 90%              | 100% | 52%           | 100%              |
| I saw it advertised and it looked interesting                   | 57    | 28              | 29              | 48               | 57   | 37            | 57                |
|                                                                 | 4%    | 3%              | 5%              | 3%               | 4%   | 5%            | 4%                |
|                                                                 |       | 48%             | 51%             | 84%              | 100% | 66%           | 100%              |
| To replace a TV subscription that I/ we cancelled               | 48    | 11              | 29              | 39               | 48   | 29            | 48                |
|                                                                 | 3%    | 1%              | 5%              | 3%               | 3%   | 4%            | 3%                |
|                                                                 |       |                 | acdf            | a                | a    | a             | a                 |
|                                                                 |       | 24%             | 61%             | 83%              | 100% | 60%           | 100%              |
| <b>UNPROMPTED REASONS</b>                                       |       |                 |                 |                  |      |               |                   |
| Share subscription with others/ guest login                     | 3     | 1               | 1               | 2                | 3    | *             | 3                 |
|                                                                 | *%    | *%              | *%              | *%               | *%   | *%            | *%                |
|                                                                 |       | 30%             | 41%             | 59%              | 100% | 12%           | 100%              |
| For children to watch/ children's programmes                    | 2     | 2               | *               | 2                | 2    | -             | 2                 |
|                                                                 | *%    | *%              | *%              | *%               | *%   | -%            | *%                |
|                                                                 |       | 100%            | 30%             | 100%             | 100% | -%            | 100%              |

Columns Tested: a,b,c,d,e,f

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

|                                                                    | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|--------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                                                    |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                            |       |                      |                      |                       |           |                    |                        |
| Unweighted total                                                   | 2807  | 1502                 | 1126                 | 2439                  | 2807      | 1440               | 2807                   |
| Effective Weighted Sample                                          | 1959  | 1034                 | 779                  | 1706                  | 1959      | 1005               | 1959                   |
| Total                                                              | 1596  | 859                  | 641                  | 1394                  | 1596      | 807                | 1596                   |
|                                                                    |       | 54%                  | 40%                  | 87%                   | 100%      | 51%                | 100%                   |
| Don't need an aerial/ dish                                         | 1     | -                    | -                    | 1                     | 1         | -                  | 1                      |
|                                                                    | *%    | -%                   | -%                   | *%                    | *%        | -%                 | *%                     |
|                                                                    |       | -%                   | -%                   | 100%                  | 100%      | -%                 | 100%                   |
| Initially a gift                                                   | *     | *                    | -                    | *                     | *         | *                  | *                      |
|                                                                    | *%    | *%                   | -%                   | *%                    | *%        | *%                 | *%                     |
|                                                                    |       | 100%                 | -%                   | 100%                  | 100%      | 100%               | 100%                   |
| Other                                                              | *     | *                    | -                    | -                     | *         | -                  | *                      |
|                                                                    | *%    | *%                   | -%                   | -%                    | *%        | -%                 | *%                     |
|                                                                    |       | 100%                 | -%                   | -%                    | 100%      | -%                 | 100%                   |
| Don't know                                                         | 46    | 18                   | 12                   | 35                    | 46        | 19                 | 46                     |
|                                                                    | 3%    | 2%                   | 2%                   | 2%                    | 3%        | 2%                 | 3%                     |
|                                                                    |       | 40%                  | 27%                  | 76%                   | 100%      | 42%                | 100%                   |
| NOT ANSWERED [POSTAL ONLY]                                         | *     | -                    | *                    | *                     | *         | -                  | *                      |
|                                                                    | *%    | -%                   | *%                   | *%                    | *%        | -%                 | *%                     |
|                                                                    |       | -%                   | 100%                 | 100%                  | 100%      | -%                 | 100%                   |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                      |                      |                       |           |                    |                        |
| FREE SHIPPING                                                      | 1209  | 652                  | 495                  | 1070                  | 1209      | 625                | 1209                   |
|                                                                    | 76%   | 76%                  | 77%                  | 77%                   | 76%       | 77%                | 76%                    |
|                                                                    |       | 54%                  | 41%                  | 89%                   | 100%      | 52%                | 100%                   |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 931   | 513                  | 410                  | 836                   | 931       | 502                | 931                    |
|                                                                    | 58%   | 60%                  | 64%                  | 60%                   | 58%       | 62%                | 58%                    |
|                                                                    |       |                      | df                   |                       |           | df                 |                        |
|                                                                    |       | 55%                  | 44%                  | 90%                   | 100%      | 54%                | 100%                   |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 740   | 384                  | 344                  | 654                   | 740       | 394                | 740                    |
|                                                                    | 46%   | 45%                  | 54%                  | 47%                   | 46%       | 49%                | 46%                    |
|                                                                    |       |                      | acdef                |                       |           |                    |                        |
|                                                                    |       | 52%                  | 46%                  | 88%                   | 100%      | 53%                | 100%                   |

Columns Tested: a,b,c,d,e,f

**QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)**

Base : Those with Amazon Prime Video

|                                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                   |       |                 |                 |                  |      |               |                   |
| Unweighted total                          | 2807  | 1502            | 1126            | 2439             | 2807 | 1440          | 2807              |
| Effective Weighted Sample                 | 1959  | 1034            | 779             | 1706             | 1959 | 1005          | 1959              |
| Total                                     | 1596  | 859             | 641             | 1394             | 1596 | 807           | 1596              |
|                                           |       | 54%             | 40%             | 87%              | 100% | 51%           | 100%              |
| PROMOTION/ MARKETING/ RECOMMENDATION      | 455   | 235             | 199             | 405              | 455  | 255           | 455               |
|                                           | 28%   | 27%             | 31%             | 29%              | 28%  | 32%           | 28%               |
|                                           |       |                 |                 |                  |      | a             |                   |
|                                           |       | 52%             | 44%             | 89%              | 100% | 56%           | 100%              |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 261   | 93              | 141             | 221              | 261  | 148           | 261               |
|                                           | 16%   | 11%             | 22%             | 16%              | 16%  | 18%           | 16%               |
|                                           |       |                 | acdf            | a                | a    | a             | a                 |
|                                           |       | 35%             | 54%             | 85%              | 100% | 57%           | 100%              |

Columns Tested: a,b,c,d,e,f

## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                                             | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                     |       | a      | b      | c         | d     | e     | f   | ~g               | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                            | 1434  | 643    | 779    | 272       | 423   | 552   | 178 | 81               | 105          | 166          | 741  | 364          | 598 | 169 | 260 | 917      | 146       | 184   | 187 |
| Effective Weighted Sample                                                                   | 1004  | 443    | 554    | 183       | 303   | 396   | 119 | 58               | 73           | 118          | 532  | 269          | 440 | 117 | 188 | 771      | 91        | 129   | 159 |
| Total                                                                                       | 800   | 341    | 453    | 138       | 256   | 303   | 98  | 40               | 59           | 92           | 436  | 225          | 271 | 128 | 150 | 656      | 72        | 47    | 24  |
|                                                                                             |       | 43%    | 57%    | 17%       | 32%   | 38%   | 12% | **               | 7%           | 11%          | 55%  | 28%          | 34% | 16% | 19% | 82%      | 9%        | 6%    | 3%  |
| <b>PROMPTED REASONS</b>                                                                     |       |        |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 374   | 171    | 199    | 71        | 128   | 137   | 37  | **               | 27           | 41           | 219  | 110          | 135 | 58  | 63  | 308      | 32        | 23    | 11  |
|                                                                                             | 47%   | 50%    | 44%    | 51%       | 50%   | 45%   | 37% | **               | 45%          | 44%          | 50%  | 49%          | 50% | 45% | 42% | 47%      | 44%       | 49%   | 46% |
|                                                                                             |       | 46%    | 53%    | 19%       | 34%   | 37%   | 10% | **               | 7%           | 11%          | 58%  | 29%          | 36% | 16% | 17% | 82%      | 8%        | 6%    | 3%  |
| To watch a specific programme/ series                                                       | 328   | 157    | 168    | 72        | 118   | 110   | 26  | **               | 24           | 29           | 194  | 94           | 121 | 51  | 54  | 272      | 28        | 19    | 9   |
|                                                                                             | 41%   | 46%    | 37%    | 52%       | 46%   | 36%   | 27% | **               | 41%          | 32%          | 44%  | 42%          | 44% | 40% | 36% | 42%      | 39%       | 40%   | 37% |
|                                                                                             |       | b      |        | ef        | ef    |       |     |                  |              |              | i    |              |     |     |     |          |           |       |     |
| To access a back catalogue of films                                                         | 308   | 139    | 168    | 56        | 107   | 116   | 27  | **               | 25           | 29           | 184  | 94           | 100 | 56  | 48  | 254      | 29        | 16    | 8   |
|                                                                                             | 38%   | 41%    | 37%    | 40%       | 42%   | 38%   | 28% | **               | 42%          | 32%          | 42%  | 42%          | 37% | 44% | 32% | 39%      | 41%       | 35%   | 31% |
|                                                                                             |       |        |        | f         | f     | f     |     |                  |              |              | i    | n            |     | n   |     |          |           |       |     |
| To take advantage of a free trial or promotional offer                                      | 308   | 139    | 168    | 56        | 107   | 116   | 27  | **               | 25           | 29           | 184  | 94           | 100 | 56  | 48  | 254      | 29        | 16    | 8   |
|                                                                                             | 38%   | 41%    | 37%    | 40%       | 42%   | 38%   | 28% | **               | 42%          | 32%          | 42%  | 42%          | 37% | 44% | 32% | 39%      | 41%       | 35%   | 31% |
|                                                                                             |       | 45%    | 55%    | 18%       | 35%   | 38%   | 9%  | **               | 8%           | 9%           | 60%  | 30%          | 33% | 18% | 16% | 83%      | 10%       | 5%    | 2%  |
| To take advantage of a free trial or promotional offer                                      | 283   | 108    | 173    | 43        | 88    | 118   | 34  | **               | 18           | 34           | 160  | 74           | 98  | 55  | 50  | 229      | 28        | 16    | 10  |
|                                                                                             | 35%   | 32%    | 38%    | 31%       | 34%   | 39%   | 35% | **               | 31%          | 37%          | 37%  | 33%          | 36% | 42% | 33% | 35%      | 39%       | 34%   | 40% |
|                                                                                             |       | 38%    | 61%    | 15%       | 31%   | 42%   | 12% | **               | 6%           | 12%          | 57%  | 26%          | 35% | 19% | 18% | 81%      | 10%       | 6%    | 3%  |
| To access new movie releases                                                                | 249   | 101    | 146    | 54        | 84    | 87    | 24  | **               | 26           | 31           | 131  | 66           | 82  | 48  | 48  | 203      | 24        | 16    | 7   |
|                                                                                             | 31%   | 30%    | 32%    | 39%       | 33%   | 29%   | 25% | **               | 43%          | 34%          | 30%  | 29%          | 30% | 38% | 32% | 31%      | 33%       | 34%   | 28% |
|                                                                                             |       |        |        | ef        |       |       |     |                  | j            |              |      |              |     |     |     |          |           |       |     |
| To watch at a time that suits                                                               | 221   | 90     | 129    | 48        | 69    | 82    | 22  | **               | 21           | 26           | 117  | 63           | 69  | 39  | 42  | 178      | 22        | 15    | 6   |
|                                                                                             | 28%   | 26%    | 29%    | 34%       | 27%   | 27%   | 22% | **               | 35%          | 28%          | 27%  | 28%          | 26% | 30% | 28% | 27%      | 30%       | 31%   | 26% |
|                                                                                             |       |        |        | f         |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
|                                                                                             |       | 41%    | 59%    | 22%       | 31%   | 37%   | 10% | **               | 10%          | 12%          | 53%  | 28%          | 31% | 18% | 19% | 81%      | 10%       | 7%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                         | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|-------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                 |       | a      | b      | c         | d     | e     | f   | ~g               | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                        | 1434  | 643    | 779    | 272       | 423   | 552   | 178 | 81               | 105          | 166          | 741  | 364          | 598 | 169 | 260 | 917      | 146       | 184   | 187 |
| Effective Weighted Sample                                               | 1004  | 443    | 554    | 183       | 303   | 396   | 119 | 58               | 73           | 118          | 532  | 269          | 440 | 117 | 188 | 771      | 91        | 129   | 159 |
| Total                                                                   | 800   | 341    | 453    | 138       | 256   | 303   | 98  | 40               | 59           | 92           | 436  | 225          | 271 | 128 | 150 | 656      | 72        | 47    | 24  |
|                                                                         |       | 43%    | 57%    | 17%       | 32%   | 38%   | 12% | **               | 7%           | 11%          | 55%  | 28%          | 34% | 16% | 19% | 82%      | 9%        | 6%    | 3%  |
| To access a back catalogue of TV programmes                             | 212   | 100    | 112    | 47        | 78    | 72    | 14  | **               | 16           | 20           | 131  | 66           | 70  | 35  | 33  | 175      | 21        | 10    | 6   |
|                                                                         | 27%   | 29%    | 25%    | 34%       | 30%   | 24%   | 14% | **               | 27%          | 22%          | 30%  | 29%          | 26% | 28% | 22% | 27%      | 29%       | 21%   | 26% |
|                                                                         |       | 47%    | 53%    | ef        | f     | f     | 7%  | **               | 8%           | 10%          | 62%  | 31%          | 33% | 17% | 16% | 82%      | 10%       | 5%    | 3%  |
| To watch multiple episodes in a row/ to watch box sets                  | 173   | 80     | 91     | 40        | 62    | 57    | 13  | **               | 18           | 22           | 91   | 47           | 58  | 31  | 34  | 136      | 21        | 11    | 4   |
|                                                                         | 22%   | 24%    | 20%    | 29%       | 24%   | 19%   | 14% | **               | 31%          | 24%          | 21%  | 21%          | 21% | 24% | 23% | 21%      | 29%       | 24%   | 18% |
|                                                                         |       | 47%    | 53%    | ef        | f     | ef    | 8%  | **               | 11%          | 13%          | 53%  | 27%          | 34% | 18% | 20% | 79%      | 12%       | 7%    | 2%  |
| To watch something different to the programmes on main TV/ broadcast TV | 166   | 75     | 90     | 38        | 52    | 61    | 14  | **               | 14           | 13           | 94   | 48           | 50  | 31  | 32  | 137      | 15        | 9     | 5   |
|                                                                         | 21%   | 22%    | 20%    | 28%       | 20%   | 20%   | 15% | **               | 24%          | 14%          | 22%  | 22%          | 19% | 24% | 21% | 21%      | 21%       | 19%   | 20% |
|                                                                         |       | 45%    | 54%    | ef        | 31%   | 37%   | 9%  | **               | 9%           | 8%           | 57%  | 29%          | 30% | 19% | 19% | 83%      | 9%        | 5%    | 3%  |
| Got it to watch during lockdown in 2020                                 | 151   | 54     | 96     | 30        | 49    | 60    | 12  | **               | 14           | 18           | 83   | 35           | 57  | 26  | 28  | 123      | 18        | 6     | 4   |
|                                                                         | 19%   | 16%    | 21%    | 21%       | 19%   | 20%   | 13% | **               | 23%          | 19%          | 19%  | 16%          | 21% | 20% | 19% | 19%      | 25%       | 14%   | 18% |
|                                                                         |       | 35%    | 63%    | a         | 20%   | 32%   | 8%  | **               | 9%           | 12%          | 55%  | 23%          | 38% | 17% | 18% | 81%      | 12%       | 4%    | 3%  |
| Cheaper than buying DVDs                                                | 112   | 48     | 63     | 25        | 50    | 29    | 8   | **               | 11           | 19           | 55   | 28           | 34  | 23  | 24  | 90       | 9         | 10    | 3   |
|                                                                         | 14%   | 14%    | 14%    | 18%       | 19%   | 9%    | 8%  | **               | 18%          | 21%          | 13%  | 13%          | 13% | 18% | 16% | 14%      | 13%       | 20%   | 12% |
|                                                                         |       | 43%    | 57%    | ef        | ef    | j     | 7%  | **               | 10%          | 17%          | 49%  | 25%          | 30% | 20% | 21% | 81%      | 8%        | 9%    | 3%  |
| No advertising breaks in the programmes/ shows                          | 97    | 41     | 55     | 30        | 32    | 27    | 7   | **               | 9            | 12           | 49   | 19           | 30  | 20  | 23  | 81       | 8         | 6     | 2   |
|                                                                         | 12%   | 12%    | 12%    | 22%       | 12%   | 9%    | 7%  | **               | 16%          | 13%          | 11%  | 9%           | 11% | 15% | 16% | 12%      | 10%       | 12%   | 9%  |
|                                                                         |       | 43%    | 57%    | def       | 31%   | 33%   | 7%  | **               | 10%          | 13%          | 51%  | 20%          | 31% | 20% | k   | 84%      | 8%        | 6%    | 2%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                 | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|-----------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                         |       | a      | b      | c         | d     | e     | f   | ~g               | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                | 1434  | 643    | 779    | 272       | 423   | 552   | 178 | 81               | 105          | 166          | 741  | 364          | 598 | 169 | 260 | 917      | 146       | 184   | 187 |
| Effective Weighted Sample                                       | 1004  | 443    | 554    | 183       | 303   | 396   | 119 | 58               | 73           | 118          | 532  | 269          | 440 | 117 | 188 | 771      | 91        | 129   | 159 |
| Total                                                           | 800   | 341    | 453    | 138       | 256   | 303   | 98  | 40               | 59           | 92           | 436  | 225          | 271 | 128 | 150 | 656      | 72        | 47    | 24  |
|                                                                 |       | 43%    | 57%    | 17%       | 32%   | 38%   | 12% | **               | 7%           | 11%          | 55%  | 28%          | 34% | 16% | 19% | 82%      | 9%        | 6%    | 3%  |
| Can watch it when I'm away from home/ abroad/ on holiday        | 93    | 35     | 58     | 26        | 38    | 24    | 6   | **               | 11           | 11           | 47   | 20           | 29  | 25  | 19  | 77       | 9         | 5     | 2   |
|                                                                 | 12%   | 10%    | 13%    | 19%       | 15%   | 8%    | 6%  | **               | 18%          | 11%          | 11%  | 9%           | 11% | 19% | 12% | 12%      | 12%       | 11%   | 9%  |
|                                                                 |       | 38%    | 62%    | ef        | ef    |       |     | **               | 11%          | 11%          | 50%  | 22%          | 31% | 27% | 20% | 83%      | 9%        | 5%    | 2%  |
| Recommendation from a friend/ family member                     | 80    | 31     | 48     | 23        | 26    | 18    | 11  | **               | 2            | 21           | 37   | 19           | 31  | 13  | 15  | 67       | 7         | 3     | 4   |
|                                                                 | 10%   | 9%     | 11%    | 17%       | 10%   | 6%    | 12% | **               | 3%           | 22%          | 8%   | 8%           | 11% | 10% | 10% | 10%      | 9%        | 6%    | 14% |
|                                                                 |       | 39%    | 60%    | de        | e     |       | e   | **               | 2%           | 26%          | 46%  | 23%          | 39% | 17% | 19% | 84%      | 9%        | 3%    | 4%  |
| I saw it advertised and it looked interesting                   | 78    | 26     | 52     | 25        | 29    | 20    | 4   | **               | 6            | 9            | 44   | 19           | 24  | 17  | 13  | 68       | 5         | 4     | 2   |
|                                                                 | 10%   | 8%     | 11%    | 18%       | 11%   | 7%    | 4%  | **               | 9%           | 10%          | 10%  | 8%           | 9%  | 14% | 9%  | 10%      | 7%        | 7%    | 8%  |
|                                                                 |       | 34%    | 66%    | def       | ef    |       |     | **               | 7%           | 12%          | 56%  | 24%          | 31% | 22% | 17% | 87%      | 6%        | 5%    | 2%  |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 68    | 34     | 32     | 14        | 32    | 16    | 6   | **               | 8            | 6            | 36   | 18           | 22  | 14  | 12  | 58       | 5         | 4     | 2   |
|                                                                 | 8%    | 10%    | 7%     | 10%       | 13%   | 5%    | 6%  | **               | 14%          | 7%           | 8%   | 8%           | 8%  | 11% | 8%  | 9%       | 6%        | 8%    | 6%  |
|                                                                 |       | 50%    | 48%    | e         | ef    |       |     | **               | 12%          | 9%           | 54%  | 27%          | 33% | 21% | 17% | 86%      | 7%        | 5%    | 2%  |
| To replace a TV subscription that I/ we cancelled               | 20    | 10     | 11     | 6         | 8     | 5     | 1   | **               | 1            | 5            | 8    | 5            | 7   | 4   | 4   | 19       | *         | *     | 1   |
|                                                                 | 3%    | 3%     | 2%     | 5%        | 3%    | 2%    | 1%  | **               | 3%           | 5%           | 2%   | 2%           | 3%  | 3%  | 3%  | 3%       | *%        | *%    | 3%  |
|                                                                 |       | 47%    | 53%    | e         |       |       |     | **               | 7%           | j            | 38%  | 23%          | 36% | 20% | 20% | 94%      | 1%        | 1%    | 4%  |
| UNPROMPTED REASONS                                              |       |        |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |
| For children to watch/ children's programmes                    | 7     | 4      | 3      | -         | 2     | 3     | 1   | **               | *            | 2            | 4    | *            | 1   | 4   | 2   | 5        | 1         | 1     | *   |
|                                                                 | 1%    | 1%     | 1%     | -%        | 1%    | 1%    | 1%  | **               | 1%           | 2%           | 1%   | *%           | 1%  | 3%  | 1%  | 1%       | 2%        | 3%    | 1%  |
|                                                                 |       | 64%    | 36%    | -%        | 35%   | 46%   | 19% | **               | 4%           | 22%          | 62%  | 5%           | 20% | 53% | 22% | 65%      | 16%       | 17%   | 2%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                    | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |      |
|--------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|------|
|                                                                    |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%                                            |       | a      | b      | c         | d     | e     | f    | ~g               | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r    |
| Unweighted total                                                   | 1434  | 643    | 779    | 272       | 423   | 552   | 178  | 81               | 105          | 166          | 741  | 364          | 598  | 169 | 260 | 917      | 146       | 184   | 187  |
| Effective Weighted Sample                                          | 1004  | 443    | 554    | 183       | 303   | 396   | 119  | 58               | 73           | 118          | 532  | 269          | 440  | 117 | 188 | 771      | 91        | 129   | 159  |
| Total                                                              | 800   | 341    | 453    | 138       | 256   | 303   | 98   | 40               | 59           | 92           | 436  | 225          | 271  | 128 | 150 | 656      | 72        | 47    | 24   |
|                                                                    |       | 43%    | 57%    | 17%       | 32%   | 38%   | 12%  | **               | 7%           | 11%          | 55%  | 28%          | 34%  | 16% | 19% | 82%      | 9%        | 6%    | 3%   |
| Share subscription with others/ guest login                        | 6     | 3      | 3      | 1         | 2     | 1     | 2    | **               | 1            | 1            | 3    | 1            | 4    | -   | 2   | 6        | *         | -     | -    |
|                                                                    | 1%    | 1%     | 1%     | 1%        | 1%    | *%    | 2%   | **               | 1%           | 1%           | 1%   | *%           | 1%   | -%  | 1%  | 1%       | 1%        | -%    | -%   |
|                                                                    |       |        |        |           |       | e     |      |                  |              |              |      |              |      |     |     |          |           |       |      |
|                                                                    |       | 47%    | 53%    | 16%       | 36%   | 13%   | 35%  | **               | 11%          | 9%           | 47%  | 8%           | 59%  | -%  | 32% | 93%      | 7%        | -%    | -%   |
| Came with mobile phone contract                                    | 4     | 1      | 3      | *         | 1     | 2     | 1    | **               | 1            | -            | 2    | 1            | 1    | *   | -   | 3        | 1         | -     | *    |
|                                                                    | *%    | *%     | 1%     | *%        | *%    | 1%    | 1%   | **               | 2%           | -%           | *%   | 1%           | *%   | *%  | -%  | *%       | 1%        | -%    | 1%   |
|                                                                    |       | 19%    | 81%    | 7%        | 22%   | 47%   | 25%  | **               | 32%          | -%           | 53%  | 32%          | 31%  | 5%  | -%  | 75%      | 17%       | -%    | 7%   |
| Initially a gift                                                   | 2     | *      | 1      | -         | -     | 2     | -    | **               | -            | -            | 1    | 1            | 1    | -   | *   | 1        | -         | -     | *    |
|                                                                    | *%    | *%     | *%     | -%        | -%    | 1%    | -%   | **               | -%           | -%           | *%   | *%           | *%   | -%  | *%  | *%       | -%        | -%    | 1%   |
|                                                                    |       | 6%     | 94%    | -%        | -%    | 100%  | -%   | **               | -%           | -%           | 63%  | 54%          | 37%  | -%  | 9%  | 85%      | -%        | -%    | 15%  |
| Other                                                              | *     | -      | *      | -         | -     | -     | *    | **               | -            | -            | -    | -            | *    | -   | -   | -        | -         | -     | *    |
|                                                                    | *%    | -%     | *%     | -%        | -%    | -%    | *%   | **               | -%           | -%           | -%   | -%           | *%   | -%  | -%  | -%       | -%        | -%    | *%   |
|                                                                    |       | -%     | 100%   | -%        | -%    | -%    | 100% | **               | -%           | -%           | -%   | -%           | 100% | -%  | -%  | -%       | -%        | -%    | 100% |
| Don't know                                                         | 22    | 10     | 12     | 4         | 6     | 7     | 5    | **               | 2            | 2            | 7    | 5            | 9    | 1   | 3   | 19       | 1         | 1     | 1    |
|                                                                    | 3%    | 3%     | 3%     | 3%        | 2%    | 2%    | 5%   | **               | 3%           | 3%           | 2%   | 2%           | 3%   | 1%  | 2%  | 3%       | 2%        | 2%    | 4%   |
|                                                                    |       | 44%    | 56%    | 17%       | 26%   | 32%   | 23%  | **               | 9%           | 11%          | 31%  | 24%          | 42%  | 5%  | 14% | 85%      | 6%        | 4%    | 4%   |
| NOT ANSWERED [POSTAL ONLY]                                         | 2     | 1      | 1      | -         | -     | 1     | 1    | **               | -            | -            | -    | -            | 1    | -   | 1   | 2        | -         | -     | -    |
|                                                                    | *%    | *%     | *%     | -%        | -%    | *%    | 1%   | **               | -%           | -%           | -%   | -%           | *%   | -%  | 1%  | *%       | -%        | -%    | -%   |
|                                                                    |       | 51%    | 49%    | -%        | -%    | 49%   | 51%  | **               | -%           | -%           | -%   | -%           | 51%  | -%  | 49% | 100%     | -%        | -%    | -%   |
| SUMMARY OF PROMPTED REASONS                                        |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |     |          |           |       |      |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 546   | 243    | 298    | 102       | 183   | 206   | 53   | **               | 42           | 53           | 320  | 156          | 189  | 92  | 95  | 448      | 50        | 33    | 16   |
|                                                                    | 68%   | 71%    | 66%    | 74%       | 71%   | 68%   | 54%  | **               | 70%          | 58%          | 73%  | 70%          | 70%  | 72% | 64% | 68%      | 69%       | 69%   | 64%  |
|                                                                    |       |        |        | f         | f     | f     |      |                  |              |              | i    |              |      |     |     |          |           |       |      |
|                                                                    |       | 45%    | 54%    | 19%       | 33%   | 38%   | 10%  | **               | 8%           | 10%          | 59%  | 29%          | 35%  | 17% | 17% | 82%      | 9%        | 6%    | 3%   |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 453   | 194    | 256    | 85        | 154   | 171   | 42   | **               | 35           | 46           | 260  | 128          | 153  | 77  | 80  | 370      | 44        | 27    | 11   |
|                                                                    | 57%   | 57%    | 56%    | 62%       | 60%   | 56%   | 43%  | **               | 59%          | 50%          | 60%  | 57%          | 56%  | 60% | 54% | 56%      | 61%       | 57%   | 47%  |
|                                                                    |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      |     |     | r        | r         |       |      |
|                                                                    |       | 43%    | 57%    | 19%       | 34%   | 38%   | 9%   | **               | 8%           | 10%          | 57%  | 28%          | 34%  | 17% | 18% | 82%      | 10%       | 6%    | 3%   |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                              | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |     |     | NATION      |              |       |     |
|----------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
|                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG<br>LAND | SCOT<br>LAND | WALES | NI  |
| Significance Level: 95%                      |       | a      | b      | c         | d     | e     | f   | ~g               | h                | i                | j    | k            | l   | m   | n   | o           | p            | q     | r   |
| Unweighted total                             | 1434  | 643    | 779    | 272       | 423   | 552   | 178 | 81               | 105              | 166              | 741  | 364          | 598 | 169 | 260 | 917         | 146          | 184   | 187 |
| Effective Weighted Sample                    | 1004  | 443    | 554    | 183       | 303   | 396   | 119 | 58               | 73               | 118              | 532  | 269          | 440 | 117 | 188 | 771         | 91           | 129   | 159 |
| Total                                        | 800   | 341    | 453    | 138       | 256   | 303   | 98  | 40               | 59               | 92               | 436  | 225          | 271 | 128 | 150 | 656         | 72           | 47    | 24  |
|                                              |       | 43%    | 57%    | 17%       | 32%   | 38%   | 12% | **               | 7%               | 11%              | 55%  | 28%          | 34% | 16% | 19% | 82%         | 9%           | 6%    | 3%  |
| PROMOTION/ MARKETING/<br>RECOMMENDATION      | 369   | 138    | 228    | 68        | 112   | 141   | 47  | **               | 21               | 54               | 200  | 97           | 129 | 66  | 66  | 303         | 35           | 19    | 12  |
|                                              | 46%   | 41%    | 50%    | 49%       | 44%   | 47%   | 48% | **               | 35%              | 59%              | 46%  | 43%          | 47% | 51% | 44% | 46%         | 49%          | 40%   | 50% |
|                                              |       |        | a      |           |       |       |     | **               |                  | hj               |      |              |     |     |     |             |              |       |     |
|                                              |       | 37%    | 62%    | 18%       | 30%   | 38%   | 13% | **               | 6%               | 15%              | 54%  | 26%          | 35% | 18% | 18% | 82%         | 10%          | 5%    | 3%  |
| CHEAPER THAN ALTERNATIVE/<br>REPLACED PAY TV | 146   | 62     | 82     | 32        | 63    | 39    | 11  | **               | 14               | 23               | 74   | 34           | 47  | 30  | 30  | 120         | 10           | 11    | 4   |
|                                              | 18%   | 18%    | 18%    | 23%       | 25%   | 13%   | 12% | **               | 23%              | 25%              | 17%  | 15%          | 17% | 23% | 20% | 18%         | 14%          | 24%   | 15% |
|                                              |       |        | ef     | ef        |       |       |     | **               |                  | j                |      |              |     |     |     |             |              | r     |     |
|                                              |       | 42%    | 56%    | 22%       | 44%   | 27%   | 8%  | **               | 10%              | 16%              | 51%  | 24%          | 32% | 21% | 21% | 83%         | 7%           | 8%    | 2%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                     |       | ~a              | b          | ~c         | d         | ~e        | f           | g             | h          | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                            | 1434  | 98              | 124        | 90         | 106       | 87        | 106         | 109           | 106        | 91         | 1148     | 286   | 1004           | 411         | 646               | 788          |
| Effective Weighted Sample                                                                   | 1004  | 88              | 112        | 82         | 96        | 78        | 96          | 98            | 93         | 83         | 886      | 120   | 719            | 278         | 442               | 564          |
| Total                                                                                       | 800   | 94              | 109        | 64         | 63        | 67        | 60          | 64            | 41         | 94         | 714      | 86    | 598            | 193         | 367               | 433          |
|                                                                                             |       | **              | 14%        | **         | 8%        | **        | 8%          | 8%            | 5%         | **         | 89%      | 11%   | 75%            | 24%         | 46%               | 54%          |
| <b>PROMPTED REASONS</b>                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 374   | **              | 56         | **         | 30        | **        | 27          | 31            | 15         | **         | 329      | 45    | 285            | 87          | 177               | 197          |
|                                                                                             | 47%   | **              | 52%        | **         | 47%       | **        | 46%         | 49%           | 37%        | **         | 46%      | 52%   | 48%            | 45%         | 48%               | 46%          |
|                                                                                             |       | **              | h          | **         |           | **        |             |               |            | **         |          |       |                |             |                   |              |
|                                                                                             |       | **              | 15%        | **         | 8%        | **        | 7%          | 8%            | 4%         | **         | 88%      | 12%   | 76%            | 23%         | 47%               | 53%          |
| To watch a specific programme/ series                                                       | 328   | **              | 49         | **         | 25        | **        | 20          | 24            | 16         | **         | 297      | 31    | 245            | 82          | 142               | 187          |
|                                                                                             | 41%   | **              | 45%        | **         | 39%       | **        | 33%         | 38%           | 40%        | **         | 42%      | 36%   | 41%            | 42%         | 39%               | 43%          |
|                                                                                             |       | **              | 15%        | **         | 8%        | **        | 6%          | 7%            | 5%         | **         | 90%      | 10%   | 75%            | 25%         | 43%               | 57%          |
| To access a back catalogue of films                                                         | 308   | **              | 47         | **         | 26        | **        | 25          | 24            | 13         | **         | 271      | 37    | 235            | 70          | 138               | 169          |
|                                                                                             | 38%   | **              | 43%        | **         | 41%       | **        | 41%         | 37%           | 31%        | **         | 38%      | 42%   | 39%            | 36%         | 38%               | 39%          |
|                                                                                             |       | **              | 15%        | **         | 8%        | **        | 8%          | 8%            | 4%         | **         | 88%      | 12%   | 76%            | 23%         | 45%               | 55%          |
| To take advantage of a free trial or promotional offer                                      | 283   | **              | 45         | **         | 20        | **        | 20          | 25            | 14         | **         | 257      | 26    | 213            | 67          | 129               | 154          |
|                                                                                             | 35%   | **              | 41%        | **         | 32%       | **        | 34%         | 40%           | 33%        | **         | 36%      | 30%   | 36%            | 35%         | 35%               | 36%          |
|                                                                                             |       | **              | 16%        | **         | 7%        | **        | 7%          | 9%            | 5%         | **         | 91%      | 9%    | 75%            | 24%         | 46%               | 54%          |
| To access new movie releases                                                                | 249   | **              | 37         | **         | 20        | **        | 22          | 21            | 12         | **         | 222      | 27    | 183            | 63          | 108               | 141          |
|                                                                                             | 31%   | **              | 34%        | **         | 32%       | **        | 37%         | 32%           | 28%        | **         | 31%      | 31%   | 31%            | 33%         | 29%               | 33%          |
|                                                                                             |       | **              | 15%        | **         | 8%        | **        | 9%          | 8%            | 5%         | **         | 89%      | 11%   | 74%            | 25%         | 43%               | 57%          |
| To watch at a time that suits                                                               | 221   | **              | 34         | **         | 17        | **        | 16          | 19            | 9          | **         | 198      | 23    | 158            | 61          | 98                | 123          |
|                                                                                             | 28%   | **              | 32%        | **         | 27%       | **        | 27%         | 29%           | 22%        | **         | 28%      | 27%   | 26%            | 32%         | 27%               | 28%          |
|                                                                                             |       | **              | 16%        | **         | 8%        | **        | 7%          | 8%            | 4%         | **         | 90%      | 10%   | 72%            | 28%         | 45%               | 55%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                 |       | ~a              | b          | ~c         | d         | ~e        | f           | g             | h          | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                        | 1434  | 98              | 124        | 90         | 106       | 87        | 106         | 109           | 106        | 91         | 1148     | 286   | 1004           | 411         | 646               | 788          |
| Effective Weighted Sample                                               | 1004  | 88              | 112        | 82         | 96        | 78        | 96          | 98            | 93         | 83         | 886      | 120   | 719            | 278         | 442               | 564          |
| Total                                                                   | 800   | 94              | 109        | 64         | 63        | 67        | 60          | 64            | 41         | 94         | 714      | 86    | 598            | 193         | 367               | 433          |
|                                                                         |       | **              | 14%        | **         | 8%        | **        | 8%          | 8%            | 5%         | **         | 89%      | 11%   | 75%            | 24%         | 46%               | 54%          |
| To access a back catalogue of TV programmes                             | 212   | **              | 35         | **         | 14        | **        | 16          | 17            | 8          | **         | 192      | 20    | 158            | 53          | 94                | 119          |
|                                                                         | 27%   | **              | 32%        | **         | 23%       | **        | 27%         | 26%           | 20%        | **         | 27%      | 23%   | 26%            | 27%         | 26%               | 27%          |
|                                                                         |       | **              | 16%        | **         | 7%        | **        | 8%          | 8%            | 4%         | **         | 90%      | 10%   | 74%            | 25%         | 44%               | 56%          |
| To watch multiple episodes in a row/ to watch box sets                  | 173   | **              | 22         | **         | 11        | **        | 7           | 17            | 7          | **         | 156      | 17    | 126            | 46          | 68                | 105          |
|                                                                         | 22%   | **              | 20%        | **         | 17%       | **        | 11%         | 26%           | 17%        | **         | 22%      | 20%   | 21%            | 24%         | 18%               | 24%          |
|                                                                         |       | **              | 13%        | **         | 6%        | **        | 4%          | 10%           | 4%         | **         | 90%      | 10%   | 73%            | 27%         | 39%               | 61%          |
| To watch something different to the programmes on main TV/ broadcast TV | 166   | **              | 29         | **         | 8         | **        | 13          | 14            | 7          | **         | 150      | 16    | 120            | 43          | 74                | 92           |
|                                                                         | 21%   | **              | 27%        | **         | 13%       | **        | 21%         | 22%           | 17%        | **         | 21%      | 18%   | 20%            | 22%         | 20%               | 21%          |
|                                                                         |       | **              | 18%        | **         | 5%        | **        | 8%          | 8%            | 4%         | **         | 91%      | 9%    | 72%            | 26%         | 44%               | 56%          |
| Got it to watch during lockdown in 2020                                 | 151   | **              | 26         | **         | 14        | **        | 5           | 11            | 7          | **         | 137      | 14    | 112            | 38          | 63                | 88           |
|                                                                         | 19%   | **              | 24%        | **         | 22%       | **        | 9%          | 18%           | 17%        | **         | 19%      | 16%   | 19%            | 20%         | 17%               | 20%          |
|                                                                         |       | **              | 17%        | **         | 9%        | **        | 3%          | 7%            | 5%         | **         | 91%      | 9%    | 74%            | 25%         | 42%               | 58%          |
| Cheaper than buying DVDs                                                | 112   | **              | 17         | **         | 7         | **        | 5           | 10            | 5          | **         | 103      | 9     | 83             | 29          | 40                | 72           |
|                                                                         | 14%   | **              | 16%        | **         | 10%       | **        | 8%          | 15%           | 13%        | **         | 14%      | 10%   | 14%            | 15%         | 11%               | 17%          |
|                                                                         |       | **              | 16%        | **         | 6%        | **        | 4%          | 9%            | 5%         | **         | 92%      | 8%    | 74%            | 26%         | 35%               | 65%          |
| No advertising breaks in the programmes/ shows                          | 97    | **              | 17         | **         | 9         | **        | 5           | 9             | 5          | **         | 83       | 14    | 62             | 34          | 39                | 58           |
|                                                                         | 12%   | **              | 16%        | **         | 14%       | **        | 8%          | 15%           | 13%        | **         | 12%      | 16%   | 10%            | 17%         | 11%               | 13%          |
|                                                                         |       | **              | 18%        | **         | 9%        | **        | 5%          | 10%           | 5%         | **         | 86%      | 14%   | 65%            | 35%         | 40%               | 60%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                         |       | ~a              | b          | ~c         | d         | ~e        | f           | g             | h          | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                | 1434  | 98              | 124        | 90         | 106       | 87        | 106         | 109           | 106        | 91         | 1148     | 286   | 1004           | 411         | 646               | 788          |
| Effective Weighted Sample                                       | 1004  | 88              | 112        | 82         | 96        | 78        | 96          | 98            | 93         | 83         | 886      | 120   | 719            | 278         | 442               | 564          |
| Total                                                           | 800   | 94              | 109        | 64         | 63        | 67        | 60          | 64            | 41         | 94         | 714      | 86    | 598            | 193         | 367               | 433          |
|                                                                 |       | **              | 14%        | **         | 8%        | **        | 8%          | 8%            | 5%         | **         | 89%      | 11%   | 75%            | 24%         | 46%               | 54%          |
| Can watch it when I'm away from home/ abroad/ on holiday        | 93    | **              | 16         | **         | 8         | **        | 4           | 8             | 5          | **         | 80       | 13    | 72             | 21          | 41                | 52           |
|                                                                 | 12%   | **              | 15%        | **         | 13%       | **        | 6%          | 12%           | 12%        | **         | 11%      | 15%   | 12%            | 11%         | 11%               | 12%          |
|                                                                 |       | **              | f<br>17%   | **         | 9%        | **        | 4%          | 8%            | 5%         | **         | 86%      | 14%   | 77%            | 23%         | 44%               | 56%          |
| Recommendation from a friend/ family member                     | 80    | **              | 11         | **         | 4         | **        | 2           | 6             | 4          | **         | 71       | 9     | 57             | 22          | 36                | 43           |
|                                                                 | 10%   | **              | 10%        | **         | 6%        | **        | 4%          | 10%           | 9%         | **         | 10%      | 11%   | 10%            | 11%         | 10%               | 10%          |
|                                                                 |       | **              | 14%        | **         | 5%        | **        | 3%          | 8%            | 5%         | **         | 89%      | 11%   | 72%            | 28%         | 46%               | 54%          |
| I saw it advertised and it looked interesting                   | 78    | **              | 10         | **         | 6         | **        | 5           | 7             | 5          | **         | 71       | 7     | 56             | 19          | 34                | 44           |
|                                                                 | 10%   | **              | 9%         | **         | 10%       | **        | 9%          | 10%           | 11%        | **         | 10%      | 8%    | 9%             | 10%         | 9%                | 10%          |
|                                                                 |       | **              | 13%        | **         | 8%        | **        | 7%          | 8%            | 6%         | **         | 91%      | 9%    | 71%            | 24%         | 43%               | 57%          |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 68    | **              | 9          | **         | 3         | **        | 5           | 6             | 3          | **         | 65       | 3     | 51             | 17          | 27                | 41           |
|                                                                 | 8%    | **              | 8%         | **         | 5%        | **        | 8%          | 10%           | 7%         | **         | 9%       | 3%    | 8%             | 9%          | 7%                | 9%           |
|                                                                 |       | **              | 13%        | **         | 5%        | **        | 7%          | 10%           | 4%         | **         | k<br>96% | 4%    | 75%            | 25%         | 40%               | 60%          |
| To replace a TV subscription that I/ we cancelled               | 20    | **              | 2          | **         | 1         | **        | -           | 2             | 1          | **         | 19       | 1     | 17             | 3           | 8                 | 12           |
|                                                                 | 3%    | **              | 2%         | **         | 1%        | **        | -%          | 3%            | 3%         | **         | 3%       | 1%    | 3%             | 1%          | 2%                | 3%           |
|                                                                 |       | **              | 11%        | **         | 4%        | **        | -%          | 9%            | 7%         | **         | 94%      | 6%    | 86%            | 14%         | 38%               | 62%          |
| <b>UNPROMPTED REASONS</b>                                       |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| For children to watch/ children's programmes                    | 7     | **              | 1          | **         | *         | **        | -           | *             | 1          | **         | 6        | 1     | 6              | 1           | 3                 | 4            |
|                                                                 | 1%    | **              | 1%         | **         | 1%        | **        | -%          | 1%            | 3%         | **         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                                 |       | **              | 20%        | **         | 5%        | **        | -%          | 6%            | 16%        | **         | 89%      | 11%   | 82%            | 18%         | 38%               | 62%          |
| Share subscription with others/ guest login                     | 6     | **              | -          | **         | 1         | **        | -           | 1             | *          | **         | 5        | 1     | 3              | 4           | 1                 | 5            |
|                                                                 | 1%    | **              | -%         | **         | 1%        | **        | -%          | 1%            | 1%         | **         | 1%       | 1%    | *%             | 2%          | *%                | 1%           |
|                                                                 |       | **              | -%         | **         | 11%       | **        | -%          | 14%           | 5%         | **         | 88%      | 12%   | 42%            | l<br>58%    | 10%               | n<br>90%     |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o             |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |

## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                            |       | ~a              | b          | ~c         | d         | ~e        | f           | g             | h          | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                   | 1434  | 98              | 124        | 90         | 106       | 87        | 106         | 109           | 106        | 91         | 1148     | 286   | 1004           | 411         | 646               | 788          |
| Effective Weighted Sample                                          | 1004  | 88              | 112        | 82         | 96        | 78        | 96          | 98            | 93         | 83         | 886      | 120   | 719            | 278         | 442               | 564          |
| Total                                                              | 800   | 94              | 109        | 64         | 63        | 67        | 60          | 64            | 41         | 94         | 714      | 86    | 598            | 193         | 367               | 433          |
|                                                                    |       | **              | 14%        | **         | 8%        | **        | 8%          | 8%            | 5%         | **         | 89%      | 11%   | 75%            | 24%         | 46%               | 54%          |
| Came with mobile phone contract                                    | 4     | **              | -          | **         | -         | **        | -           | 1             | *          | **         | 4        | -     | 2              | 2           | 2                 | 2            |
|                                                                    | *%    | **              | -%         | **         | -%        | **        | -%          | 1%            | 1%         | **         | 1%       | -%    | *%             | 1%          | 1%                | *%           |
|                                                                    |       | **              | -%         | **         | -%        | **        | -%          | 14%           | 7%         | **         | 100%     | -%    | 43%            | 57%         | 57%               | 43%          |
| Initially a gift                                                   | 2     | **              | -          | **         | -         | **        | 1           | -             | -          | **         | 1        | 1     | 2              | -           | 2                 | -            |
|                                                                    | *%    | **              | -%         | **         | -%        | **        | 1%          | -%            | -%         | **         | *%       | 1%    | *%             | -%          | *%                | -%           |
|                                                                    |       | **              | -%         | **         | -%        | **        | 48%         | -%            | -%         | **         | 37%      | 63%   | 100%           | -%          | 100%              | -%           |
| Other                                                              | *     | **              | -          | **         | -         | **        | -           | -             | -          | **         | -        | *     | -              | *           | *                 | -            |
|                                                                    | *%    | **              | -%         | **         | -%        | **        | -%          | -%            | -%         | **         | -%       | *%    | -%             | *%          | *%                | -%           |
|                                                                    |       | **              | -%         | **         | -%        | **        | -%          | -%            | -%         | **         | -%       | 100%  | -%             | 100%        | 100%              | -%           |
| Don't know                                                         | 22    | **              | 4          | **         | 1         | **        | 3           | 2             | 1          | **         | 20       | 2     | 15             | 6           | 11                | 11           |
|                                                                    | 3%    | **              | 4%         | **         | 2%        | **        | 4%          | 3%            | 2%         | **         | 3%       | 2%    | 2%             | 3%          | 3%                | 2%           |
|                                                                    |       | **              | 19%        | **         | 5%        | **        | 12%         | 8%            | 4%         | **         | 90%      | 10%   | 68%            | 26%         | 52%               | 48%          |
| NOT ANSWERED [POSTAL ONLY]                                         | 2     | **              | -          | **         | 1         | **        | -           | -             | -          | **         | 2        | -     | 2              | -           | 1                 | 1            |
|                                                                    | *%    | **              | -%         | **         | 1%        | **        | -%          | -%            | -%         | **         | *%       | -%    | *%             | -%          | *%                | *%           |
|                                                                    |       | **              | -%         | **         | 49%       | **        | -%          | -%            | -%         | **         | 100%     | -%    | 100%           | -%          | 51%               | 49%          |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 546   | **              | 81         | **         | 47        | **        | 42          | 46            | 26         | **         | 488      | 58    | 416            | 127         | 246               | 300          |
|                                                                    | 68%   | **              | 74%        | **         | 75%       | **        | 70%         | 72%           | 63%        | **         | 68%      | 68%   | 70%            | 66%         | 67%               | 69%          |
|                                                                    |       | **              | 15%        | **         | 9%        | **        | 8%          | 8%            | 5%         | **         | 89%      | 11%   | 76%            | 23%         | 45%               | 55%          |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 453   | **              | 73         | **         | 36        | **        | 31          | 32            | 22         | **         | 403      | 49    | 339            | 109         | 195               | 258          |
|                                                                    | 57%   | **              | 67%        | **         | 57%       | **        | 52%         | 50%           | 54%        | **         | 57%      | 57%   | 57%            | 57%         | 53%               | 59%          |
|                                                                    |       | **              | fg         |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                                                                    |       | **              | 16%        | **         | 8%        | **        | 7%          | 7%            | 5%         | **         | 89%      | 11%   | 75%            | 24%         | 43%               | 57%          |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 369   | **              | 57         | **         | 27        | **        | 24          | 32            | 19         | **         | 332      | 37    | 272            | 92          | 170               | 199          |
|                                                                    | 46%   | **              | 52%        | **         | 43%       | **        | 40%         | 50%           | 46%        | **         | 47%      | 43%   | 45%            | 48%         | 46%               | 46%          |
|                                                                    |       | **              | 15%        | **         | 7%        | **        | 7%          | 9%            | 5%         | **         | 90%      | 10%   | 74%            | 25%         | 46%               | 54%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                                           |       | ~a              | b          | ~c         | d         | ~e        | f           | g             | h          | ~i         | j        | k     | l              | m           | n                 | o            |
| Significance Level: 95%                   |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total                          | 1434  | 98              | 124        | 90         | 106       | 87        | 106         | 109           | 106        | 91         | 1148     | 286   | 1004           | 411         | 646               | 788          |
| Effective Weighted Sample                 | 1004  | 88              | 112        | 82         | 96        | 78        | 96          | 98            | 93         | 83         | 886      | 120   | 719            | 278         | 442               | 564          |
| Total                                     | 800   | 94              | 109        | 64         | 63        | 67        | 60          | 64            | 41         | 94         | 714      | 86    | 598            | 193         | 367               | 433          |
|                                           |       | **              | 14%        | **         | 8%        | **        | 8%          | 8%            | 5%         | **         | 89%      | 11%   | 75%            | 24%         | 46%               | 54%          |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 146   | **              | 20         | **         | 10        | **        | 7           | 13            | 8          | **         | 134      | 12    | 108            | 38          | 52                | 94           |
|                                           | 18%   | **              | 19%        | **         | 15%       | **        | 12%         | 21%           | 19%        | **         | 19%      | 14%   | 18%            | 20%         | 14%               | 22%          |
|                                           |       | **              | 14%        | **         | 7%        | **        | 5%          | 9%            | 5%         | **         | 92%      | 8%    | 74%            | 26%         | 35%               | 65%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                                                | Total | TV SERVICES |           |          |      |           |          |
|------------------------------------------------------------------------------------------------|-------|-------------|-----------|----------|------|-----------|----------|
|                                                                                                |       | PAID TRAD   | FREE TRAD | FREE     | SVOD | YOUTUBE   | ANY SER- |
|                                                                                                |       | TV          | TV        | CATCH-UP |      | SERV-ICES | VICES    |
|                                                                                                |       | a           | b         | c        | d    | e         | f        |
| Significance Level: 95%                                                                        |       |             |           |          |      |           |          |
| Unweighted total                                                                               | 1434  | 787         | 517       | 1264     | 1434 | 840       | 1434     |
| Effective Weighted Sample                                                                      | 1004  | 545         | 357       | 892      | 1004 | 584       | 1004     |
| Total                                                                                          | 800   | 436         | 288       | 717      | 800  | 460       | 800      |
|                                                                                                |       | 54%         | 36%       | 90%      | 100% | 57%       | 100%     |
| <b>PROMPTED REASONS</b>                                                                        |       |             |           |          |      |           |          |
| To watch exclusive TV content not available elsewhere/<br>original series made by the provider | 374   | 205         | 137       | 341      | 374  | 229       | 374      |
|                                                                                                | 47%   | 47%         | 47%       | 48%      | 47%  | 50%       | 47%      |
|                                                                                                |       | 55%         | 36%       | 91%      | 100% | 61%       | 100%     |
| To watch a specific programme/ series                                                          | 328   | 171         | 121       | 302      | 328  | 210       | 328      |
|                                                                                                | 41%   | 39%         | 42%       | 42%      | 41%  | 46%       | 41%      |
|                                                                                                |       |             |           |          |      | a         |          |
|                                                                                                |       | 52%         | 37%       | 92%      | 100% | 64%       | 100%     |
| To access a back catalogue of films                                                            | 308   | 165         | 117       | 279      | 308  | 184       | 308      |
|                                                                                                | 38%   | 38%         | 41%       | 39%      | 38%  | 40%       | 38%      |
|                                                                                                |       | 54%         | 38%       | 91%      | 100% | 60%       | 100%     |
| To take advantage of a free trial or promotional offer                                         | 283   | 152         | 99        | 261      | 283  | 178       | 283      |
|                                                                                                | 35%   | 35%         | 34%       | 36%      | 35%  | 39%       | 35%      |
|                                                                                                |       | 54%         | 35%       | 92%      | 100% | 63%       | 100%     |
| To access new movie releases                                                                   | 249   | 134         | 97        | 227      | 249  | 154       | 249      |
|                                                                                                | 31%   | 31%         | 34%       | 32%      | 31%  | 33%       | 31%      |
|                                                                                                |       | 54%         | 39%       | 91%      | 100% | 62%       | 100%     |
| To watch at a time that suits                                                                  | 221   | 112         | 79        | 197      | 221  | 141       | 221      |
|                                                                                                | 28%   | 26%         | 27%       | 28%      | 28%  | 31%       | 28%      |
|                                                                                                |       | 51%         | 36%       | 89%      | 100% | 64%       | 100%     |

Columns Tested: a,b,c,d,e,f

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                         | Total | TV SERVICES |           |          |         |           |          |
|-------------------------------------------------------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                                                                         |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                                                                         |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
| Significance Level: 95%                                                 |       | a           | b         | c        | d       | e         | f        |
| Unweighted total                                                        | 1434  | 787         | 517       | 1264     | 1434    | 840       | 1434     |
| Effective Weighted Sample                                               | 1004  | 545         | 357       | 892      | 1004    | 584       | 1004     |
| Total                                                                   | 800   | 436         | 288       | 717      | 800     | 460       | 800      |
|                                                                         |       | 54%         | 36%       | 90%      | 100%    | 57%       | 100%     |
| To access a back catalogue of TV programmes                             | 212   | 115         | 74        | 192      | 212     | 136       | 212      |
|                                                                         | 27%   | 26%         | 26%       | 27%      | 27%     | 30%       | 27%      |
|                                                                         |       | 54%         | 35%       | 90%      | 100%    | 64%       | 100%     |
| To watch multiple episodes in a row/ to watch box sets                  | 173   | 86          | 69        | 153      | 173     | 116       | 173      |
|                                                                         | 22%   | 20%         | 24%       | 21%      | 22%     | 25%       | 22%      |
|                                                                         |       |             |           |          |         | a         |          |
|                                                                         |       | 50%         | 40%       | 89%      | 100%    | 67%       | 100%     |
| To watch something different to the programmes on main TV/ broadcast TV | 166   | 84          | 72        | 156      | 166     | 105       | 166      |
|                                                                         | 21%   | 19%         | 25%       | 22%      | 21%     | 23%       | 21%      |
|                                                                         |       |             | a         |          |         |           |          |
|                                                                         |       | 51%         | 43%       | 94%      | 100%    | 63%       | 100%     |
| Got it to watch during lockdown in 2020                                 | 151   | 80          | 52        | 136      | 151     | 92        | 151      |
|                                                                         | 19%   | 18%         | 18%       | 19%      | 19%     | 20%       | 19%      |
|                                                                         |       | 53%         | 34%       | 90%      | 100%    | 61%       | 100%     |
| Cheaper than buying DVDs                                                | 112   | 55          | 47        | 101      | 112     | 78        | 112      |
|                                                                         | 14%   | 13%         | 16%       | 14%      | 14%     | 17%       | 14%      |
|                                                                         |       |             |           |          |         | a         |          |
|                                                                         |       | 49%         | 42%       | 90%      | 100%    | 70%       | 100%     |
| No advertising breaks in the programmes/ shows                          | 97    | 42          | 40        | 88       | 97      | 70        | 97       |
|                                                                         | 12%   | 10%         | 14%       | 12%      | 12%     | 15%       | 12%      |
|                                                                         |       |             | a         |          |         | a         |          |
|                                                                         |       | 43%         | 42%       | 91%      | 100%    | 73%       | 100%     |
| Columns Tested: a,b,c,d,e,f                                             |       |             |           |          |         |           |          |

## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                 | Total | TV SERVICES          |                      |                       |           |     | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|-----------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-----|--------------------------|-------------------|
|                                                                 |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d |     |                          |                   |
| Significance Level: 95%                                         |       |                      |                      |                       |           |     |                          |                   |
| Unweighted total                                                | 1434  | 787                  | 517                  | 1264                  | 1434      | 840 | 1434                     |                   |
| Effective Weighted Sample                                       | 1004  | 545                  | 357                  | 892                   | 1004      | 584 | 1004                     |                   |
| Total                                                           | 800   | 436                  | 288                  | 717                   | 800       | 460 | 800                      |                   |
|                                                                 |       | 54%                  | 36%                  | 90%                   | 100%      | 57% | 100%                     |                   |
| Can watch it when I'm away from home/ abroad/ on holiday        | 93    | 51                   | 35                   | 85                    | 93        | 68  | 93                       |                   |
|                                                                 | 12%   | 12%                  | 12%                  | 12%                   | 12%       | 15% | 12%                      |                   |
|                                                                 |       | 54%                  | 37%                  | 91%                   | 100%      | 73% | 100%                     |                   |
| Recommendation from a friend/ family member                     | 80    | 40                   | 33                   | 70                    | 80        | 52  | 80                       |                   |
|                                                                 | 10%   | 9%                   | 11%                  | 10%                   | 10%       | 11% | 10%                      |                   |
|                                                                 |       | 50%                  | 41%                  | 88%                   | 100%      | 65% | 100%                     |                   |
| I saw it advertised and it looked interesting                   | 78    | 44                   | 30                   | 72                    | 78        | 55  | 78                       |                   |
|                                                                 | 10%   | 10%                  | 11%                  | 10%                   | 10%       | 12% | 10%                      |                   |
|                                                                 |       | 56%                  | 39%                  | 93%                   | 100%      | 70% | 100%                     |                   |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 68    | 19                   | 29                   | 55                    | 68        | 44  | 68                       |                   |
|                                                                 | 8%    | 4%                   | 10%                  | 8%                    | 8%        | 10% | 8%                       |                   |
|                                                                 |       |                      | a                    | a                     | a         | a   | a                        |                   |
|                                                                 |       | 28%                  | 43%                  | 81%                   | 100%      | 65% | 100%                     |                   |
| To replace a TV subscription that I/ we cancelled               | 20    | 7                    | 9                    | 17                    | 20        | 15  | 20                       |                   |
|                                                                 | 3%    | 2%                   | 3%                   | 2%                    | 3%        | 3%  | 3%                       |                   |
|                                                                 |       | 33%                  | 46%                  | 87%                   | 100%      | 75% | 100%                     |                   |
| <b>UNPROMPTED REASONS</b>                                       |       |                      |                      |                       |           |     |                          |                   |
| For children to watch/ children's programmes                    | 7     | 5                    | 3                    | 7                     | 7         | 3   | 7                        |                   |
|                                                                 | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%  | 1%                       |                   |
|                                                                 |       | 67%                  | 45%                  | 100%                  | 100%      | 47% | 100%                     |                   |
| Share subscription with others/ guest login                     | 6     | 1                    | 4                    | 5                     | 6         | 3   | 6                        |                   |
|                                                                 | 1%    | *%                   | 1%                   | 1%                    | 1%        | 1%  | 1%                       |                   |
|                                                                 |       |                      | a                    |                       |           |     |                          |                   |
|                                                                 |       | 17%                  | 63%                  | 88%                   | 100%      | 50% | 100%                     |                   |
| Columns Tested: a,b,c,d,e,f                                     |       |                      |                      |                       |           |     |                          |                   |

## QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                                                       | Total | TV SERVICES |           |          |      |     | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|-----------------------------------------------------------------------|-------|-------------|-----------|----------|------|-----|--------------------------|-------------------|
|                                                                       |       | PAID TRAD   | FREE TRAD | FREE     | SVOD |     |                          |                   |
|                                                                       |       | TV          | TV        | CATCH-UP |      |     |                          |                   |
| Significance Level: 95%                                               |       | a           | b         | c        | d    | e   | f                        |                   |
| Unweighted total                                                      | 1434  | 787         | 517       | 1264     | 1434 | 840 | 1434                     |                   |
| Effective Weighted Sample                                             | 1004  | 545         | 357       | 892      | 1004 | 584 | 1004                     |                   |
| Total                                                                 | 800   | 436         | 288       | 717      | 800  | 460 | 800                      |                   |
|                                                                       |       | 54%         | 36%       | 90%      | 100% | 57% | 100%                     |                   |
| Came with mobile phone contract                                       | 4     | 2           | 1         | 3        | 4    | 2   | 4                        |                   |
|                                                                       | *%    | *%          | *%        | *%       | *%   | *%  | *%                       |                   |
|                                                                       |       | 53%         | 29%       | 68%      | 100% | 58% | 100%                     |                   |
| Initially a gift                                                      | 2     | *           | 1         | 2        | 2    | 1   | 2                        |                   |
|                                                                       | *%    | *%          | *%        | *%       | *%   | *%  | *%                       |                   |
|                                                                       |       | 15%         | 85%       | 100%     | 100% | 37% | 100%                     |                   |
| Other                                                                 | *     | *           | -         | -        | *    | -   | *                        |                   |
|                                                                       | *%    | *%          | -%        | -%       | *%   | -%  | *%                       |                   |
|                                                                       |       | 100%        | -%        | -%       | 100% | -%  | 100%                     |                   |
| Don't know                                                            | 22    | 13          | 3         | 17       | 22   | 9   | 22                       |                   |
|                                                                       | 3%    | 3%          | 1%        | 2%       | 3%   | 2%  | 3%                       |                   |
|                                                                       |       | 58%         | 14%       | 79%      | 100% | 40% | 100%                     |                   |
| NOT ANSWERED [POSTAL ONLY]                                            | 2     | 1           | 2         | 2        | 2    | -   | 2                        |                   |
|                                                                       | *%    | *%          | 1%        | *%       | *%   | -%  | *%                       |                   |
|                                                                       |       | 51%         | 100%      | 100%     | 100% | -%  | 100%                     |                   |
| SUMMARY OF PROMPTED REASONS                                           |       |             |           |          |      |     |                          |                   |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                           | 546   | 301         | 202       | 493      | 546  | 323 | 546                      |                   |
|                                                                       | 68%   | 69%         | 70%       | 69%      | 68%  | 70% | 68%                      |                   |
|                                                                       |       | 55%         | 37%       | 90%      | 100% | 59% | 100%                     |                   |
| BACK CATALOGUE/ BOX SETS/ WATCH ON<br>DEMAND/ NO AD'S/ WATCH ANYWHERE | 453   | 241         | 161       | 406      | 453  | 265 | 453                      |                   |
|                                                                       | 57%   | 55%         | 56%       | 57%      | 57%  | 58% | 57%                      |                   |
|                                                                       |       | 53%         | 36%       | 90%      | 100% | 59% | 100%                     |                   |
| PROMOTION/ MARKETING/ RECOMMENDATION                                  | 369   | 199         | 134       | 337      | 369  | 229 | 369                      |                   |
|                                                                       | 46%   | 46%         | 46%       | 47%      | 46%  | 50% | 46%                      |                   |
|                                                                       |       | 54%         | 36%       | 91%      | 100% | 62% | 100%                     |                   |

Columns Tested: a,b,c,d,e,f

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

|                                           | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|-------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
|                                           |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                   |       |                 |                 |                  |      |               |                   |
| Unweighted total                          | 1434  | 787             | 517             | 1264             | 1434 | 840           | 1434              |
| Effective Weighted Sample                 | 1004  | 545             | 357             | 892              | 1004 | 584           | 1004              |
| Total                                     | 800   | 436             | 288             | 717              | 800  | 460           | 800               |
|                                           |       | 54%             | 36%             | 90%              | 100% | 57%           | 100%              |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 146   | 61              | 60              | 127              | 146  | 97            | 146               |
|                                           | 18%   | 14%             | 21%             | 18%              | 18%  | 21%           | 18%               |
|                                           |       | a               | a               | a                | a    | a             | a                 |
|                                           |       | 42%             | 41%             | 87%              | 100% | 66%           | 100%              |

Columns Tested: a,b,c,d,e,f

## QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                                                             | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |    | NATION   |           |       |    |
|---------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|----|----------|-----------|-------|----|
|                                                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                                             |       | a      | b      | ~c        | d     | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | ~n | o        | ~p        | ~q    | ~r |
| Significance Level: 95%                                                                     |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
| Unweighted total                                                                            | 455   | 212    | 241    | 58        | 121   | 174   | 101 | 21               | 35           | 68           | 234  | 126          | 177 | 58 | 85 | 313      | 47        | 57    | 38 |
| Effective Weighted Sample                                                                   | 330   | 151    | 179    | 46        | 92    | 130   | 66  | 14               | 24           | 50           | 177  | 96           | 136 | 40 | 66 | 268      | 28        | 39    | 33 |
| Total                                                                                       | 266   | 121    | 145    | 29        | 80    | 100   | 55  | 12               | 22           | 38           | 146  | 78           | 89  | 47 | 48 | 230      | 18        | 13    | 5  |
|                                                                                             |       | 45%    | 55%    | **        | 30%   | 37%   | 21% | **               | **           | **           | 55%  | 29%          | 34% | ** | ** | 86%      | **        | **    | ** |
| <b>PROMPTED REASONS</b>                                                                     |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
| To watch a specific programme/ series                                                       | 113   | 49     | 64     | **        | 36    | 41    | 21  | **               | **           | **           | 67   | 36           | 41  | ** | ** | 100      | **        | **    | ** |
|                                                                                             | 43%   | 41%    | 44%    | **        | 45%   | 41%   | 38% | **               | **           | **           | 46%  | 47%          | 46% | ** | ** | 43%      | **        | **    | ** |
|                                                                                             |       | 44%    | 56%    | **        | 32%   | 36%   | 19% | **               | **           | **           | 59%  | 32%          | 36% | ** | ** | 88%      | **        | **    | ** |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 107   | 51     | 56     | **        | 31    | 42    | 23  | **               | **           | **           | 65   | 37           | 35  | ** | ** | 95       | **        | **    | ** |
|                                                                                             | 40%   | 42%    | 38%    | **        | 38%   | 42%   | 41% | **               | **           | **           | 44%  | 48%          | 40% | ** | ** | 41%      | **        | **    | ** |
|                                                                                             |       | 48%    | 52%    | **        | 29%   | 39%   | 21% | **               | **           | **           | 61%  | 35%          | 33% | ** | ** | 89%      | **        | **    | ** |
| To take advantage of a free trial or promotional offer                                      | 102   | 45     | 58     | **        | 32    | 42    | 18  | **               | **           | **           | 58   | 30           | 39  | ** | ** | 88       | **        | **    | ** |
|                                                                                             | 39%   | 37%    | 40%    | **        | 40%   | 42%   | 33% | **               | **           | **           | 40%  | 39%          | 44% | ** | ** | 38%      | **        | **    | ** |
|                                                                                             |       | 44%    | 56%    | **        | 31%   | 41%   | 18% | **               | **           | **           | 56%  | 29%          | 38% | ** | ** | 86%      | **        | **    | ** |
| To watch at a time that suits                                                               | 68    | 34     | 34     | **        | 22    | 25    | 14  | **               | **           | **           | 32   | 21           | 20  | ** | ** | 60       | **        | **    | ** |
|                                                                                             | 26%   | 28%    | 24%    | **        | 27%   | 25%   | 25% | **               | **           | **           | 22%  | 27%          | 23% | ** | ** | 26%      | **        | **    | ** |
|                                                                                             |       | 49%    | 50%    | **        | 32%   | 37%   | 20% | **               | **           | **           | 47%  | 31%          | 30% | ** | ** | 88%      | **        | **    | ** |
| To access new movie releases                                                                | 61    | 27     | 35     | **        | 22    | 18    | 11  | **               | **           | **           | 28   | 13           | 21  | ** | ** | 53       | **        | **    | ** |
|                                                                                             | 23%   | 22%    | 24%    | **        | 28%   | 18%   | 20% | **               | **           | **           | 19%  | 17%          | 24% | ** | ** | 23%      | **        | **    | ** |
|                                                                                             |       | 44%    | 56%    | **        | 36%   | 30%   | 18% | **               | **           | **           | 45%  | 22%          | 35% | ** | ** | 86%      | **        | **    | ** |
| To access a back catalogue of TV programmes                                                 | 61    | 27     | 33     | **        | 25    | 22    | 7   | **               | **           | **           | 32   | 21           | 20  | ** | ** | 53       | **        | **    | ** |
|                                                                                             | 23%   | 23%    | 23%    | **        | 31%   | 22%   | 13% | **               | **           | **           | 22%  | 27%          | 22% | ** | ** | 23%      | **        | **    | ** |
|                                                                                             |       | 45%    | 55%    | **        | 41%   | 36%   | 12% | **               | **           | **           | 52%  | 34%          | 32% | ** | ** | 86%      | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                                         | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |    | NATION   |           |       |    |
|-------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|----|----------|-----------|-------|----|
|                                                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                         |       | a      | b      | ~c        | d     | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | ~n | o        | ~p        | ~q    | ~r |
| Significance Level: 95%                                                 |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
| Unweighted total                                                        | 455   | 212    | 241    | 58        | 121   | 174   | 101 | 21               | 35           | 68           | 234  | 126          | 177 | 58 | 85 | 313      | 47        | 57    | 38 |
| Effective Weighted Sample                                               | 330   | 151    | 179    | 46        | 92    | 130   | 66  | 14               | 24           | 50           | 177  | 96           | 136 | 40 | 66 | 268      | 28        | 39    | 33 |
| Total                                                                   | 266   | 121    | 145    | 29        | 80    | 100   | 55  | 12               | 22           | 38           | 146  | 78           | 89  | 47 | 48 | 230      | 18        | 13    | 5  |
|                                                                         |       | 45%    | 55%    | **        | 30%   | 37%   | 21% | **               | **           | **           | 55%  | 29%          | 34% | ** | ** | 86%      | **        | **    | ** |
| To watch multiple episodes in a row/ to watch box sets                  | 60    | 25     | 35     | **        | 22    | 17    | 12  | **               | **           | **           | 28   | 17           | 21  | ** | ** | 53       | **        | **    | ** |
|                                                                         | 23%   | 21%    | 24%    | **        | 28%   | 17%   | 22% | **               | **           | **           | 19%  | 21%          | 23% | ** | ** | 23%      | **        | **    | ** |
|                                                                         |       | 42%    | 57%    | **        | 37%   | 28%   | 21% | **               | **           | **           | 47%  | 28%          | 34% | ** | ** | 87%      | **        | **    | ** |
| To watch something different to the programmes on main TV/ broadcast TV | 56    | 25     | 32     | **        | 19    | 18    | 14  | **               | **           | **           | 27   | 20           | 13  | ** | ** | 51       | **        | **    | ** |
|                                                                         | 21%   | 20%    | 22%    | **        | 24%   | 18%   | 26% | **               | **           | **           | 19%  | 26%          | 15% | ** | ** | 22%      | **        | **    | ** |
|                                                                         |       | 44%    | 56%    | **        | 34%   | 31%   | 26% | **               | **           | **           | 49%  | 36%          | 24% | ** | ** | 90%      | **        | **    | ** |
| To access a back catalogue of films                                     | 56    | 27     | 30     | **        | 23    | 18    | 9   | **               | **           | **           | 26   | 15           | 19  | ** | ** | 47       | **        | **    | ** |
|                                                                         | 21%   | 22%    | 21%    | **        | 28%   | 18%   | 15% | **               | **           | **           | 18%  | 19%          | 21% | ** | ** | 20%      | **        | **    | ** |
|                                                                         |       | 47%    | 53%    | **        | 41%   | 32%   | 15% | **               | **           | **           | 47%  | 26%          | 33% | ** | ** | 84%      | **        | **    | ** |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)         | 53    | 28     | 25     | **        | 20    | 18    | 10  | **               | **           | **           | 29   | 19           | 15  | ** | ** | 48       | **        | **    | ** |
|                                                                         | 20%   | 23%    | 17%    | **        | 25%   | 18%   | 18% | **               | **           | **           | 20%  | 24%          | 17% | ** | ** | 21%      | **        | **    | ** |
|                                                                         |       | 53%    | 47%    | **        | 37%   | 34%   | 19% | **               | **           | **           | 54%  | 35%          | 28% | ** | ** | 91%      | **        | **    | ** |
| Cheaper than buying DVDs                                                | 30    | 15     | 15     | **        | 11    | 10    | 3   | **               | **           | **           | 11   | 7            | 8   | ** | ** | 29       | **        | **    | ** |
|                                                                         | 11%   | 12%    | 11%    | **        | 13%   | 10%   | 5%  | **               | **           | **           | 8%   | 9%           | 9%  | ** | ** | 12%      | **        | **    | ** |
|                                                                         |       | 49%    | 51%    | **        | 36%   | 33%   | 9%  | **               | **           | **           | 37%  | 25%          | 28% | ** | ** | 96%      | **        | **    | ** |
| No advertising breaks in the programmes/ shows                          | 24    | 12     | 12     | **        | 9     | 6     | 4   | **               | **           | **           | 12   | 6            | 10  | ** | ** | 21       | **        | **    | ** |
|                                                                         | 9%    | 10%    | 8%     | **        | 11%   | 6%    | 7%  | **               | **           | **           | 8%   | 8%           | 11% | ** | ** | 9%       | **        | **    | ** |
|                                                                         |       | 51%    | 49%    | **        | 35%   | 24%   | 17% | **               | **           | **           | 48%  | 24%          | 40% | ** | ** | 89%      | **        | **    | ** |
| Can watch it when I'm away from home/ abroad/ on holiday                | 21    | 12     | 9      | **        | 9     | 5     | 2   | **               | **           | **           | 8    | 5            | 9   | ** | ** | 19       | **        | **    | ** |
|                                                                         | 8%    | 10%    | 6%     | **        | 11%   | 5%    | 4%  | **               | **           | **           | 5%   | 6%           | 10% | ** | ** | 8%       | **        | **    | ** |
|                                                                         |       | 58%    | 42%    | **        | 41%   | 24%   | 10% | **               | **           | **           | 36%  | 22%          | 41% | ** | ** | 90%      | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |    | NATION   |           |       |    |
|---------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|-----|----|----|----------|-----------|-------|----|
|                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                   |       | a      | b      | ~c        | d     | e     | f    | ~g               | ~h           | ~i           | j    | k            | l   | ~m | ~n | o        | ~p        | ~q    | ~r |
| Significance Level: 95%                           |       |        |        |           |       |       |      |                  |              |              |      |              |     |    |    |          |           |       |    |
| Unweighted total                                  | 455   | 212    | 241    | 58        | 121   | 174   | 101  | 21               | 35           | 68           | 234  | 126          | 177 | 58 | 85 | 313      | 47        | 57    | 38 |
| Effective Weighted Sample                         | 330   | 151    | 179    | 46        | 92    | 130   | 66   | 14               | 24           | 50           | 177  | 96           | 136 | 40 | 66 | 268      | 28        | 39    | 33 |
| Total                                             | 266   | 121    | 145    | 29        | 80    | 100   | 55   | 12               | 22           | 38           | 146  | 78           | 89  | 47 | 48 | 230      | 18        | 13    | 5  |
|                                                   |       | 45%    | 55%    | **        | 30%   | 37%   | 21%  | **               | **           | **           | 55%  | 29%          | 34% | ** | ** | 86%      | **        | **    | ** |
| Recommendation from a friend/ family member       | 21    | 13     | 8      | **        | 13    | 3     | 2    | **               | **           | **           | 8    | 6            | 5   | ** | ** | 20       | **        | **    | ** |
|                                                   | 8%    | 11%    | 5%     | **        | 16%   | 3%    | 4%   | **               | **           | **           | 5%   | 7%           | 6%  | ** | ** | 9%       | **        | **    | ** |
|                                                   |       |        |        |           | ef    |       |      |                  |              |              |      |              |     |    |    |          |           |       |    |
|                                                   |       | 62%    | 38%    | **        | 59%   | 15%   | 11%  | **               | **           | **           | 36%  | 26%          | 23% | ** | ** | 93%      | **        | **    | ** |
| I saw it advertised and it looked interesting     | 19    | 12     | 7      | **        | 7     | 4     | 4    | **               | **           | **           | 6    | 5            | 5   | ** | ** | 19       | **        | **    | ** |
|                                                   | 7%    | 10%    | 5%     | **        | 8%    | 4%    | 7%   | **               | **           | **           | 4%   | 6%           | 6%  | ** | ** | 8%       | **        | **    | ** |
|                                                   |       | 64%    | 36%    | **        | 35%   | 21%   | 21%  | **               | **           | **           | 32%  | 26%          | 28% | ** | ** | 97%      | **        | **    | ** |
| To replace a TV subscription that I/ we cancelled | 18    | 9      | 9      | **        | 5     | 7     | 4    | **               | **           | **           | 6    | 5            | 6   | ** | ** | 17       | **        | **    | ** |
|                                                   | 7%    | 7%     | 6%     | **        | 6%    | 7%    | 8%   | **               | **           | **           | 4%   | 6%           | 6%  | ** | ** | 7%       | **        | **    | ** |
|                                                   |       | 50%    | 50%    | **        | 27%   | 40%   | 23%  | **               | **           | **           | 36%  | 26%          | 31% | ** | ** | 91%      | **        | **    | ** |
| Got it to watch during lockdown in 2020           | 17    | 9      | 8      | **        | 7     | 4     | 2    | **               | **           | **           | 6    | 5            | 3   | ** | ** | 15       | **        | **    | ** |
|                                                   | 6%    | 7%     | 6%     | **        | 9%    | 4%    | 4%   | **               | **           | **           | 4%   | 7%           | 3%  | ** | ** | 6%       | **        | **    | ** |
|                                                   |       | 52%    | 48%    | **        | 43%   | 26%   | 13%  | **               | **           | **           | 33%  | 31%          | 15% | ** | ** | 89%      | **        | **    | ** |
| UNPROMPTED REASONS                                |       |        |        |           |       |       |      |                  |              |              |      |              |     |    |    |          |           |       |    |
| Came with TV package                              | 3     | 1      | 1      | **        | -     | 2     | 1    | **               | **           | **           | 2    | 2            | 1   | ** | ** | 3        | **        | **    | ** |
|                                                   | 1%    | 1%     | 1%     | **        | -%    | 2%    | 1%   | **               | **           | **           | 1%   | 2%           | 1%  | ** | ** | 1%       | **        | **    | ** |
|                                                   |       | 52%    | 48%    | **        | -%    | 80%   | 20%  | **               | **           | **           | 78%  | 73%          | 27% | ** | ** | 100%     | **        | **    | ** |
| Share subscription with others/ guest login       | 1     | -      | 1      | **        | -     | -     | 1    | **               | **           | **           | -    | -            | -   | ** | ** | -        | **        | **    | ** |
|                                                   | *%    | -%     | 1%     | **        | -%    | -%    | 2%   | **               | **           | **           | -%   | -%           | -%  | ** | ** | -%       | **        | **    | ** |
|                                                   |       | -%     | 100%   | **        | -%    | -%    | 100% | **               | **           | **           | -%   | -%           | -%  | ** | ** | -%       | **        | **    | ** |
| Other                                             | 1     | 1      | -      | **        | -     | 1     | -    | **               | **           | **           | -    | -            | -   | ** | ** | 1        | **        | **    | ** |
|                                                   | *%    | 1%     | -%     | **        | -%    | 1%    | -%   | **               | **           | **           | -%   | -%           | -%  | ** | ** | *%       | **        | **    | ** |
|                                                   |       | 100%   | -%     | **        | -%    | 100%  | -%   | **               | **           | **           | -%   | -%           | -%  | ** | ** | 100%     | **        | **    | ** |
| Don't know                                        | 12    | 5      | 7      | **        | 5     | 2     | 1    | **               | **           | **           | 4    | 3            | 4   | ** | ** | 9        | **        | **    | ** |
|                                                   | 4%    | 4%     | 5%     | **        | 6%    | 2%    | 1%   | **               | **           | **           | 3%   | 4%           | 4%  | ** | ** | 4%       | **        | **    | ** |
|                                                   |       | 42%    | 58%    | **        | 44%   | 21%   | 7%   | **               | **           | **           | 37%  | 29%          | 32% | ** | ** | 80%      | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                                    | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |    | NATION   |           |       |    |
|--------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|-----|----|----|----------|-----------|-------|----|
|                                                                    |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                            |       | a      | b      | ~c        | d     | e     | f    | ~g               | ~h           | ~i           | j    | k            | l   | ~m | ~n | o        | ~p        | ~q    | ~r |
| Unweighted total                                                   | 455   | 212    | 241    | 58        | 121   | 174   | 101  | 21               | 35           | 68           | 234  | 126          | 177 | 58 | 85 | 313      | 47        | 57    | 38 |
| Effective Weighted Sample                                          | 330   | 151    | 179    | 46        | 92    | 130   | 66   | 14               | 24           | 50           | 177  | 96           | 136 | 40 | 66 | 268      | 28        | 39    | 33 |
| Total                                                              | 266   | 121    | 145    | 29        | 80    | 100   | 55   | 12               | 22           | 38           | 146  | 78           | 89  | 47 | 48 | 230      | 18        | 13    | 5  |
|                                                                    |       | 45%    | 55%    | **        | 30%   | 37%   | 21%  | **               | **           | **           | 55%  | 29%          | 34% | ** | ** | 86%      | **        | **    | ** |
| NOT ANSWERED [POSTAL ONLY]                                         | 1     | *      | 1      | **        | -     | -     | 1    | **               | **           | **           | -    | -            | -   | ** | ** | 1        | **        | **    | ** |
|                                                                    | 1%    | *%     | 1%     | **        | -%    | -%    | 3%   | **               | **           | **           | -%   | -%           | -%  | ** | ** | 1%       | **        | **    | ** |
|                                                                    |       | 35%    | 65%    | **        | -%    | -%    | 100% | **               | **           | **           | -%   | -%           | -%  | ** | ** | 100%     | **        | **    | ** |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |        |        |           |       |       |      |                  |              |              |      |              |     |    |    |          |           |       |    |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 183   | 85     | 97     | **        | 55    | 67    | 40   | **               | **           | **           | 109  | 58           | 67  | ** | ** | 160      | **        | **    | ** |
|                                                                    | 69%   | 71%    | 67%    | **        | 68%   | 67%   | 72%  | **               | **           | **           | 75%  | 75%          | 75% | ** | ** | 69%      | **        | **    | ** |
|                                                                    |       | 47%    | 53%    | **        | 30%   | 36%   | 22%  | **               | **           | **           | 60%  | 32%          | 37% | ** | ** | 87%      | **        | **    | ** |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 122   | 57     | 65     | **        | 41    | 43    | 23   | **               | **           | **           | 66   | 34           | 45  | ** | ** | 108      | **        | **    | ** |
|                                                                    | 46%   | 48%    | 44%    | **        | 52%   | 44%   | 42%  | **               | **           | **           | 45%  | 44%          | 50% | ** | ** | 47%      | **        | **    | ** |
|                                                                    |       | 47%    | 53%    | **        | 34%   | 36%   | 19%  | **               | **           | **           | 54%  | 28%          | 36% | ** | ** | 88%      | **        | **    | ** |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 122   | 54     | 68     | **        | 41    | 42    | 23   | **               | **           | **           | 63   | 38           | 39  | ** | ** | 106      | **        | **    | ** |
|                                                                    | 46%   | 45%    | 47%    | **        | 52%   | 42%   | 42%  | **               | **           | **           | 43%  | 49%          | 44% | ** | ** | 46%      | **        | **    | ** |
|                                                                    |       | 44%    | 56%    | **        | 34%   | 34%   | 19%  | **               | **           | **           | 52%  | 31%          | 32% | ** | ** | 87%      | **        | **    | ** |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV                          | 70    | 34     | 36     | **        | 23    | 27    | 12   | **               | **           | **           | 34   | 23           | 20  | ** | ** | 65       | **        | **    | ** |
|                                                                    | 26%   | 28%    | 25%    | **        | 28%   | 27%   | 22%  | **               | **           | **           | 23%  | 30%          | 22% | ** | ** | 28%      | **        | **    | ** |
|                                                                    |       | 48%    | 52%    | **        | 32%   | 38%   | 17%  | **               | **           | **           | 49%  | 33%          | 28% | ** | ** | 92%      | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                     |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o            |
| Unweighted total                                                                            | 455   | 28              | 45         | 46         | 29        | 43        | 37          | 27            | 27         | 31         | 372      | 83    | 318            | 127         | 215               | 240          |
| Effective Weighted Sample                                                                   | 330   | 24              | 42         | 43         | 27        | 39        | 33          | 25            | 25         | 27         | 296      | 35    | 238            | 89          | 150               | 181          |
| Total                                                                                       | 266   | 29              | 39         | 32         | 18        | 32        | 22          | 15            | 12         | 31         | 239      | 27    | 203            | 59          | 123               | 143          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | 76%            | 22%         | 46%               | 54%          |
| <b>PROMPTED REASONS</b>                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| To watch a specific programme/ series                                                       | 113   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 107      | **    | 88             | 24          | 49                | 64           |
|                                                                                             | 43%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 45%      | **    | 43%            | 40%         | 40%               | 45%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | 78%            | 21%         | 43%               | 57%          |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 107   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94       | **    | 85             | 21          | 53                | 54           |
|                                                                                             | 40%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 39%      | **    | 42%            | 36%         | 43%               | 38%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 88%      | **    | 80%            | 20%         | 50%               | 50%          |
| To take advantage of a free trial or promotional offer                                      | 102   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96       | **    | 81             | 19          | 46                | 57           |
|                                                                                             | 39%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 40%      | **    | 40%            | 33%         | 37%               | 40%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | **    | 79%            | 19%         | 45%               | 55%          |
| To watch at a time that suits                                                               | 68    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 64       | **    | 50             | 17          | 28                | 40           |
|                                                                                             | 26%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 27%      | **    | 25%            | 29%         | 23%               | 28%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | **    | 74%            | 25%         | 41%               | 59%          |
| To access new movie releases                                                                | 61    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 58       | **    | 48             | 12          | 25                | 37           |
|                                                                                             | 23%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 24%      | **    | 24%            | 20%         | 20%               | 26%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | 79%            | 19%         | 40%               | 60%          |
| To access a back catalogue of TV programmes                                                 | 61    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 57       | **    | 49             | 11          | 24                | 37           |
|                                                                                             | 23%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 24%      | **    | 24%            | 19%         | 20%               | 26%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 93%      | **    | 81%            | 19%         | 40%               | 60%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                 |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o           |
| Unweighted total                                                        | 455   | 28              | 45         | 46         | 29        | 43        | 37          | 27            | 27         | 31         | 372      | 83    | 318            | 127         | 215               | 240         |
| Effective Weighted Sample                                               | 330   | 24              | 42         | 43         | 27        | 39        | 33          | 25            | 25         | 27         | 296      | 35    | 238            | 89          | 150               | 181         |
| Total                                                                   | 266   | 29              | 39         | 32         | 18        | 32        | 22          | 15            | 12         | 31         | 239      | 27    | 203            | 59          | 123               | 143         |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | 76%            | 22%         | 46%               | 54%         |
| To watch multiple episodes in a row/ to watch box sets                  | 60    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 55       | **    | 46             | 13          | 25                | 36          |
|                                                                         | 23%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 23%      | **    | 23%            | 22%         | 20%               | 25%         |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | 77%            | 22%         | 41%               | 59%         |
| To watch something different to the programmes on main TV/ broadcast TV | 56    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 49       | **    | 43             | 13          | 25                | 31          |
|                                                                         | 21%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 21%      | **    | 21%            | 21%         | 20%               | 22%         |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 88%      | **    | 77%            | 23%         | 45%               | 55%         |
| To access a back catalogue of films                                     | 56    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 52       | **    | 46             | 10          | 23                | 34          |
|                                                                         | 21%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 22%      | **    | 23%            | 16%         | 18%               | 24%         |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 92%      | **    | 82%            | 17%         | 40%               | 60%         |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)         | 53    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 48       | **    | 40             | 13          | 31                | 22          |
|                                                                         | 20%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 20%      | **    | 20%            | 23%         | 25%               | 16%         |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 89%      | **    | 74%            | 25%         | 58%               | 42%         |
| Cheaper than buying DVDs                                                | 30    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 27       | **    | 22             | 7           | 14                | 16          |
|                                                                         | 11%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11%      | **    | 11%            | 11%         | 11%               | 11%         |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | 73%            | 23%         | 46%               | 54%         |
| No advertising breaks in the programmes/ shows                          | 24    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 22       | **    | 17             | 7           | 11                | 13          |
|                                                                         | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9%       | **    | 8%             | 12%         | 9%                | 9%          |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 92%      | **    | 70%            | 30%         | 47%               | 53%         |
| Can watch it when I'm away from home/ abroad/ on holiday                | 21    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19       | **    | 16             | 4           | 9                 | 12          |
|                                                                         | 8%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | **    | 8%             | 7%          | 7%                | 9%          |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 92%      | **    | 78%            | 19%         | 42%               | 58%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                           |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o            |
| Unweighted total                                  | 455   | 28              | 45         | 46         | 29        | 43        | 37          | 27            | 27         | 31         | 372      | 83    | 318            | 127         | 215               | 240          |
| Effective Weighted Sample                         | 330   | 24              | 42         | 43         | 27        | 39        | 33          | 25            | 25         | 27         | 296      | 35    | 238            | 89          | 150               | 181          |
| Total                                             | 266   | 29              | 39         | 32         | 18        | 32        | 22          | 15            | 12         | 31         | 239      | 27    | 203            | 59          | 123               | 143          |
|                                                   |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | 76%            | 22%         | 46%               | 54%          |
| Recommendation from a friend/ family member       | 21    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 20       | **    | 17             | 4           | 9                 | 12           |
|                                                   | 8%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | **    | 8%             | 7%          | 7%                | 8%           |
|                                                   |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | **    | 81%            | 19%         | 44%               | 56%          |
| I saw it advertised and it looked interesting     | 19    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 18       | **    | 13             | 6           | 9                 | 10           |
|                                                   | 7%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7%       | **    | 7%             | 9%          | 7%                | 7%           |
|                                                   |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 93%      | **    | 69%            | 29%         | 48%               | 52%          |
| To replace a TV subscription that I/ we cancelled | 18    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 15       | **    | 13             | 4           | 10                | 8            |
|                                                   | 7%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6%       | **    | 6%             | 7%          | 8%                | 6%           |
|                                                   |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 83%      | **    | 72%            | 24%         | 55%               | 45%          |
| Got it to watch during lockdown in 2020           | 17    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 16       | **    | 11             | 5           | 5                 | 12           |
|                                                   | 6%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7%       | **    | 6%             | 8%          | 4%                | 8%           |
|                                                   |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 93%      | **    | 68%            | 29%         | 31%               | 69%          |
| <b>UNPROMPTED REASONS</b>                         |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Came with TV package                              | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | **    | 2              | 1           | 3                 | -            |
|                                                   | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | **    | 1%             | 1%          | 2%                | -%           |
|                                                   |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 58%      | **    | 80%            | 20%         | 100%              | -%           |
| Share subscription with others/ guest login       | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | **    | -              | 1           | 1                 | -            |
|                                                   | *%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | *%       | **    | -%             | 2%          | 1%                | -%           |
|                                                   |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | -%             | 100%        | 100%              | -%           |
| Other                                             | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | **    | -              | -           | -                 | 1            |
|                                                   | *%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | *%       | **    | -%             | -%          | -%                | *%           |
|                                                   |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | -%             | -%          | -%                | 100%         |
| Don't know                                        | 12    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11       | **    | 8              | 4           | 5                 | 7            |
|                                                   | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4%       | **    | 4%             | 6%          | 4%                | 5%           |
|                                                   |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | 66%            | 31%         | 40%               | 60%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                            |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o            |
| Unweighted total                                                   | 455   | 28              | 45         | 46         | 29        | 43        | 37          | 27            | 27         | 31         | 372      | 83    | 318            | 127         | 215               | 240          |
| Effective Weighted Sample                                          | 330   | 24              | 42         | 43         | 27        | 39        | 33          | 25            | 25         | 27         | 296      | 35    | 238            | 89          | 150               | 181          |
| Total                                                              | 266   | 29              | 39         | 32         | 18        | 32        | 22          | 15            | 12         | 31         | 239      | 27    | 203            | 59          | 123               | 143          |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | 76%            | 22%         | 46%               | 54%          |
| NOT ANSWERED [POSTAL ONLY]                                         | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | **    | -              | 1           | *                 | 1            |
|                                                                    | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | **    | -%             | 2%          | *%                | 1%           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | -%             | 100%        | 35%               | 65%          |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 183   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 167      | **    | 141            | 40          | 83                | 100          |
|                                                                    | 69%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 70%      | **    | 70%            | 68%         | 67%               | 70%          |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | 77%            | 22%         | 45%               | 55%          |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 122   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 113      | **    | 95             | 25          | 56                | 66           |
|                                                                    | 46%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 47%      | **    | 47%            | 42%         | 46%               | 46%          |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 93%      | **    | 78%            | 21%         | 46%               | 54%          |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 122   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 114      | **    | 94             | 27          | 48                | 74           |
|                                                                    | 46%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 48%      | **    | 46%            | 45%         | 39%               | 52%          |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 93%      | **    | 77%            | 22%         | 40%               | 60%          |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV                          | 70    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 63       | **    | 50             | 19          | 38                | 33           |
|                                                                    | 26%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 26%      | **    | 25%            | 32%         | 30%               | 23%          |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 89%      | **    | 71%            | 27%         | 53%               | 47%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

**QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)**

Base : Those with NOW TV

|                                                                                                | Total | TV SERVICES |           |          |         |           |          |
|------------------------------------------------------------------------------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                                                                                                |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                                                                                                |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
|                                                                                                |       | a           | b         | c        | d       | e         | f        |
| Significance Level: 95%                                                                        |       |             |           |          |         |           |          |
| Unweighted total                                                                               | 455   | 185         | 236       | 419      | 455     | 241       | 455      |
| Effective Weighted Sample                                                                      | 330   | 143         | 165       | 310      | 330     | 173       | 330      |
| Total                                                                                          | 266   | 114         | 141       | 250      | 266     | 142       | 266      |
|                                                                                                |       | 43%         | 53%       | 94%      | 100%    | 53%       | 100%     |
| <b>PROMPTED REASONS</b>                                                                        |       |             |           |          |         |           |          |
| To watch a specific programme/ series                                                          | 113   | 49          | 60        | 109      | 113     | 66        | 113      |
|                                                                                                | 43%   | 43%         | 42%       | 44%      | 43%     | 47%       | 43%      |
|                                                                                                |       | 43%         | 53%       | 97%      | 100%    | 59%       | 100%     |
| To watch exclusive TV content not available elsewhere/<br>original series made by the provider | 107   | 51          | 61        | 105      | 107     | 59        | 107      |
|                                                                                                | 40%   | 44%         | 43%       | 42%      | 40%     | 42%       | 40%      |
|                                                                                                |       | 47%         | 57%       | 98%      | 100%    | 55%       | 100%     |
| To take advantage of a free trial or promotional offer                                         | 102   | 45          | 53        | 95       | 102     | 57        | 102      |
|                                                                                                | 39%   | 39%         | 38%       | 38%      | 39%     | 40%       | 39%      |
|                                                                                                |       | 44%         | 52%       | 92%      | 100%    | 56%       | 100%     |
| To watch at a time that suits                                                                  | 68    | 25          | 43        | 63       | 68      | 39        | 68       |
|                                                                                                | 26%   | 22%         | 30%       | 25%      | 26%     | 28%       | 26%      |
|                                                                                                |       | 36%         | 63%       | 93%      | 100%    | 58%       | 100%     |
| To access new movie releases                                                                   | 61    | 27          | 37        | 56       | 61      | 38        | 61       |
|                                                                                                | 23%   | 24%         | 26%       | 22%      | 23%     | 27%       | 23%      |
|                                                                                                |       | 44%         | 60%       | 91%      | 100%    | 62%       | 100%     |
| To access a back catalogue of TV programmes                                                    | 61    | 26          | 33        | 57       | 61      | 34        | 61       |
|                                                                                                | 23%   | 23%         | 23%       | 23%      | 23%     | 24%       | 23%      |
|                                                                                                |       | 43%         | 54%       | 94%      | 100%    | 55%       | 100%     |

Columns Tested: a,b,c,d,e,f

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                                         | Total | TV SERVICES          |                      |                       |           |                               |                        |
|-------------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                                                         |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                 |       |                      |                      |                       |           |                               |                        |
| Unweighted total                                                        | 455   | 185                  | 236                  | 419                   | 455       | 241                           | 455                    |
| Effective Weighted Sample                                               | 330   | 143                  | 165                  | 310                   | 330       | 173                           | 330                    |
| Total                                                                   | 266   | 114                  | 141                  | 250                   | 266       | 142                           | 266                    |
|                                                                         |       | 43%                  | 53%                  | 94%                   | 100%      | 53%                           | 100%                   |
| To watch multiple episodes in a row/ to watch box sets                  | 60    | 24                   | 36                   | 57                    | 60        | 37                            | 60                     |
|                                                                         | 23%   | 21%                  | 25%                  | 23%                   | 23%       | 26%                           | 23%                    |
|                                                                         |       | 40%                  | 59%                  | 94%                   | 100%      | 61%                           | 100%                   |
| To watch something different to the programmes on main TV/ broadcast TV | 56    | 23                   | 35                   | 55                    | 56        | 31                            | 56                     |
|                                                                         | 21%   | 20%                  | 25%                  | 22%                   | 21%       | 22%                           | 21%                    |
|                                                                         |       | 40%                  | 62%                  | 97%                   | 100%      | 56%                           | 100%                   |
| To access a back catalogue of films                                     | 56    | 24                   | 31                   | 50                    | 56        | 35                            | 56                     |
|                                                                         | 21%   | 21%                  | 22%                  | 20%                   | 21%       | 25%                           | 21%                    |
|                                                                         |       | 43%                  | 54%                  | 89%                   | 100%      | 62%                           | 100%                   |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)         | 53    | 14                   | 37                   | 50                    | 53        | 34                            | 53                     |
|                                                                         | 20%   | 12%                  | 26%                  | 20%                   | 20%       | 24%                           | 20%                    |
|                                                                         |       |                      | a                    | a                     | a         | a                             | a                      |
|                                                                         |       | 25%                  | 69%                  | 93%                   | 100%      | 63%                           | 100%                   |
| Cheaper than buying DVDs                                                | 30    | 13                   | 22                   | 28                    | 30        | 21                            | 30                     |
|                                                                         | 11%   | 12%                  | 15%                  | 11%                   | 11%       | 15%                           | 11%                    |
|                                                                         |       | 44%                  | 73%                  | 95%                   | 100%      | 71%                           | 100%                   |
| No advertising breaks in the programmes/ shows                          | 24    | 10                   | 13                   | 23                    | 24        | 17                            | 24                     |
|                                                                         | 9%    | 8%                   | 9%                   | 9%                    | 9%        | 12%                           | 9%                     |
|                                                                         |       | 40%                  | 55%                  | 95%                   | 100%      | 70%                           | 100%                   |
| Can watch it when I'm away from home/ abroad/ on holiday                | 21    | 8                    | 13                   | 20                    | 21        | 16                            | 21                     |
|                                                                         | 8%    | 7%                   | 9%                   | 8%                    | 8%        | 11%                           | 8%                     |
|                                                                         |       | 36%                  | 63%                  | 96%                   | 100%      | 76%                           | 100%                   |

Columns Tested: a,b,c,d,e,f



**QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)**

Base : Those with NOW TV

|                                                   | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                                   |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                           |       |                      |                      |                       |           |                               |                        |
| Unweighted total                                  | 455   | 185                  | 236                  | 419                   | 455       | 241                           | 455                    |
| Effective Weighted Sample                         | 330   | 143                  | 165                  | 310                   | 330       | 173                           | 330                    |
| Total                                             | 266   | 114                  | 141                  | 250                   | 266       | 142                           | 266                    |
|                                                   |       | 43%                  | 53%                  | 94%                   | 100%      | 53%                           | 100%                   |
| Recommendation from a friend/ family member       | 21    | 12                   | 10                   | 20                    | 21        | 14                            | 21                     |
|                                                   | 8%    | 10%                  | 7%                   | 8%                    | 8%        | 10%                           | 8%                     |
|                                                   |       | 56%                  | 49%                  | 97%                   | 100%      | 67%                           | 100%                   |
| I saw it advertised and it looked interesting     | 19    | 10                   | 13                   | 18                    | 19        | 15                            | 19                     |
|                                                   | 7%    | 9%                   | 9%                   | 7%                    | 7%        | 10%                           | 7%                     |
|                                                   |       | 53%                  | 69%                  | 95%                   | 100%      | 76%                           | 100%                   |
| To replace a TV subscription that I/ we cancelled | 18    | 5                    | 16                   | 17                    | 18        | 13                            | 18                     |
|                                                   | 7%    | 4%                   | 11%                  | 7%                    | 7%        | 9%                            | 7%                     |
|                                                   |       |                      | a                    |                       |           |                               |                        |
|                                                   |       | 28%                  | 88%                  | 95%                   | 100%      | 71%                           | 100%                   |
| Got it to watch during lockdown in 2020           | 17    | 9                    | 11                   | 17                    | 17        | 11                            | 17                     |
|                                                   | 6%    | 8%                   | 8%                   | 7%                    | 6%        | 8%                            | 6%                     |
|                                                   |       | 55%                  | 67%                  | 99%                   | 100%      | 66%                           | 100%                   |
| <b>UNPROMPTED REASONS</b>                         |       |                      |                      |                       |           |                               |                        |
| Came with TV package                              | 3     | 2                    | 1                    | 3                     | 3         | 1                             | 3                      |
|                                                   | 1%    | 2%                   | 1%                   | 1%                    | 1%        | *%                            | 1%                     |
|                                                   |       | 80%                  | 42%                  | 100%                  | 100%      | 22%                           | 100%                   |
| Share subscription with others/ guest login       | 1     | -                    | 1                    | -                     | 1         | -                             | 1                      |
|                                                   | *%    | -%                   | 1%                   | -%                    | *%        | -%                            | *%                     |
|                                                   |       | -%                   | 100%                 | -%                    | 100%      | -%                            | 100%                   |
| Other                                             | 1     | -                    | 1                    | 1                     | 1         | -                             | 1                      |
|                                                   | *%    | -%                   | *%                   | *%                    | *%        | -%                            | *%                     |
|                                                   |       | -%                   | 100%                 | 100%                  | 100%      | -%                            | 100%                   |
| Don't know                                        | 12    | 3                    | 5                    | 12                    | 12        | 8                             | 12                     |
|                                                   | 4%    | 3%                   | 3%                   | 5%                    | 4%        | 6%                            | 4%                     |
|                                                   |       | 27%                  | 40%                  | 99%                   | 100%      | 70%                           | 100%                   |

Columns Tested: a,b,c,d,e,f

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

|                                                                    | Total | TV SERVICES |           |          |         |          |       |
|--------------------------------------------------------------------|-------|-------------|-----------|----------|---------|----------|-------|
|                                                                    |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE | ANY SER- |       |
|                                                                    |       | TV          | TV        | CATCH-UP | SVOD    | VICES    | VICES |
|                                                                    |       | a           | b         | c        | d       | e        | f     |
| Significance Level: 95%                                            |       |             |           |          |         |          |       |
| Unweighted total                                                   | 455   | 185         | 236       | 419      | 455     | 241      | 455   |
| Effective Weighted Sample                                          | 330   | 143         | 165       | 310      | 330     | 173      | 330   |
| Total                                                              | 266   | 114         | 141       | 250      | 266     | 142      | 266   |
|                                                                    |       | 43%         | 53%       | 94%      | 100%    | 53%      | 100%  |
| NOT ANSWERED [POSTAL ONLY]                                         | 1     | 1           | *         | *        | 1       | *        | 1     |
|                                                                    | 1%    | 1%          | *%        | *%       | 1%      | *%       | 1%    |
|                                                                    |       | 65%         | 35%       | 35%      | 100%    | 35%      | 100%  |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |             |           |          |         |          |       |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 183   | 79          | 101       | 174      | 183     | 104      | 183   |
|                                                                    | 69%   | 69%         | 71%       | 70%      | 69%     | 74%      | 69%   |
|                                                                    |       | 43%         | 55%       | 95%      | 100%    | 57%      | 100%  |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 122   | 54          | 62        | 114      | 122     | 71       | 122   |
|                                                                    | 46%   | 47%         | 44%       | 46%      | 46%     | 50%      | 46%   |
|                                                                    |       | 44%         | 50%       | 93%      | 100%    | 58%      | 100%  |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 122   | 49          | 68        | 114      | 122     | 68       | 122   |
|                                                                    | 46%   | 43%         | 48%       | 46%      | 46%     | 48%      | 46%   |
|                                                                    |       | 40%         | 56%       | 93%      | 100%    | 56%      | 100%  |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV                          | 70    | 21          | 50        | 65       | 70      | 42       | 70    |
|                                                                    | 26%   | 19%         | 35%       | 26%      | 26%     | 30%      | 26%   |
|                                                                    |       |             | acdf      |          |         | a        |       |
|                                                                    |       | 31%         | 70%       | 93%      | 100%    | 60%      | 100%  |

Columns Tested: a,b,c,d,e,f

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                                                                             |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|---------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                                                     | Total | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Unweighted total                                                                            | 148   | 70     | 78     | 24        | 34    | 53    | 35  | 13               | 13           | 22           | 60   | 40           | 49 | 23 | 28 | 97       | 13        | 17    | 21 |
| Effective Weighted Sample                                                                   | 102   | 49     | 53     | 17        | 22    | 38    | 25  | 9                | 11           | 14           | 43   | 29           | 32 | 18 | 21 | 81       | 8         | 11    | 18 |
| Total                                                                                       | 83    | 41     | 42     | 12        | 21    | 30    | 19  | 5                | 10           | 13           | 36   | 21           | 22 | 20 | 15 | 70       | 6         | 4     | 3  |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| <b>PROMPTED REASONS</b>                                                                     |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| To watch a specific programme/ series                                                       | 25    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 30%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 23    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 28%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To watch at a time that suits                                                               | 22    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 26%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| No advertising breaks in the programmes/ shows                                              | 19    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 23%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To access a back catalogue of TV programmes                                                 | 17    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 21%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To watch multiple episodes in a row/ to watch box sets                                      | 16    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 19%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To take advantage of a free trial or promotional offer                                      | 15    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 18%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                                                         |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|-------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                                 | Total | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Unweighted total                                                        | 148   | 70     | 78     | 24        | 34    | 53    | 35  | 13               | 13           | 22           | 60   | 40           | 49 | 23 | 28 | 97       | 13        | 17    | 21 |
| Effective Weighted Sample                                               | 102   | 49     | 53     | 17        | 22    | 38    | 25  | 9                | 11           | 14           | 43   | 29           | 32 | 18 | 21 | 81       | 8         | 11    | 18 |
| Total                                                                   | 83    | 41     | 42     | 12        | 21    | 30    | 19  | 5                | 10           | 13           | 36   | 21           | 22 | 20 | 15 | 70       | 6         | 4     | 3  |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To access a back catalogue of films                                     | 14    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 17%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To watch something different to the programmes on main TV/ broadcast TV | 11    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 14%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)         | 11    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 13%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Can watch it when I'm away from home/ abroad/ on holiday                | 11    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 13%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To access new movie releases                                            | 10    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 13%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Got it to watch during lockdown in 2020                                 | 9     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 11%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cheaper than buying DVDs                                                | 9     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 10%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Recommendation from a friend/ family member                             | 7     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 9%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                                                    |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|--------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                    |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                    | Total | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Significance Level: 95%                                            |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| Unweighted total                                                   | 148   | 70     | 78     | 24        | 34    | 53    | 35  | 13               | 13           | 22           | 60   | 40           | 49 | 23 | 28 | 97       | 13        | 17    | 21 |
| Effective Weighted Sample                                          | 102   | 49     | 53     | 17        | 22    | 38    | 25  | 9                | 11           | 14           | 43   | 29           | 32 | 18 | 21 | 81       | 8         | 11    | 18 |
| Total                                                              | 83    | 41     | 42     | 12        | 21    | 30    | 19  | 5                | 10           | 13           | 36   | 21           | 22 | 20 | 15 | 70       | 6         | 4     | 3  |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| I saw it advertised and it looked interesting                      | 7     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 9%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To replace a TV subscription that I/ we cancelled                  | 5     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 6%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Don't know                                                         | 20    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 25%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| NOT ANSWERED [POSTAL ONLY]                                         | 1     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 1%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 44    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 53%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 37    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 45%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 18    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 21%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV                          | 12    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 14%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                     |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                                            | 148   | 11              | 12         | 7          | 10        | 12        | 10          | 12            | 13         | 10         | 118      | 30    | 93             | 50          | 63                | 85           |
| Effective Weighted Sample                                                                   | 102   | 10              | 11         | 5          | 9         | 11        | 10          | 10            | 11         | 9          | 90       | 14    | 65             | 35          | 41                | 61           |
| Total                                                                                       | 83    | 10              | 11         | 5          | 7         | 9         | 6           | 7             | 6          | 11         | 75       | 8     | 57             | 24          | 32                | 51           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | **             | **          | **                | **           |
| <b>PROMPTED REASONS</b>                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| To watch a specific programme/ series                                                       | 25    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 23       | **    | **             | **          | **                | **           |
|                                                                                             | 30%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 31%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | **    | **             | **          | **                | **           |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 23    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 20       | **    | **             | **          | **                | **           |
|                                                                                             | 28%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 26%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 85%      | **    | **             | **          | **                | **           |
| To watch at a time that suits                                                               | 22    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 21       | **    | **             | **          | **                | **           |
|                                                                                             | 26%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 28%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | **             | **          | **                | **           |
| No advertising breaks in the programmes/ shows                                              | 19    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19       | **    | **             | **          | **                | **           |
|                                                                                             | 23%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 25%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | **    | **             | **          | **                | **           |
| To access a back catalogue of TV programmes                                                 | 17    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 17       | **    | **             | **          | **                | **           |
|                                                                                             | 21%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 23%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 98%      | **    | **             | **          | **                | **           |
| To watch multiple episodes in a row/ to watch box sets                                      | 16    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 15       | **    | **             | **          | **                | **           |
|                                                                                             | 19%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 21%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                 |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                        | 148   | 11              | 12         | 7          | 10        | 12        | 10          | 12            | 13         | 10         | 118      | 30    | 93             | 50          | 63                | 85           |
| Effective Weighted Sample                                               | 102   | 10              | 11         | 5          | 9         | 11        | 10          | 10            | 11         | 9          | 90       | 14    | 65             | 35          | 41                | 61           |
| Total                                                                   | 83    | 10              | 11         | 5          | 7         | 9         | 6           | 7             | 6          | 11         | 75       | 8     | 57             | 24          | 32                | 51           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | **             | **          | **                | **           |
| To take advantage of a free trial or promotional offer                  | 15    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14       | **    | **             | **          | **                | **           |
|                                                                         | 18%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 18%      | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | **             | **          | **                | **           |
| To access a back catalogue of films                                     | 14    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14       | **    | **             | **          | **                | **           |
|                                                                         | 17%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 18%      | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | **             | **          | **                | **           |
| To watch something different to the programmes on main TV/ broadcast TV | 11    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11       | **    | **             | **          | **                | **           |
|                                                                         | 14%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14%      | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | **             | **          | **                | **           |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)         | 11    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11       | **    | **             | **          | **                | **           |
|                                                                         | 13%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14%      | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 99%      | **    | **             | **          | **                | **           |
| Can watch it when I'm away from home/ abroad/ on holiday                | 11    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10       | **    | **             | **          | **                | **           |
|                                                                         | 13%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14%      | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | **             | **          | **                | **           |
| To access new movie releases                                            | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10       | **    | **             | **          | **                | **           |
|                                                                         | 13%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 13%      | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | **    | **             | **          | **                | **           |
| Got it to watch during lockdown in 2020                                 | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9        | **    | **             | **          | **                | **           |
|                                                                         | 11%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 12%      | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                            |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                   | 148   | 11              | 12         | 7          | 10        | 12        | 10          | 12            | 13         | 10         | 118      | 30    | 93             | 50          | 63                | 85           |
| Effective Weighted Sample                                          | 102   | 10              | 11         | 5          | 9         | 11        | 10          | 10            | 11         | 9          | 90       | 14    | 65             | 35          | 41                | 61           |
| Total                                                              | 83    | 10              | 11         | 5          | 7         | 9         | 6           | 7             | 6          | 11         | 75       | 8     | 57             | 24          | 32                | 51           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | **             | **          | **                | **           |
| Cheaper than buying DVDs                                           | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9        | **    | **             | **          | **                | **           |
|                                                                    | 10%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11%      | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 99%      | **    | **             | **          | **                | **           |
| Recommendation from a friend/ family member                        | 7     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7        | **    | **             | **          | **                | **           |
|                                                                    | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9%       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | **    | **             | **          | **                | **           |
| I saw it advertised and it looked interesting                      | 7     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7        | **    | **             | **          | **                | **           |
|                                                                    | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9%       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | **             | **          | **                | **           |
| To replace a TV subscription that I/ we cancelled                  | 5     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5        | **    | **             | **          | **                | **           |
|                                                                    | 6%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7%       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 99%      | **    | **             | **          | **                | **           |
| Don't know                                                         | 20    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19       | **    | **             | **          | **                | **           |
|                                                                    | 25%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 25%      | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 93%      | **    | **             | **          | **                | **           |
| NOT ANSWERED [POSTAL ONLY]                                         | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | -        | **    | **             | **          | **                | **           |
|                                                                    | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | -%       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | -%       | **    | **             | **          | **                | **           |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 44    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 42       | **    | **             | **          | **                | **           |
|                                                                    | 53%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 56%      | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | **             | **          | **                | **           |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 37    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 33       | **    | **             | **          | **                | **           |
|                                                                    | 45%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 45%      | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                   |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                          | 148   | 11              | 12         | 7          | 10        | 12        | 10          | 12            | 13         | 10         | 118      | 30    | 93             | 50          | 63                | 85           |
| Effective Weighted Sample                 | 102   | 10              | 11         | 5          | 9         | 11        | 10          | 10            | 11         | 9          | 90       | 14    | 65             | 35          | 41                | 61           |
| Total                                     | 83    | 10              | 11         | 5          | 7         | 9         | 6           | 7             | 6          | 11         | 75       | 8     | 57             | 24          | 32                | 51           |
|                                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | **             | **          | **                | **           |
| PROMOTION/ MARKETING/ RECOMMENDATION      | 18    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 16       | **    | **             | **          | **                | **           |
|                                           | 21%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 21%      | **    | **             | **          | **                | **           |
|                                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 89%      | **    | **             | **          | **                | **           |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 12    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 12       | **    | **             | **          | **                | **           |
|                                           | 14%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 16%      | **    | **             | **          | **                | **           |
|                                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 99%      | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                                                                                |       | TV SERVICES          |                       |                       |            |                                |                        |
|------------------------------------------------------------------------------------------------|-------|----------------------|-----------------------|-----------------------|------------|--------------------------------|------------------------|
|                                                                                                | Total | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d  | YOUTUBE<br>SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                        |       |                      |                       |                       |            |                                |                        |
| Unweighted total                                                                               | 148   | 104                  | 54                    | 140                   | 148        | 71                             | 148                    |
| Effective Weighted Sample                                                                      | 102   | 70                   | 38                    | 97                    | 102        | 47                             | 102                    |
| Total                                                                                          | 83    | 57<br>69%            | 31<br>**              | 79<br>95%             | 83<br>100% | 40<br>**                       | 83<br>100%             |
| PROMPTED REASONS                                                                               |       |                      |                       |                       |            |                                |                        |
| To watch a specific programme/ series                                                          | 25    | 16                   | **                    | 24                    | 25         | **                             | 25                     |
|                                                                                                | 30%   | 28%                  | **                    | 31%                   | 30%        | **                             | 30%                    |
|                                                                                                |       | 66%                  | **                    | 98%                   | 100%       | **                             | 100%                   |
| To watch exclusive TV content not available elsewhere/<br>original series made by the provider | 23    | 16                   | **                    | 22                    | 23         | **                             | 23                     |
|                                                                                                | 28%   | 27%                  | **                    | 28%                   | 28%        | **                             | 28%                    |
|                                                                                                |       | 68%                  | **                    | 95%                   | 100%       | **                             | 100%                   |
| To watch at a time that suits                                                                  | 22    | 14                   | **                    | 22                    | 22         | **                             | 22                     |
|                                                                                                | 26%   | 25%                  | **                    | 28%                   | 26%        | **                             | 26%                    |
|                                                                                                |       | 65%                  | **                    | 100%                  | 100%       | **                             | 100%                   |
| No advertising breaks in the programmes/ shows                                                 | 19    | 12                   | **                    | 19                    | 19         | **                             | 19                     |
|                                                                                                | 23%   | 20%                  | **                    | 24%                   | 23%        | **                             | 23%                    |
|                                                                                                |       | 60%                  | **                    | 100%                  | 100%       | **                             | 100%                   |
| To access a back catalogue of TV programmes                                                    | 17    | 14                   | **                    | 16                    | 17         | **                             | 17                     |
|                                                                                                | 21%   | 24%                  | **                    | 21%                   | 21%        | **                             | 21%                    |
|                                                                                                |       | 79%                  | **                    | 95%                   | 100%       | **                             | 100%                   |
| To watch multiple episodes in a row/ to watch box sets                                         | 16    | 9                    | **                    | 15                    | 16         | **                             | 16                     |
|                                                                                                | 19%   | 15%                  | **                    | 20%                   | 19%        | **                             | 19%                    |
|                                                                                                |       | 55%                  | **                    | 97%                   | 100%       | **                             | 100%                   |

Columns Tested: a,b,c,d,e,f

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                                                         | Total     | TV SERVICES          |                       |                       |                   |                                |                        |
|-------------------------------------------------------------------------|-----------|----------------------|-----------------------|-----------------------|-------------------|--------------------------------|------------------------|
|                                                                         |           | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d         | YOUTUBE<br>SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                 |           |                      |                       |                       |                   |                                |                        |
| Unweighted total                                                        | 148       | 104                  | 54                    | 140                   | 148               | 71                             | 148                    |
| Effective Weighted Sample                                               | 102       | 70                   | 38                    | 97                    | 102               | 47                             | 102                    |
| Total                                                                   | 83        | 57<br>69%            | 31<br>**              | 79<br>95%             | 83<br>100%        | 40<br>**                       | 83<br>100%             |
| To take advantage of a free trial or promotional offer                  | 15<br>18% | 10<br>17%<br>66%     | **<br>**<br>**        | 14<br>18%<br>95%      | 15<br>18%<br>100% | **<br>**<br>**                 | 15<br>18%<br>100%      |
| To access a back catalogue of films                                     | 14<br>17% | 10<br>17%<br>68%     | **<br>**<br>**        | 13<br>17%<br>92%      | 14<br>17%<br>100% | **<br>**<br>**                 | 14<br>17%<br>100%      |
| To watch something different to the programmes on main TV/ broadcast TV | 11<br>14% | 6<br>11%<br>55%      | **<br>**<br>**        | 11<br>14%<br>100%     | 11<br>14%<br>100% | **<br>**<br>**                 | 11<br>14%<br>100%      |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)         | 11<br>13% | 5<br>9%<br>45%       | **<br>**<br>**        | 10<br>12%<br>89%      | 11<br>13%<br>100% | **<br>**<br>**                 | 11<br>13%<br>100%      |
| Can watch it when I'm away from home/ abroad/ on holiday                | 11<br>13% | 7<br>12%<br>65%      | **<br>**<br>**        | 11<br>14%<br>100%     | 11<br>13%<br>100% | **<br>**<br>**                 | 11<br>13%<br>100%      |
| To access new movie releases                                            | 10<br>13% | 7<br>11%<br>62%      | **<br>**<br>**        | 10<br>13%<br>100%     | 10<br>13%<br>100% | **<br>**<br>**                 | 10<br>13%<br>100%      |
| Got it to watch during lockdown in 2020                                 | 9<br>11%  | 6<br>11%<br>67%      | **<br>**<br>**        | 9<br>12%<br>100%      | 9<br>11%<br>100%  | **<br>**<br>**                 | 9<br>11%<br>100%       |
| Columns Tested: a,b,c,d,e,f                                             |           |                      |                       |                       |                   |                                |                        |

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                                                    | Total     | TV SERVICES          |                       |                       |                   |                                |                        |
|--------------------------------------------------------------------|-----------|----------------------|-----------------------|-----------------------|-------------------|--------------------------------|------------------------|
|                                                                    |           | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d         | YOUTUBE<br>SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                            |           |                      |                       |                       |                   |                                |                        |
| Unweighted total                                                   | 148       | 104                  | 54                    | 140                   | 148               | 71                             | 148                    |
| Effective Weighted Sample                                          | 102       | 70                   | 38                    | 97                    | 102               | 47                             | 102                    |
| Total                                                              | 83        | 57<br>69%            | 31<br>**              | 79<br>95%             | 83<br>100%        | 40<br>**                       | 83<br>100%             |
| Cheaper than buying DVDs                                           | 9<br>10%  | 5<br>8%<br>54%       | **<br>**<br>**        | 9<br>11%<br>100%      | 9<br>10%<br>100%  | **<br>**<br>**                 | 9<br>10%<br>100%       |
| Recommendation from a friend/ family member                        | 7<br>9%   | 5<br>8%<br>63%       | **<br>**<br>**        | 7<br>9%<br>93%        | 7<br>9%<br>100%   | **<br>**<br>**                 | 7<br>9%<br>100%        |
| I saw it advertised and it looked interesting                      | 7<br>9%   | 5<br>8%<br>66%       | **<br>**<br>**        | 7<br>9%<br>100%       | 7<br>9%<br>100%   | **<br>**<br>**                 | 7<br>9%<br>100%        |
| To replace a TV subscription that I/ we cancelled                  | 5<br>6%   | 3<br>5%<br>57%       | **<br>**<br>**        | 5<br>7%<br>100%       | 5<br>6%<br>100%   | **<br>**<br>**                 | 5<br>6%<br>100%        |
| Don't know                                                         | 20<br>25% | 12<br>22%<br>61%     | **<br>**<br>**        | 20<br>26%<br>100%     | 20<br>25%<br>100% | **<br>**<br>**                 | 20<br>25%<br>100%      |
| NOT ANSWERED [POSTAL ONLY]                                         | 1<br>1%   | 1<br>1%<br>100%      | **<br>**<br>**        | 1<br>1%<br>100%       | 1<br>1%<br>100%   | **<br>**<br>**                 | 1<br>1%<br>100%        |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |           |                      |                       |                       |                   |                                |                        |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 44<br>53% | 32<br>55%<br>72%     | **<br>**<br>**        | 42<br>53%<br>94%      | 44<br>53%<br>100% | **<br>**<br>**                 | 44<br>53%<br>100%      |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 37<br>45% | 25<br>43%<br>67%     | **<br>**<br>**        | 36<br>45%<br>96%      | 37<br>45%<br>100% | **<br>**<br>**                 | 37<br>45%<br>100%      |

Columns Tested: a,b,c,d,e,f

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

|                                           | Total | TV SERVICES          |                       |                       |           |    | YOUTUBE<br>SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
|-------------------------------------------|-------|----------------------|-----------------------|-----------------------|-----------|----|--------------------------------|------------------------|
|                                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d |    |                                |                        |
| Significance Level: 95%                   |       |                      |                       |                       |           |    |                                |                        |
| Unweighted total                          | 148   | 104                  | 54                    | 140                   | 148       | 71 | 148                            |                        |
| Effective Weighted Sample                 | 102   | 70                   | 38                    | 97                    | 102       | 47 | 102                            |                        |
| Total                                     | 83    | 57                   | 31                    | 79                    | 83        | 40 | 83                             |                        |
|                                           |       | 69%                  | **                    | 95%                   | 100%      | ** | 100%                           |                        |
| PROMOTION/ MARKETING/ RECOMMENDATION      | 18    | 12                   | **                    | 17                    | 18        | ** | 18                             |                        |
|                                           | 21%   | 21%                  | **                    | 21%                   | 21%       | ** | 21%                            |                        |
|                                           |       | 68%                  | **                    | 93%                   | 100%      | ** | 100%                           |                        |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 12    | 5                    | **                    | 11                    | 12        | ** | 12                             |                        |
|                                           | 14%   | 9%                   | **                    | 13%                   | 14%       | ** | 14%                            |                        |
|                                           |       | 45%                  | **                    | 90%                   | 100%      | ** | 100%                           |                        |

Columns Tested: a,b,c,d,e,f

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%   |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Unweighted total          | 131   | 67     | 63     | 20        | 23    | 39    | 49  | 9                | 12           | 19           | 57   | 44           | 45 | 12 | 25 | 91       | 18        | 11    | 11 |
| Effective Weighted Sample | 91    | 46     | 46     | 16        | 16    | 25    | 36  | 6                | 9            | 12           | 44   | 34           | 33 | 8  | 17 | 74       | 11        | 7     | 9  |
| Total                     | 72    | 40     | 32     | 12        | 16    | 17    | 27  | 6                | 7            | 13           | 31   | 25           | 23 | 11 | 11 | 63       | 6         | 2     | 1  |
|                           |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

## PROMPTED REASONS

|                                                                                             |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------------------------------------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| To take advantage of a free trial or promotional offer                                      | 36  | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             | 49% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             |     | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To access a back catalogue of TV programmes                                                 | 34  | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             |     | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch a specific programme/ series                                                       | 28  | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             |     | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 26  | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             | 36% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             |     | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch multiple episodes in a row/ to watch box sets                                      | 20  | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             | 27% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             |     | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch something different to the programmes on main TV/ broadcast TV                     | 15  | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|                                                                                             |     | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                                                 |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|-----------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                         | Total | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Unweighted total                                                | 131   | 67     | 63     | 20        | 23    | 39    | 49  | 9                | 12           | 19           | 57   | 44           | 45 | 12 | 25 | 91       | 18        | 11    | 11 |
| Effective Weighted Sample                                       | 91    | 46     | 46     | 16        | 16    | 25    | 36  | 6                | 9            | 12           | 44   | 34           | 33 | 8  | 17 | 74       | 11        | 7     | 9  |
| Total                                                           | 72    | 40     | 32     | 12        | 16    | 17    | 27  | 6                | 7            | 13           | 31   | 25           | 23 | 11 | 11 | 63       | 6         | 2     | 1  |
|                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To access a back catalogue of films                             | 14    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 | 19%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| No advertising breaks in the programmes/shows                   | 12    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 | 16%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To watch at a time that suits                                   | 11    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 | 16%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 11    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 | 15%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Got it to watch during lockdown in 2020                         | 10    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 | 14%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To access new movie releases                                    | 7     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 | 10%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| I saw it advertised and it looked interesting                   | 7     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 | 9%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To replace a TV subscription that I/we cancelled                | 6     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 | 8%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                                                    | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|--------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                    |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                            |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Unweighted total                                                   | 131   | 67     | 63     | 20        | 23    | 39    | 49  | 9                | 12           | 19           | 57   | 44           | 45 | 12 | 25 | 91       | 18        | 11    | 11 |
| Effective Weighted Sample                                          | 91    | 46     | 46     | 16        | 16    | 25    | 36  | 6                | 9            | 12           | 44   | 34           | 33 | 8  | 17 | 74       | 11        | 7     | 9  |
| Total                                                              | 72    | 40     | 32     | 12        | 16    | 17    | 27  | 6                | 7            | 13           | 31   | 25           | 23 | 11 | 11 | 63       | 6         | 2     | 1  |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cheaper than buying DVDs                                           | 6     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 8%                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Recommendation from a friend/ family member                        | 5     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 6%                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Can watch it when I'm away from home/ abroad/ on holiday           | 4     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 6%                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Don't know                                                         | 3     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 5%                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| NOT ANSWERED [POSTAL ONLY]                                         | 1     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 1%                                                                 |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 42    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 58%                                                                |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 40    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 55%                                                                |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 37    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| 52%                                                                |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                              |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |    |    |    | NATION      |              |       |    |
|----------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|----|----|----|-------------|--------------|-------|----|
|                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1 | C2 | DE | ENG<br>LAND | SCOT<br>LAND | WALES | NI |
| Significance Level: 95%                      | Total | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h               | ~i               | ~j   | ~k           | ~l | ~m | ~n | ~o          | ~p           | ~q    | ~r |
| Unweighted total                             | 131   | 67     | 63     | 20        | 23    | 39    | 49  | 9                | 12               | 19               | 57   | 44           | 45 | 12 | 25 | 91          | 18           | 11    | 11 |
| Effective Weighted Sample                    | 91    | 46     | 46     | 16        | 16    | 25    | 36  | 6                | 9                | 12               | 44   | 34           | 33 | 8  | 17 | 74          | 11           | 7     | 9  |
| Total                                        | 72    | 40     | 32     | 12        | 16    | 17    | 27  | 6                | 7                | 13               | 31   | 25           | 23 | 11 | 11 | 63          | 6            | 2     | 1  |
|                                              |       | **     | **     | **        | **    | **    | **  | **               | **               | **               | **   | **           | ** | ** | ** | **          | **           | **    | ** |
| CHEAPER THAN ALTERNATIVE/<br>REPLACED PAY TV | 13    | **     | **     | **        | **    | **    | **  | **               | **               | **               | **   | **           | ** | ** | ** | **          | **           | **    | ** |
|                                              | 18%   | **     | **     | **        | **    | **    | **  | **               | **               | **               | **   | **           | ** | ** | ** | **          | **           | **    | ** |
|                                              |       | **     | **     | **        | **    | **    | **  | **               | **               | **               | **   | **           | ** | ** | ** | **          | **           | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
|                                                                                             |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | ~l             | ~m          | ~n                | ~o           |
| Significance Level: 95%                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| Unweighted total                                                                            | 131   | 5               | 8          | 17         | 5         | 7         | 11          | 13            | 7          | 18         | 103      | 28    | 66             | 61          | 75                | 56           |
| Effective Weighted Sample                                                                   | 91    | 5               | 8          | 15         | 5         | 7         | 11          | 12            | 7          | 16         | 79       | 15    | 44             | 46          | 58                | 34           |
| Total                                                                                       | 72    | 5               | 7          | 10         | 3         | 5         | 5           | 6             | 2          | 19         | 65       | 7     | 38             | 33          | 43                | 29           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | **             | **          | **                | **           |
| <b>PROMPTED REASONS</b>                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| To take advantage of a free trial or promotional offer                                      | 36    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 32       | **    | **             | **          | **                | **           |
|                                                                                             | 49%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 49%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 89%      | **    | **             | **          | **                | **           |
| To access a back catalogue of TV programmes                                                 | 34    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 33       | **    | **             | **          | **                | **           |
|                                                                                             | 47%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 50%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | **    | **             | **          | **                | **           |
| To watch a specific programme/ series                                                       | 28    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 27       | **    | **             | **          | **                | **           |
|                                                                                             | 39%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 42%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | **             | **          | **                | **           |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 26    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 24       | **    | **             | **          | **                | **           |
|                                                                                             | 36%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 37%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 92%      | **    | **             | **          | **                | **           |
| To watch multiple episodes in a row/ to watch box sets                                      | 20    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19       | **    | **             | **          | **                | **           |
|                                                                                             | 27%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 30%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 98%      | **    | **             | **          | **                | **           |
| To watch something different to the programmes on main TV/ broadcast TV                     | 15    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14       | **    | **             | **          | **                | **           |
|                                                                                             | 21%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 22%      | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                         |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                | 131   | 5               | 8          | 17         | 5         | 7         | 11          | 13            | 7          | 18         | 103      | 28    | 66             | 61          | 75                | 56           |
| Effective Weighted Sample                                       | 91    | 5               | 8          | 15         | 5         | 7         | 11          | 12            | 7          | 16         | 79       | 15    | 44             | 46          | 58                | 34           |
| Total                                                           | 72    | 5               | 7          | 10         | 3         | 5         | 5           | 6             | 2          | 19         | 65       | 7     | 38             | 33          | 43                | 29           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | **             | **          | **                | **           |
| To access a back catalogue of films                             | 14    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 13       | **    | **             | **          | **                | **           |
|                                                                 | 19%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19%      | **    | **             | **          | **                | **           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | **             | **          | **                | **           |
| No advertising breaks in the programmes/ shows                  | 12    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11       | **    | **             | **          | **                | **           |
|                                                                 | 16%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 16%      | **    | **             | **          | **                | **           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | **             | **          | **                | **           |
| To watch at a time that suits                                   | 11    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10       | **    | **             | **          | **                | **           |
|                                                                 | 16%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 15%      | **    | **             | **          | **                | **           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 89%      | **    | **             | **          | **                | **           |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 11    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11       | **    | **             | **          | **                | **           |
|                                                                 | 15%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 16%      | **    | **             | **          | **                | **           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | **    | **             | **          | **                | **           |
| Got it to watch during lockdown in 2020                         | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9        | **    | **             | **          | **                | **           |
|                                                                 | 14%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14%      | **    | **             | **          | **                | **           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 92%      | **    | **             | **          | **                | **           |
| To access new movie releases                                    | 7     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7        | **    | **             | **          | **                | **           |
|                                                                 | 10%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11%      | **    | **             | **          | **                | **           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 98%      | **    | **             | **          | **                | **           |
| I saw it advertised and it looked interesting                   | 7     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6        | **    | **             | **          | **                | **           |
|                                                                 | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10%      | **    | **             | **          | **                | **           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | **             | **          | **                | **           |
| To replace a TV subscription that I/ we cancelled               | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6        | **    | **             | **          | **                | **           |
|                                                                 | 8%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9%       | **    | **             | **          | **                | **           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                            |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                   | 131   | 5               | 8          | 17         | 5         | 7         | 11          | 13            | 7          | 18         | 103      | 28    | 66             | 61          | 75                | 56           |
| Effective Weighted Sample                                          | 91    | 5               | 8          | 15         | 5         | 7         | 11          | 12            | 7          | 16         | 79       | 15    | 44             | 46          | 58                | 34           |
| Total                                                              | 72    | 5               | 7          | 10         | 3         | 5         | 5           | 6             | 2          | 19         | 65       | 7     | 38             | 33          | 43                | 29           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | **             | **          | **                | **           |
| Cheaper than buying DVDs                                           | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5        | **    | **             | **          | **                | **           |
|                                                                    | 8%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 95%      | **    | **             | **          | **                | **           |
| Recommendation from a friend/ family member                        | 5     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4        | **    | **             | **          | **                | **           |
|                                                                    | 6%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7%       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 97%      | **    | **             | **          | **                | **           |
| Can watch it when I'm away from home/ abroad/ on holiday           | 4     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4        | **    | **             | **          | **                | **           |
|                                                                    | 6%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7%       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | **             | **          | **                | **           |
| Don't know                                                         | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3        | **    | **             | **          | **                | **           |
|                                                                    | 5%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | **             | **          | **                | **           |
| NOT ANSWERED [POSTAL ONLY]                                         | 1     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | **    | **             | **          | **                | **           |
|                                                                    | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | **             | **          | **                | **           |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 42    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 40       | **    | **             | **          | **                | **           |
|                                                                    | 58%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 61%      | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | **    | **             | **          | **                | **           |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 40    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 36       | **    | **             | **          | **                | **           |
|                                                                    | 55%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 56%      | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 92%      | **    | **             | **          | **                | **           |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 37    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 33       | **    | **             | **          | **                | **           |
|                                                                    | 52%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 51%      | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                   |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                          | 131   | 5               | 8          | 17         | 5         | 7         | 11          | 13            | 7          | 18         | 103      | 28    | 66             | 61          | 75                | 56           |
| Effective Weighted Sample                 | 91    | 5               | 8          | 15         | 5         | 7         | 11          | 12            | 7          | 16         | 79       | 15    | 44             | 46          | 58                | 34           |
| Total                                     | 72    | 5               | 7          | 10         | 3         | 5         | 5           | 6             | 2          | 19         | 65       | 7     | 38             | 33          | 43                | 29           |
|                                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | **             | **          | **                | **           |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 13    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 12       | **    | **             | **          | **                | **           |
|                                           | 18%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19%      | **    | **             | **          | **                | **           |
|                                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                                                                                | Total | TV SERVICES           |                       |                       |           | YOUTUBE             |                        |
|------------------------------------------------------------------------------------------------|-------|-----------------------|-----------------------|-----------------------|-----------|---------------------|------------------------|
|                                                                                                |       | PAID TRAD<br>TV<br>~a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                        |       |                       |                       |                       |           |                     |                        |
| Unweighted total                                                                               | 131   | 72                    | 71                    | 120                   | 131       | 73                  | 131                    |
| Effective Weighted Sample                                                                      | 91    | 51                    | 48                    | 83                    | 91        | 50                  | 91                     |
| Total                                                                                          | 72    | 39                    | 41                    | 65                    | 72        | 43                  | 72                     |
|                                                                                                |       | **                    | **                    | 91%                   | 100%      | **                  | 100%                   |
| <b>PROMPTED REASONS</b>                                                                        |       |                       |                       |                       |           |                     |                        |
| To take advantage of a free trial or promotional offer                                         | 36    | **                    | **                    | 34                    | 36        | **                  | 36                     |
|                                                                                                | 49%   | **                    | **                    | 51%                   | 49%       | **                  | 49%                    |
|                                                                                                |       | **                    | **                    | 94%                   | 100%      | **                  | 100%                   |
| To access a back catalogue of TV programmes                                                    | 34    | **                    | **                    | 30                    | 34        | **                  | 34                     |
|                                                                                                | 47%   | **                    | **                    | 46%                   | 47%       | **                  | 47%                    |
|                                                                                                |       | **                    | **                    | 89%                   | 100%      | **                  | 100%                   |
| To watch a specific programme/ series                                                          | 28    | **                    | **                    | 27                    | 28        | **                  | 28                     |
|                                                                                                | 39%   | **                    | **                    | 41%                   | 39%       | **                  | 39%                    |
|                                                                                                |       | **                    | **                    | 94%                   | 100%      | **                  | 100%                   |
| To watch exclusive TV content not available elsewhere/<br>original series made by the provider | 26    | **                    | **                    | 24                    | 26        | **                  | 26                     |
|                                                                                                | 36%   | **                    | **                    | 37%                   | 36%       | **                  | 36%                    |
|                                                                                                |       | **                    | **                    | 95%                   | 100%      | **                  | 100%                   |
| To watch multiple episodes in a row/ to watch box sets                                         | 20    | **                    | **                    | 18                    | 20        | **                  | 20                     |
|                                                                                                | 27%   | **                    | **                    | 28%                   | 27%       | **                  | 27%                    |
|                                                                                                |       | **                    | **                    | 91%                   | 100%      | **                  | 100%                   |
| To watch something different to the programmes on<br>main TV/ broadcast TV                     | 15    | **                    | **                    | 13                    | 15        | **                  | 15                     |
|                                                                                                | 21%   | **                    | **                    | 20%                   | 21%       | **                  | 21%                    |
|                                                                                                |       | **                    | **                    | 88%                   | 100%      | **                  | 100%                   |

Columns Tested: a,b,c,d,e,f

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                                                 | Total | TV SERVICES           |                       |                       |           | YOUTUBE<br>SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
|-----------------------------------------------------------------|-------|-----------------------|-----------------------|-----------------------|-----------|--------------------------------|------------------------|
|                                                                 |       | PAID TRAD<br>TV<br>~a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d |                                |                        |
| Significance Level: 95%                                         |       |                       |                       |                       |           |                                |                        |
| Unweighted total                                                | 131   | 72                    | 71                    | 120                   | 131       | 73                             | 131                    |
| Effective Weighted Sample                                       | 91    | 51                    | 48                    | 83                    | 91        | 50                             | 91                     |
| Total                                                           | 72    | 39                    | 41                    | 65                    | 72        | 43                             | 72                     |
|                                                                 |       | **                    | **                    | 91%                   | 100%      | **                             | 100%                   |
| To access a back catalogue of films                             | 14    | **                    | **                    | 13                    | 14        | **                             | 14                     |
|                                                                 | 19%   | **                    | **                    | 20%                   | 19%       | **                             | 19%                    |
|                                                                 |       | **                    | **                    | 95%                   | 100%      | **                             | 100%                   |
| No advertising breaks in the programmes/ shows                  | 12    | **                    | **                    | 11                    | 12        | **                             | 12                     |
|                                                                 | 16%   | **                    | **                    | 17%                   | 16%       | **                             | 16%                    |
|                                                                 |       | **                    | **                    | 94%                   | 100%      | **                             | 100%                   |
| To watch at a time that suits                                   | 11    | **                    | **                    | 9                     | 11        | **                             | 11                     |
|                                                                 | 16%   | **                    | **                    | 14%                   | 16%       | **                             | 16%                    |
|                                                                 |       | **                    | **                    | 83%                   | 100%      | **                             | 100%                   |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 11    | **                    | **                    | 9                     | 11        | **                             | 11                     |
|                                                                 | 15%   | **                    | **                    | 14%                   | 15%       | **                             | 15%                    |
|                                                                 |       | **                    | **                    | 83%                   | 100%      | **                             | 100%                   |
| Got it to watch during lockdown in 2020                         | 10    | **                    | **                    | 10                    | 10        | **                             | 10                     |
|                                                                 | 14%   | **                    | **                    | 15%                   | 14%       | **                             | 14%                    |
|                                                                 |       | **                    | **                    | 100%                  | 100%      | **                             | 100%                   |
| To access new movie releases                                    | 7     | **                    | **                    | 5                     | 7         | **                             | 7                      |
|                                                                 | 10%   | **                    | **                    | 8%                    | 10%       | **                             | 10%                    |
|                                                                 |       | **                    | **                    | 74%                   | 100%      | **                             | 100%                   |
| I saw it advertised and it looked interesting                   | 7     | **                    | **                    | 7                     | 7         | **                             | 7                      |
|                                                                 | 9%    | **                    | **                    | 10%                   | 9%        | **                             | 9%                     |
|                                                                 |       | **                    | **                    | 100%                  | 100%      | **                             | 100%                   |
| To replace a TV subscription that I/ we cancelled               | 6     | **                    | **                    | 6                     | 6         | **                             | 6                      |
|                                                                 | 8%    | **                    | **                    | 9%                    | 8%        | **                             | 8%                     |
|                                                                 |       | **                    | **                    | 100%                  | 100%      | **                             | 100%                   |

Columns Tested: a,b,c,d,e,f

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                                                    | Total | TV SERVICES           |                       |                       |           |                                |                        |
|--------------------------------------------------------------------|-------|-----------------------|-----------------------|-----------------------|-----------|--------------------------------|------------------------|
|                                                                    |       | PAID TRAD<br>TV<br>~a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                            |       |                       |                       |                       |           |                                |                        |
| Unweighted total                                                   | 131   | 72                    | 71                    | 120                   | 131       | 73                             | 131                    |
| Effective Weighted Sample                                          | 91    | 51                    | 48                    | 83                    | 91        | 50                             | 91                     |
| Total                                                              | 72    | 39                    | 41                    | 65                    | 72        | 43                             | 72                     |
|                                                                    |       | **                    | **                    | 91%                   | 100%      | **                             | 100%                   |
| Cheaper than buying DVDs                                           | 6     | **                    | **                    | 5                     | 6         | **                             | 6                      |
|                                                                    | 8%    | **                    | **                    | 8%                    | 8%        | **                             | 8%                     |
|                                                                    |       | **                    | **                    | 88%                   | 100%      | **                             | 100%                   |
| Recommendation from a friend/ family member                        | 5     | **                    | **                    | 4                     | 5         | **                             | 5                      |
|                                                                    | 6%    | **                    | **                    | 6%                    | 6%        | **                             | 6%                     |
|                                                                    |       | **                    | **                    | 85%                   | 100%      | **                             | 100%                   |
| Can watch it when I'm away from home/ abroad/ on holiday           | 4     | **                    | **                    | 4                     | 4         | **                             | 4                      |
|                                                                    | 6%    | **                    | **                    | 6%                    | 6%        | **                             | 6%                     |
|                                                                    |       | **                    | **                    | 92%                   | 100%      | **                             | 100%                   |
| Don't know                                                         | 3     | **                    | **                    | 3                     | 3         | **                             | 3                      |
|                                                                    | 5%    | **                    | **                    | 4%                    | 5%        | **                             | 5%                     |
|                                                                    |       | **                    | **                    | 80%                   | 100%      | **                             | 100%                   |
| NOT ANSWERED [POSTAL ONLY]                                         | 1     | **                    | **                    | 1                     | 1         | **                             | 1                      |
|                                                                    | 1%    | **                    | **                    | 1%                    | 1%        | **                             | 1%                     |
|                                                                    |       | **                    | **                    | 100%                  | 100%      | **                             | 100%                   |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                       |                       |                       |           |                                |                        |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 42    | **                    | **                    | 38                    | 42        | **                             | 42                     |
|                                                                    | 58%   | **                    | **                    | 59%                   | 58%       | **                             | 58%                    |
|                                                                    |       | **                    | **                    | 91%                   | 100%      | **                             | 100%                   |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 40    | **                    | **                    | 36                    | 40        | **                             | 40                     |
|                                                                    | 55%   | **                    | **                    | 54%                   | 55%       | **                             | 55%                    |
|                                                                    |       | **                    | **                    | 90%                   | 100%      | **                             | 100%                   |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 37    | **                    | **                    | 34                    | 37        | **                             | 37                     |
|                                                                    | 52%   | **                    | **                    | 53%                   | 52%       | **                             | 52%                    |
|                                                                    |       | **                    | **                    | 92%                   | 100%      | **                             | 100%                   |

Columns Tested: a,b,c,d,e,f



QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

|                                           | TV SERVICES |                       |                       |                       |           | YOUTUBE             |                        |
|-------------------------------------------|-------------|-----------------------|-----------------------|-----------------------|-----------|---------------------|------------------------|
|                                           | Total       | PAID TRAD<br>TV<br>~a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                   |             |                       |                       |                       |           |                     |                        |
| Unweighted total                          | 131         | 72                    | 71                    | 120                   | 131       | 73                  | 131                    |
| Effective Weighted Sample                 | 91          | 51                    | 48                    | 83                    | 91        | 50                  | 91                     |
| Total                                     | 72          | 39                    | 41                    | 65                    | 72        | 43                  | 72                     |
|                                           |             | **                    | **                    | 91%                   | 100%      | **                  | 100%                   |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 13          | **                    | **                    | 11                    | 13        | **                  | 13                     |
|                                           | 18%         | **                    | **                    | 17%                   | 18%       | **                  | 18%                    |
|                                           |             | **                    | **                    | 86%                   | 100%      | **                  | 100%                   |

Columns Tested: a,b,c,d,e,f

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                                                                             | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|---------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                                                     |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Unweighted total                                                                            | 112   | 54     | 57     | 17        | 32    | 33    | 25  | 11               | 8            | 19           | 47   | 41           | 30 | 13 | 22 | 76       | 12        | 9     | 15 |
| Effective Weighted Sample                                                                   | 77    | 37     | 41     | 14        | 20    | 26    | 17  | 7                | 7            | 13           | 33   | 32           | 23 | 9  | 17 | 62       | 8         | 6     | 13 |
| Total                                                                                       | 66    | 35     | 31     | 8         | 21    | 22    | 14  | 4                | 5            | 13           | 31   | 24           | 14 | 13 | 13 | 57       | 5         | 2     | 2  |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| <b>PROMPTED REASONS</b>                                                                     |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| To watch a specific programme/ series                                                       | 25    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 37%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| No advertising breaks in the programmes/ shows                                              | 21    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 31%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To access a back catalogue of TV programmes                                                 | 19    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 29%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 19    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 28%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To watch at a time that suits                                                               | 17    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 26%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To access a back catalogue of films                                                         | 16    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 23%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To watch multiple episodes in a row/ to watch box sets                                      | 15    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             | 22%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                                             |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                                                         | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|-------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                                 |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Unweighted total                                                        | 112   | 54     | 57     | 17        | 32    | 33    | 25  | 11               | 8            | 19           | 47   | 41           | 30 | 13 | 22 | 76       | 12        | 9     | 15 |
| Effective Weighted Sample                                               | 77    | 37     | 41     | 14        | 20    | 26    | 17  | 7                | 7            | 13           | 33   | 32           | 23 | 9  | 17 | 62       | 8         | 6     | 13 |
| Total                                                                   | 66    | 35     | 31     | 8         | 21    | 22    | 14  | 4                | 5            | 13           | 31   | 24           | 14 | 13 | 13 | 57       | 5         | 2     | 2  |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To take advantage of a free trial or promotional offer                  | 14    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 22%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To access new movie releases                                            | 12    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 18%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To watch something different to the programmes on main TV/ broadcast TV | 10    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 15%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)         | 10    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 15%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| I saw it advertised and it looked interesting                           | 9     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 13%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Recommendation from a friend/ family member                             | 8     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 12%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Can watch it when I'm away from home/ abroad/ on holiday                | 7     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         | 11%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                         |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                                                    | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |    |    |    | NATION   |           |       |    |
|--------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|----|----|----|----------|-----------|-------|----|
|                                                                    |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                            |       | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h           | ~i           | ~j   | ~k           | ~l | ~m | ~n | ~o       | ~p        | ~q    | ~r |
| Unweighted total                                                   | 112   | 54     | 57     | 17        | 32    | 33    | 25  | 11               | 8            | 19           | 47   | 41           | 30 | 13 | 22 | 76       | 12        | 9     | 15 |
| Effective Weighted Sample                                          | 77    | 37     | 41     | 14        | 20    | 26    | 17  | 7                | 7            | 13           | 33   | 32           | 23 | 9  | 17 | 62       | 8         | 6     | 13 |
| Total                                                              | 66    | 35     | 31     | 8         | 21    | 22    | 14  | 4                | 5            | 13           | 31   | 24           | 14 | 13 | 13 | 57       | 5         | 2     | 2  |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| To replace a TV subscription that I/ we cancelled                  | 7     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 11%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Cheaper than buying DVDs                                           | 6     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 10%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Got it to watch during lockdown in 2020                            | 6     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 10%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| Don't know                                                         | 13    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 20%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| NOT ANSWERED [POSTAL ONLY]                                         | *     | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | *%    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |        |        |           |       |       |     |                  |              |              |      |              |    |    |    |          |           |       |    |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 38    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 57%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 32    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 48%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 20    | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    | 30%   | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |
|                                                                    |       | **     | **     | **        | **    | **    | **  | **               | **           | **           | **   | **           | ** | ** | ** | **       | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                              |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |    |    |    | NATION      |              |       |    |
|----------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|----|----|----|-------------|--------------|-------|----|
|                                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1 | C2 | DE | ENG<br>LAND | SCOT<br>LAND | WALES | NI |
| Significance Level: 95%                      | Total | ~a     | ~b     | ~c        | ~d    | ~e    | ~f  | ~g               | ~h               | ~i               | ~j   | ~k           | ~l | ~m | ~n | ~o          | ~p           | ~q    | ~r |
| Unweighted total                             | 112   | 54     | 57     | 17        | 32    | 33    | 25  | 11               | 8                | 19               | 47   | 41           | 30 | 13 | 22 | 76          | 12           | 9     | 15 |
| Effective Weighted Sample                    | 77    | 37     | 41     | 14        | 20    | 26    | 17  | 7                | 7                | 13               | 33   | 32           | 23 | 9  | 17 | 62          | 8            | 6     | 13 |
| Total                                        | 66    | 35     | 31     | 8         | 21    | 22    | 14  | 4                | 5                | 13               | 31   | 24           | 14 | 13 | 13 | 57          | 5            | 2     | 2  |
|                                              |       | **     | **     | **        | **    | **    | **  | **               | **               | **               | **   | **           | ** | ** | ** | **          | **           | **    | ** |
| CHEAPER THAN ALTERNATIVE/<br>REPLACED PAY TV | 11    | **     | **     | **        | **    | **    | **  | **               | **               | **               | **   | **           | ** | ** | ** | **          | **           | **    | ** |
|                                              | 16%   | **     | **     | **        | **    | **    | **  | **               | **               | **               | **   | **           | ** | ** | ** | **          | **           | **    | ** |
|                                              |       | **     | **     | **        | **    | **    | **  | **               | **               | **               | **   | **           | ** | ** | ** | **          | **           | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                     |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j       | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                                            | 112   | 1               | 16         | 8          | 13        | 10        | 8           | 7             | 4          | 9          | 90       | 22    | 63             | 41          | 61                | 51           |
| Effective Weighted Sample                                                                   | 77    | 1               | 13         | 8          | 12        | 9         | 7           | 6             | 4          | 8          | 67       | 11    | 45             | 32          | 41                | 37           |
| Total                                                                                       | 66    | 1               | 16         | 5          | 9         | 7         | 4           | 4             | 2          | 10         | 59       | 8     | 45             | 19          | 35                | 32           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| <b>PROMPTED REASONS</b>                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| To watch a specific programme/ series                                                       | 25    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             | 37%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| No advertising breaks in the programmes/ shows                                              | 21    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             | 31%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| To access a back catalogue of TV programmes                                                 | 19    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             | 29%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 19    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             | 28%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| To watch at a time that suits                                                               | 17    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             | 26%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| To access a back catalogue of films                                                         | 16    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             | 23%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| To watch multiple episodes in a row/ to watch box sets                                      | 15    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             | 22%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                 |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j       | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                        | 112   | 1               | 16         | 8          | 13        | 10        | 8           | 7             | 4          | 9          | 90       | 22    | 63             | 41          | 61                | 51           |
| Effective Weighted Sample                                               | 77    | 1               | 13         | 8          | 12        | 9         | 7           | 6             | 4          | 8          | 67       | 11    | 45             | 32          | 41                | 37           |
| Total                                                                   | 66    | 1               | 16         | 5          | 9         | 7         | 4           | 4             | 2          | 10         | 59       | 8     | 45             | 19          | 35                | 32           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| To take advantage of a free trial or promotional offer                  | 14    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         | 22%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| To access new movie releases                                            | 12    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         | 18%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| To watch something different to the programmes on main TV/ broadcast TV | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         | 15%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)         | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         | 15%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| I saw it advertised and it looked interesting                           | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         | 13%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Recommendation from a friend/ family member                             | 8     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         | 12%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Can watch it when I'm away from home/ abroad/ on holiday                | 7     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         | 11%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|--------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                            |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j       | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                                                   | 112   | 1               | 16         | 8          | 13        | 10        | 8           | 7             | 4          | 9          | 90       | 22    | 63             | 41          | 61                | 51           |
| Effective Weighted Sample                                          | 77    | 1               | 13         | 8          | 12        | 9         | 7           | 6             | 4          | 8          | 67       | 11    | 45             | 32          | 41                | 37           |
| Total                                                              | 66    | 1               | 16         | 5          | 9         | 7         | 4           | 4             | 2          | 10         | 59       | 8     | 45             | 19          | 35                | 32           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| To replace a TV subscription that I/ we cancelled                  | 7     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    | 11%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Cheaper than buying DVDs                                           | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    | 10%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Got it to watch during lockdown in 2020                            | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    | 10%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| Don't know                                                         | 13    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    | 20%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| NOT ANSWERED [POSTAL ONLY]                                         | *     | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    | *%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 38    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    | 57%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 32    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    | 48%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 20    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    | 30%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%            |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | ~j       | ~k    | ~l             | ~m          | ~n                | ~o           |
| Unweighted total                   | 112   | 1               | 16         | 8          | 13        | 10        | 8           | 7             | 4          | 9          | 90       | 22    | 63             | 41          | 61                | 51           |
| Effective Weighted Sample          | 77    | 1               | 13         | 8          | 12        | 9         | 7           | 6             | 4          | 8          | 67       | 11    | 45             | 32          | 41                | 37           |
| Total                              | 66    | 1               | 16         | 5          | 9         | 7         | 4           | 4             | 2          | 10         | 59       | 8     | 45             | 19          | 35                | 32           |
|                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
| CHEAPER THAN ALTERNATIVE/ REPLACED |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| PAY TV                             | 11    | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                    | 16%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |
|                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | **       | **    | **             | **          | **                | **           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

**QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)**

Base : Those with All4+

|                                                                                                |       | TV SERVICES           |                       |                       |           |                                |                        |
|------------------------------------------------------------------------------------------------|-------|-----------------------|-----------------------|-----------------------|-----------|--------------------------------|------------------------|
|                                                                                                | Total | PAID TRAD<br>TV<br>~a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                        |       |                       |                       |                       |           |                                |                        |
| Unweighted total                                                                               | 112   | 67                    | 48                    | 105                   | 112       | 63                             | 112                    |
| Effective Weighted Sample                                                                      | 77    | 44                    | 33                    | 72                    | 77        | 43                             | 77                     |
| Total                                                                                          | 66    | 40                    | 30                    | 63                    | 66        | 42                             | 66                     |
|                                                                                                |       | **                    | **                    | 95%                   | 100%      | **                             | 100%                   |
| PROMPTED REASONS                                                                               |       |                       |                       |                       |           |                                |                        |
| To watch a specific programme/ series                                                          | 25    | **                    | **                    | 24                    | 25        | **                             | 25                     |
|                                                                                                | 37%   | **                    | **                    | 38%                   | 37%       | **                             | 37%                    |
|                                                                                                |       | **                    | **                    | 98%                   | 100%      | **                             | 100%                   |
| No advertising breaks in the programmes/ shows                                                 | 21    | **                    | **                    | 21                    | 21        | **                             | 21                     |
|                                                                                                | 31%   | **                    | **                    | 33%                   | 31%       | **                             | 31%                    |
|                                                                                                |       | **                    | **                    | 100%                  | 100%      | **                             | 100%                   |
| To access a back catalogue of TV programmes                                                    | 19    | **                    | **                    | 19                    | 19        | **                             | 19                     |
|                                                                                                | 29%   | **                    | **                    | 30%                   | 29%       | **                             | 29%                    |
|                                                                                                |       | **                    | **                    | 99%                   | 100%      | **                             | 100%                   |
| To watch exclusive TV content not available elsewhere/<br>original series made by the provider | 19    | **                    | **                    | 18                    | 19        | **                             | 19                     |
|                                                                                                | 28%   | **                    | **                    | 28%                   | 28%       | **                             | 28%                    |
|                                                                                                |       | **                    | **                    | 95%                   | 100%      | **                             | 100%                   |
| To watch at a time that suits                                                                  | 17    | **                    | **                    | 17                    | 17        | **                             | 17                     |
|                                                                                                | 26%   | **                    | **                    | 27%                   | 26%       | **                             | 26%                    |
|                                                                                                |       | **                    | **                    | 100%                  | 100%      | **                             | 100%                   |
| To access a back catalogue of films                                                            | 16    | **                    | **                    | 14                    | 16        | **                             | 16                     |
|                                                                                                | 23%   | **                    | **                    | 22%                   | 23%       | **                             | 23%                    |
|                                                                                                |       | **                    | **                    | 87%                   | 100%      | **                             | 100%                   |
| To watch multiple episodes in a row/ to watch box sets                                         | 15    | **                    | **                    | 15                    | 15        | **                             | 15                     |
|                                                                                                | 22%   | **                    | **                    | 23%                   | 22%       | **                             | 22%                    |
|                                                                                                |       | **                    | **                    | 100%                  | 100%      | **                             | 100%                   |

Columns Tested: a,b,c,d,e,f

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                                                         | Total | TV SERVICES           |                       |                       |           |    | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|-------------------------------------------------------------------------|-------|-----------------------|-----------------------|-----------------------|-----------|----|--------------------------|-------------------|
|                                                                         |       | PAID TRAD<br>TV<br>~a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d |    |                          |                   |
| Significance Level: 95%                                                 |       |                       |                       |                       |           |    | ~e                       | f                 |
| Unweighted total                                                        | 112   | 67                    | 48                    | 105                   | 112       | 63 |                          | 112               |
| Effective Weighted Sample                                               | 77    | 44                    | 33                    | 72                    | 77        | 43 |                          | 77                |
| Total                                                                   | 66    | 40                    | 30                    | 63                    | 66        | 42 |                          | 66                |
|                                                                         |       | **                    | **                    | 95%                   | 100%      | ** |                          | 100%              |
| To take advantage of a free trial or promotional offer                  | 14    | **                    | **                    | 14                    | 14        | ** |                          | 14                |
|                                                                         | 22%   | **                    | **                    | 22%                   | 22%       | ** |                          | 22%               |
|                                                                         |       | **                    | **                    | 97%                   | 100%      | ** |                          | 100%              |
| To access new movie releases                                            | 12    | **                    | **                    | 12                    | 12        | ** |                          | 12                |
|                                                                         | 18%   | **                    | **                    | 19%                   | 18%       | ** |                          | 18%               |
|                                                                         |       | **                    | **                    | 100%                  | 100%      | ** |                          | 100%              |
| To watch something different to the programmes on main TV/ broadcast TV | 10    | **                    | **                    | 10                    | 10        | ** |                          | 10                |
|                                                                         | 15%   | **                    | **                    | 16%                   | 15%       | ** |                          | 15%               |
|                                                                         |       | **                    | **                    | 100%                  | 100%      | ** |                          | 100%              |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)         | 10    | **                    | **                    | 9                     | 10        | ** |                          | 10                |
|                                                                         | 15%   | **                    | **                    | 14%                   | 15%       | ** |                          | 15%               |
|                                                                         |       | **                    | **                    | 90%                   | 100%      | ** |                          | 100%              |
| I saw it advertised and it looked interesting                           | 9     | **                    | **                    | 8                     | 9         | ** |                          | 9                 |
|                                                                         | 13%   | **                    | **                    | 12%                   | 13%       | ** |                          | 13%               |
|                                                                         |       | **                    | **                    | 88%                   | 100%      | ** |                          | 100%              |
| Recommendation from a friend/ family member                             | 8     | **                    | **                    | 8                     | 8         | ** |                          | 8                 |
|                                                                         | 12%   | **                    | **                    | 12%                   | 12%       | ** |                          | 12%               |
|                                                                         |       | **                    | **                    | 99%                   | 100%      | ** |                          | 100%              |
| Can watch it when I'm away from home/ abroad/ on holiday                | 7     | **                    | **                    | 7                     | 7         | ** |                          | 7                 |
|                                                                         | 11%   | **                    | **                    | 11%                   | 11%       | ** |                          | 11%               |
|                                                                         |       | **                    | **                    | 100%                  | 100%      | ** |                          | 100%              |
| Columns Tested: a,b,c,d,e,f                                             |       |                       |                       |                       |           |    |                          |                   |

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                                                    | Total | TV SERVICES           |                       |                       |           | YOUTUBE             |                        |
|--------------------------------------------------------------------|-------|-----------------------|-----------------------|-----------------------|-----------|---------------------|------------------------|
|                                                                    |       | PAID TRAD<br>TV<br>~a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>~e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                            |       |                       |                       |                       |           |                     |                        |
| Unweighted total                                                   | 112   | 67                    | 48                    | 105                   | 112       | 63                  | 112                    |
| Effective Weighted Sample                                          | 77    | 44                    | 33                    | 72                    | 77        | 43                  | 77                     |
| Total                                                              | 66    | 40                    | 30                    | 63                    | 66        | 42                  | 66                     |
|                                                                    |       | **                    | **                    | 95%                   | 100%      | **                  | 100%                   |
| To replace a TV subscription that I/ we cancelled                  | 7     | **                    | **                    | 7                     | 7         | **                  | 7                      |
|                                                                    | 11%   | **                    | **                    | 11%                   | 11%       | **                  | 11%                    |
|                                                                    |       | **                    | **                    | 100%                  | 100%      | **                  | 100%                   |
| Cheaper than buying DVDs                                           | 6     | **                    | **                    | 6                     | 6         | **                  | 6                      |
|                                                                    | 10%   | **                    | **                    | 10%                   | 10%       | **                  | 10%                    |
|                                                                    |       | **                    | **                    | 100%                  | 100%      | **                  | 100%                   |
| Got it to watch during lockdown in 2020                            | 6     | **                    | **                    | 6                     | 6         | **                  | 6                      |
|                                                                    | 10%   | **                    | **                    | 9%                    | 10%       | **                  | 10%                    |
|                                                                    |       | **                    | **                    | 92%                   | 100%      | **                  | 100%                   |
| Don't know                                                         | 13    | **                    | **                    | 13                    | 13        | **                  | 13                     |
|                                                                    | 20%   | **                    | **                    | 21%                   | 20%       | **                  | 20%                    |
|                                                                    |       | **                    | **                    | 100%                  | 100%      | **                  | 100%                   |
| NOT ANSWERED [POSTAL ONLY]                                         | *     | **                    | **                    | *                     | *         | **                  | *                      |
|                                                                    | *%    | **                    | **                    | *%                    | *%        | **                  | *%                     |
|                                                                    |       | **                    | **                    | 100%                  | 100%      | **                  | 100%                   |
| <b>SUMMARY OF PROMPTED REASONS</b>                                 |       |                       |                       |                       |           |                     |                        |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 38    | **                    | **                    | 35                    | 38        | **                  | 38                     |
|                                                                    | 57%   | **                    | **                    | 56%                   | 57%       | **                  | 57%                    |
|                                                                    |       | **                    | **                    | 94%                   | 100%      | **                  | 100%                   |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 32    | **                    | **                    | 31                    | 32        | **                  | 32                     |
|                                                                    | 48%   | **                    | **                    | 49%                   | 48%       | **                  | 48%                    |
|                                                                    |       | **                    | **                    | 95%                   | 100%      | **                  | 100%                   |
| PROMOTION/ MARKETING/ RECOMMENDATION                               | 20    | **                    | **                    | 18                    | 20        | **                  | 20                     |
|                                                                    | 30%   | **                    | **                    | 29%                   | 30%       | **                  | 30%                    |
|                                                                    |       | **                    | **                    | 92%                   | 100%      | **                  | 100%                   |

Columns Tested: a,b,c,d,e,f

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

|                                           | TV SERVICES |                       |                       |                       |           |    | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|-------------------------------------------|-------------|-----------------------|-----------------------|-----------------------|-----------|----|--------------------------|-------------------|
|                                           | Total       | PAID TRAD<br>TV<br>~a | FREE TRAD<br>TV<br>~b | FREE<br>CATCH-UP<br>c | SVOD<br>d |    |                          |                   |
| Significance Level: 95%                   |             |                       |                       |                       |           |    | ~e                       | f                 |
| Unweighted total                          | 112         | 67                    | 48                    | 105                   | 112       | 63 |                          | 112               |
| Effective Weighted Sample                 | 77          | 44                    | 33                    | 72                    | 77        | 43 |                          | 77                |
| Total                                     | 66          | 40                    | 30                    | 63                    | 66        | 42 |                          | 66                |
|                                           |             | **                    | **                    | 95%                   | 100%      | ** |                          | 100%              |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV | 11          | **                    | **                    | 10                    | 11        | ** |                          | 11                |
|                                           | 16%         | **                    | **                    | 15%                   | 16%       | ** |                          | 16%               |
|                                           |             | **                    | **                    | 91%                   | 100%      | ** |                          | 100%              |

Columns Tested: a,b,c,d,e,f

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                                             | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |    | NATION   |           |       |    |
|---------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|----|----------|-----------|-------|----|
|                                                                                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                                             |       | a      | b      | ~c        | ~d    | e     | ~f  | ~g               | ~h           | ~i           | j    | k            | l   | ~m | ~n | o        | ~p        | ~q    | ~r |
| Significance Level: 95%                                                                     |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
| Unweighted total                                                                            | 380   | 197    | 180    | 59        | 81    | 164   | 71  | 12               | 15           | 40           | 233  | 134          | 153 | 33 | 43 | 260      | 43        | 27    | 50 |
| Effective Weighted Sample                                                                   | 279   | 146    | 132    | 43        | 58    | 124   | 53  | 7                | 11           | 29           | 175  | 99           | 119 | 26 | 32 | 223      | 27        | 20    | 44 |
| Total                                                                                       | 222   | 114    | 107    | 30        | 54    | 98    | 38  | 6                | 10           | 26           | 143  | 84           | 76  | 30 | 23 | 187      | 21        | 8     | 7  |
|                                                                                             |       | 51%    | 48%    | **        | **    | 44%   | **  | **               | **           | **           | 64%  | 38%          | 34% | ** | ** | 84%      | **        | **    | ** |
| <b>PROMPTED REASONS</b>                                                                     |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
| To take advantage of a free trial or promotional offer                                      | 134   | 71     | 62     | **        | **    | 62    | **  | **               | **           | **           | 88   | 55           | 43  | ** | ** | 110      | **        | **    | ** |
|                                                                                             | 60%   | 63%    | 58%    | **        | **    | 63%   | **  | **               | **           | **           | 62%  | 66%          | 56% | ** | ** | 59%      | **        | **    | ** |
|                                                                                             |       | 53%    | 46%    | **        | **    | 46%   | **  | **               | **           | **           | 66%  | 41%          | 32% | ** | ** | 82%      | **        | **    | ** |
| Got it free when I bought an Apple device                                                   | 63    | 32     | 30     | **        | **    | 28    | **  | **               | **           | **           | 43   | 18           | 24  | ** | ** | 52       | **        | **    | ** |
|                                                                                             | 28%   | 28%    | 28%    | **        | **    | 29%   | **  | **               | **           | **           | 30%  | 22%          | 31% | ** | ** | 28%      | **        | **    | ** |
|                                                                                             |       | 52%    | 48%    | **        | **    | 45%   | **  | **               | **           | **           | 68%  | 29%          | 38% | ** | ** | 83%      | **        | **    | ** |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 55    | 32     | 23     | **        | **    | 29    | **  | **               | **           | **           | 37   | 25           | 17  | ** | ** | 45       | **        | **    | ** |
|                                                                                             | 25%   | 28%    | 21%    | **        | **    | 29%   | **  | **               | **           | **           | 26%  | 29%          | 22% | ** | ** | 24%      | **        | **    | ** |
|                                                                                             |       | 58%    | 42%    | **        | **    | 53%   | **  | **               | **           | **           | 67%  | 45%          | 31% | ** | ** | 83%      | **        | **    | ** |
| To watch a specific programme/ series                                                       | 42    | 23     | 19     | **        | **    | 25    | **  | **               | **           | **           | 30   | 20           | 13  | ** | ** | 35       | **        | **    | ** |
|                                                                                             | 19%   | 20%    | 18%    | **        | **    | 25%   | **  | **               | **           | **           | 21%  | 23%          | 17% | ** | ** | 19%      | **        | **    | ** |
|                                                                                             |       | 54%    | 46%    | **        | **    | 59%   | **  | **               | **           | **           | 72%  | 47%          | 31% | ** | ** | 84%      | **        | **    | ** |
| To watch at a time that suits                                                               | 29    | 16     | 13     | **        | **    | 15    | **  | **               | **           | **           | 19   | 13           | 7   | ** | ** | 25       | **        | **    | ** |
|                                                                                             | 13%   | 14%    | 12%    | **        | **    | 16%   | **  | **               | **           | **           | 13%  | 16%          | 9%  | ** | ** | 14%      | **        | **    | ** |
|                                                                                             |       | 57%    | 43%    | **        | **    | 53%   | **  | **               | **           | **           | 65%  | 46%          | 25% | ** | ** | 87%      | **        | **    | ** |
| To access a back catalogue of TV programmes                                                 | 26    | 15     | 11     | **        | **    | 13    | **  | **               | **           | **           | 17   | 13           | 7   | ** | ** | 24       | **        | **    | ** |
|                                                                                             | 12%   | 14%    | 10%    | **        | **    | 13%   | **  | **               | **           | **           | 12%  | 15%          | 9%  | ** | ** | 13%      | **        | **    | ** |
|                                                                                             |       | 59%    | 41%    | **        | **    | 48%   | **  | **               | **           | **           | 64%  | 50%          | 27% | ** | ** | 92%      | **        | **    | ** |
| To access a back catalogue of films                                                         | 24    | 12     | 11     | **        | **    | 12    | **  | **               | **           | **           | 16   | 13           | 5   | ** | ** | 22       | **        | **    | ** |
|                                                                                             | 11%   | 11%    | 11%    | **        | **    | 12%   | **  | **               | **           | **           | 11%  | 16%          | 7%  | ** | ** | 12%      | **        | **    | ** |
|                                                                                             |       | 52%    | 48%    | **        | **    | 51%   | **  | **               | **           | **           | 68%  | 55%          | 23% | ** | ** | 92%      | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                         | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |    | NATION   |           |       |    |
|-------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|----|----------|-----------|-------|----|
|                                                                         |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
|                                                                         |       | a      | b      | ~c        | ~d    | e     | ~f  | ~g               | ~h           | ~i           | j    | k            | l   | ~m | ~n | o        | ~p        | ~q    | ~r |
| Significance Level: 95%                                                 |       |        |        |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
| Unweighted total                                                        | 380   | 197    | 180    | 59        | 81    | 164   | 71  | 12               | 15           | 40           | 233  | 134          | 153 | 33 | 43 | 260      | 43        | 27    | 50 |
| Effective Weighted Sample                                               | 279   | 146    | 132    | 43        | 58    | 124   | 53  | 7                | 11           | 29           | 175  | 99           | 119 | 26 | 32 | 223      | 27        | 20    | 44 |
| Total                                                                   | 222   | 114    | 107    | 30        | 54    | 98    | 38  | 6                | 10           | 26           | 143  | 84           | 76  | 30 | 23 | 187      | 21        | 8     | 7  |
|                                                                         |       | 51%    | 48%    | **        | **    | 44%   | **  | **               | **           | **           | 64%  | 38%          | 34% | ** | ** | 84%      | **        | **    | ** |
| To access new movie releases                                            | 23    | 12     | 11     | **        | **    | 13    | **  | **               | **           | **           | 15   | 12           | 5   | ** | ** | 21       | **        | **    | ** |
|                                                                         | 10%   | 10%    | 10%    | **        | **    | 14%   | **  | **               | **           | **           | 10%  | 15%          | 7%  | ** | ** | 11%      | **        | **    | ** |
|                                                                         |       | 52%    | 48%    | **        | **    | 60%   | **  | **               | **           | **           | 65%  | 55%          | 23% | ** | ** | 92%      | **        | **    | ** |
| To watch multiple episodes in a row/ to watch box sets                  | 22    | 13     | 8      | **        | **    | 11    | **  | **               | **           | **           | 14   | 9            | 5   | ** | ** | 17       | **        | **    | ** |
|                                                                         | 10%   | 12%    | 8%     | **        | **    | 11%   | **  | **               | **           | **           | 10%  | 11%          | 7%  | ** | ** | 9%       | **        | **    | ** |
|                                                                         |       | 62%    | 38%    | **        | **    | 49%   | **  | **               | **           | **           | 63%  | 42%          | 25% | ** | ** | 80%      | **        | **    | ** |
| To watch something different to the programmes on main TV/ broadcast TV | 20    | 11     | 9      | **        | **    | 10    | **  | **               | **           | **           | 14   | 10           | 5   | ** | ** | 16       | **        | **    | ** |
|                                                                         | 9%    | 10%    | 9%     | **        | **    | 10%   | **  | **               | **           | **           | 10%  | 12%          | 6%  | ** | ** | 9%       | **        | **    | ** |
|                                                                         |       | 55%    | 45%    | **        | **    | 48%   | **  | **               | **           | **           | 69%  | 51%          | 22% | ** | ** | 80%      | **        | **    | ** |
| No advertising breaks in the programmes/ shows                          | 17    | 10     | 7      | **        | **    | 7     | **  | **               | **           | **           | 10   | 5            | 6   | ** | ** | 13       | **        | **    | ** |
|                                                                         | 8%    | 8%     | 7%     | **        | **    | 7%    | **  | **               | **           | **           | 7%   | 6%           | 8%  | ** | ** | 7%       | **        | **    | ** |
|                                                                         |       | 58%    | 42%    | **        | **    | 41%   | **  | **               | **           | **           | 57%  | 32%          | 35% | ** | ** | 81%      | **        | **    | ** |
| Got it to watch during lockdown in 2020                                 | 14    | 6      | 8      | **        | **    | 4     | **  | **               | **           | **           | 5    | 3            | 4   | ** | ** | 14       | **        | **    | ** |
|                                                                         | 6%    | 5%     | 8%     | **        | **    | 4%    | **  | **               | **           | **           | 4%   | 4%           | 5%  | ** | ** | 8%       | **        | **    | ** |
|                                                                         |       | 41%    | 59%    | **        | **    | 27%   | **  | **               | **           | **           | 35%  | 23%          | 25% | ** | ** | 99%      | **        | **    | ** |
| Can watch it when I'm away from home/ abroad/ on holiday                | 10    | 6      | 5      | **        | **    | 5     | **  | **               | **           | **           | 5    | 3            | 4   | ** | ** | 7        | **        | **    | ** |
|                                                                         | 5%    | 5%     | 5%     | **        | **    | 5%    | **  | **               | **           | **           | 4%   | 3%           | 5%  | ** | ** | 4%       | **        | **    | ** |
|                                                                         |       | 53%    | 47%    | **        | **    | 45%   | **  | **               | **           | **           | 51%  | 28%          | 34% | ** | ** | 68%      | **        | **    | ** |
| I saw it advertised and it looked interesting                           | 10    | 8      | 2      | **        | **    | 5     | **  | **               | **           | **           | 5    | 5            | 2   | ** | ** | 10       | **        | **    | ** |
|                                                                         | 5%    | 7%     | 2%     | **        | **    | 5%    | **  | **               | **           | **           | 3%   | 6%           | 2%  | ** | ** | 6%       | **        | **    | ** |
|                                                                         |       | b      |        |           |       |       |     |                  |              |              |      |              |     |    |    |          |           |       |    |
|                                                                         |       | 79%    | 21%    | **        | **    | 46%   | **  | **               | **           | **           | 44%  | 50%          | 15% | ** | ** | 100%     | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                 | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |    |    | NATION   |           |       |    |
|-----------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|------|----|----|----------|-----------|-------|----|
|                                                                 |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95%                                         |       | a      | b      | ~c        | ~d    | e     | ~f  | ~g               | ~h           | ~i           | j    | k            | l    | ~m | ~n | o        | ~p        | ~q    | ~r |
| Unweighted total                                                | 380   | 197    | 180    | 59        | 81    | 164   | 71  | 12               | 15           | 40           | 233  | 134          | 153  | 33 | 43 | 260      | 43        | 27    | 50 |
| Effective Weighted Sample                                       | 279   | 146    | 132    | 43        | 58    | 124   | 53  | 7                | 11           | 29           | 175  | 99           | 119  | 26 | 32 | 223      | 27        | 20    | 44 |
| Total                                                           | 222   | 114    | 107    | 30        | 54    | 98    | 38  | 6                | 10           | 26           | 143  | 84           | 76   | 30 | 23 | 187      | 21        | 8     | 7  |
|                                                                 |       | 51%    | 48%    | **        | **    | 44%   | **  | **               | **           | **           | 64%  | 38%          | 34%  | ** | ** | 84%      | **        | **    | ** |
| Cheaper than buying DVDs                                        | 10    | 7      | 3      | **        | **    | 2     | **  | **               | **           | **           | 2    | 2            | 2    | ** | ** | 9        | **        | **    | ** |
|                                                                 | 5%    | 6%     | 3%     | **        | **    | 2%    | **  | **               | **           | **           | 1%   | 2%           | 2%   | ** | ** | 5%       | **        | **    | ** |
|                                                                 |       | 73%    | 27%    | **        | **    | 23%   | **  | **               | **           | **           | 15%  | 16%          | 17%  | ** | ** | 94%      | **        | **    | ** |
| Recommendation from a friend/ family member                     | 10    | 7      | 3      | **        | **    | 2     | **  | **               | **           | **           | 3    | 2            | 3    | ** | ** | 9        | **        | **    | ** |
|                                                                 | 4%    | 6%     | 2%     | **        | **    | 2%    | **  | **               | **           | **           | 2%   | 3%           | 3%   | ** | ** | 5%       | **        | **    | ** |
|                                                                 |       | 72%    | 28%    | **        | **    | 25%   | **  | **               | **           | **           | 29%  | 23%          | 28%  | ** | ** | 98%      | **        | **    | ** |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 9     | 5      | 4      | **        | **    | 4     | **  | **               | **           | **           | 5    | 4            | 2    | ** | ** | 9        | **        | **    | ** |
|                                                                 | 4%    | 5%     | 3%     | **        | **    | 4%    | **  | **               | **           | **           | 3%   | 4%           | 3%   | ** | ** | 5%       | **        | **    | ** |
|                                                                 |       | 60%    | 40%    | **        | **    | 39%   | **  | **               | **           | **           | 53%  | 40%          | 27%  | ** | ** | 98%      | **        | **    | ** |
| To replace a TV subscription that I/ we cancelled               | 6     | 4      | 3      | **        | **    | 2     | **  | **               | **           | **           | 2    | 2            | 1    | ** | ** | 6        | **        | **    | ** |
|                                                                 | 3%    | 3%     | 3%     | **        | **    | 2%    | **  | **               | **           | **           | 1%   | 3%           | 1%   | ** | ** | 3%       | **        | **    | ** |
|                                                                 |       | 58%    | 42%    | **        | **    | 29%   | **  | **               | **           | **           | 30%  | 36%          | 11%  | ** | ** | 99%      | **        | **    | ** |
| Don't know                                                      | 8     | 4      | 4      | **        | **    | 3     | **  | **               | **           | **           | 3    | 2            | 4    | ** | ** | 7        | **        | **    | ** |
|                                                                 | 4%    | 4%     | 4%     | **        | **    | 3%    | **  | **               | **           | **           | 2%   | 3%           | 5%   | ** | ** | 4%       | **        | **    | ** |
|                                                                 |       | 52%    | 48%    | **        | **    | 39%   | **  | **               | **           | **           | 37%  | 26%          | 45%  | ** | ** | 89%      | **        | **    | ** |
| NOT ANSWERED [POSTAL ONLY]                                      | 2     | *      | 1      | **        | **    | -     | **  | **               | **           | **           | -    | -            | 2    | ** | ** | 2        | **        | **    | ** |
|                                                                 | 1%    | *%     | 1%     | **        | **    | -%    | **  | **               | **           | **           | -%   | -%           | 2%   | ** | ** | 1%       | **        | **    | ** |
|                                                                 |       | 28%    | 72%    | **        | **    | -%    | **  | **               | **           | **           | -%   | -%           | 100% | ** | ** | 100%     | **        | **    | ** |
| <b>SUMMARY OF PROMPTED REASONS</b>                              |       |        |        |           |       |       |     |                  |              |              |      |              |      |    |    |          |           |       |    |
| PROMOTION/ MARKETING/ RECOMMENDATION                            | 172   | 89     | 82     | **        | **    | 77    | **  | **               | **           | **           | 113  | 68           | 55   | ** | ** | 142      | **        | **    | ** |
|                                                                 | 77%   | 78%    | 76%    | **        | **    | 79%   | **  | **               | **           | **           | 79%  | 81%          | 72%  | ** | ** | 76%      | **        | **    | ** |
|                                                                 |       | 52%    | 48%    | **        | **    | 45%   | **  | **               | **           | **           | 66%  | 40%          | 32%  | ** | ** | 83%      | **        | **    | ** |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                     | 72    | 37     | 35     | **        | **    | 40    | **  | **               | **           | **           | 48   | 31           | 22   | ** | ** | 61       | **        | **    | ** |
|                                                                 | 32%   | 32%    | 33%    | **        | **    | 41%   | **  | **               | **           | **           | 34%  | 37%          | 29%  | ** | ** | 32%      | **        | **    | ** |
|                                                                 |       | 51%    | 49%    | **        | **    | 55%   | **  | **               | **           | **           | 67%  | 43%          | 30%  | ** | ** | 84%      | **        | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                          |       | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |                  |                  |      | SOCIAL GROUP |     |    |    | NATION      |              |       |    |
|--------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|------------------|------------------|------|--------------|-----|----|----|-------------|--------------|-------|----|
|                                                                          |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER<br>10.4K   | 10.4K-<br>15.59K | 15.6K-<br>25.99K | 26K+ | AB           | C1  | C2 | DE | ENG<br>LAND | SCOT<br>LAND | WALES | NI |
| Significance Level: 95%                                                  | Total | a      | b      | ~c        | ~d    | e     | ~f  | ~g               | ~h               | ~i               | j    | k            | l   | ~m | ~n | o           | ~p           | ~q    | ~r |
| Unweighted total                                                         | 380   | 197    | 180    | 59        | 81    | 164   | 71  | 12               | 15               | 40               | 233  | 134          | 153 | 33 | 43 | 260         | 43           | 27    | 50 |
| Effective Weighted Sample                                                | 279   | 146    | 132    | 43        | 58    | 124   | 53  | 7                | 11               | 29               | 175  | 99           | 119 | 26 | 32 | 223         | 27           | 20    | 44 |
| Total                                                                    | 222   | 114    | 107    | 30        | 54    | 98    | 38  | 6                | 10               | 26               | 143  | 84           | 76  | 30 | 23 | 187         | 21           | 8     | 7  |
|                                                                          |       | 51%    | 48%    | **        | **    | 44%   | **  | **               | **               | **               | 64%  | 38%          | 34% | ** | ** | 84%         | **           | **    | ** |
| BACK CATALOGUE/ BOX SETS/ WATCH<br>ON DEMAND/ NO AD'S/ WATCH<br>ANYWHERE | 49    | 24     | 25     | **        | **    | 23    | **  | **               | **               | **               | 29   | 19           | 12  | ** | ** | 42          | **           | **    | ** |
|                                                                          | 22%   | 21%    | 23%    | **        | **    | 24%   | **  | **               | **               | **               | 20%  | 22%          | 15% | ** | ** | 23%         | **           | **    | ** |
|                                                                          |       | 49%    | 51%    | **        | **    | 48%   | **  | **               | **               | **               | 60%  | 39%          | 24% | ** | ** | 87%         | **           | **    | ** |
| CHEAPER THAN ALTERNATIVE/<br>REPLACED PAY TV                             | 16    | 9      | 7      | **        | **    | 5     | **  | **               | **               | **               | 6    | 4            | 3   | ** | ** | 16          | **           | **    | ** |
|                                                                          | 7%    | 8%     | 7%     | **        | **    | 5%    | **  | **               | **               | **               | 4%   | 5%           | 4%  | ** | ** | 8%          | **           | **    | ** |
|                                                                          |       | 56%    | 44%    | **        | **    | 32%   | **  | **               | **               | **               | 34%  | 25%          | 21% | ** | ** | 96%         | **           | **    | ** |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                     |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o            |
| Unweighted total                                                                            | 380   | 28              | 45         | 30         | 24        | 29        | 26          | 32            | 18         | 28         | 308      | 72    | 266            | 108         | 214               | 166          |
| Effective Weighted Sample                                                                   | 279   | 26              | 43         | 26         | 22        | 25        | 25          | 30            | 17         | 24         | 240      | 40    | 199            | 79          | 156               | 124          |
| Total                                                                                       | 222   | 27              | 41         | 20         | 15        | 22        | 13          | 18            | 6          | 25         | 194      | 28    | 167            | 52          | 127               | 96           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | 75%            | 23%         | 57%               | 43%          |
| <b>PROMPTED REASONS</b>                                                                     |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| To take advantage of a free trial or promotional offer                                      | 134   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 123      | **    | 106            | 27          | 75                | 59           |
|                                                                                             | 60%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 63%      | **    | 64%            | 51%         | 59%               | 62%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | 79%            | 20%         | 56%               | 44%          |
| Got it free when I bought an Apple device                                                   | 63    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 57       | **    | 47             | 15          | 35                | 27           |
|                                                                                             | 28%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 30%      | **    | 28%            | 29%         | 28%               | 29%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | 75%            | 24%         | 56%               | 44%          |
| To watch exclusive TV content not available elsewhere/ original series made by the provider | 55    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 45       | **    | 42             | 12          | 34                | 21           |
|                                                                                             | 25%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 23%      | **    | 25%            | 23%         | 27%               | 22%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 83%      | **    | 77%            | 22%         | 61%               | 39%          |
| To watch a specific programme/ series                                                       | 42    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 38       | **    | 35             | 6           | 23                | 19           |
|                                                                                             | 19%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 20%      | **    | 21%            | 12%         | 18%               | 19%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 92%      | **    | 84%            | 15%         | 55%               | 45%          |
| To watch at a time that suits                                                               | 29    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 26       | **    | 22             | 6           | 15                | 14           |
|                                                                                             | 13%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 13%      | **    | 13%            | 11%         | 12%               | 14%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 89%      | **    | 77%            | 21%         | 53%               | 47%          |
| To access a back catalogue of TV programmes                                                 | 26    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 23       | **    | 23             | 4           | 16                | 11           |
|                                                                                             | 12%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 12%      | **    | 14%            | 7%          | 12%               | 11%          |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 88%      | **    | 86%            | 14%         | 60%               | 40%          |
| To access a back catalogue of films                                                         | 24    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19       | **    | 20             | 4           | 15                | 9            |
|                                                                                             | 11%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10%      | **    | 12%            | 7%          | 12%               | 9%           |
|                                                                                             |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 78%      | **    | 84%            | 16%         | 62%               | 38%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                         | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                         |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                 |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o            |
| Unweighted total                                                        | 380   | 28              | 45         | 30         | 24        | 29        | 26          | 32            | 18         | 28         | 308      | 72    | 266            | 108         | 214               | 166          |
| Effective Weighted Sample                                               | 279   | 26              | 43         | 26         | 22        | 25        | 25          | 30            | 17         | 24         | 240      | 40    | 199            | 79          | 156               | 124          |
| Total                                                                   | 222   | 27              | 41         | 20         | 15        | 22        | 13          | 18            | 6          | 25         | 194      | 28    | 167            | 52          | 127               | 96           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | 75%            | 23%         | 57%               | 43%          |
| To access new movie releases                                            | 23    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19       | **    | 20             | 3           | 15                | 7            |
|                                                                         | 10%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10%      | **    | 12%            | 5%          | 12%               | 8%           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 84%      | **    | 89%            | 11%         | 68%               | 32%          |
| To watch multiple episodes in a row/ to watch box sets                  | 22    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 21       | **    | 18             | 3           | 11                | 10           |
|                                                                         | 10%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11%      | **    | 11%            | 5%          | 9%                | 11%          |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 96%      | **    | 85%            | 12%         | 53%               | 47%          |
| To watch something different to the programmes on main TV/ broadcast TV | 20    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19       | **    | 14             | 6           | 12                | 9            |
|                                                                         | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10%      | **    | 9%             | 12%         | 9%                | 9%           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 94%      | **    | 70%            | 30%         | 57%               | 43%          |
| No advertising breaks in the programmes/ shows                          | 17    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 15       | **    | 13             | 4           | 8                 | 9            |
|                                                                         | 8%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | **    | 8%             | 7%          | 6%                | 9%           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 91%      | **    | 77%            | 23%         | 47%               | 53%          |
| Got it to watch during lockdown in 2020                                 | 14    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14       | **    | 11             | 3           | 7                 | 8            |
|                                                                         | 6%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7%       | **    | 7%             | 6%          | 5%                | 8%           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 99%      | **    | 79%            | 21%         | 46%               | 54%          |
| Can watch it when I'm away from home/ abroad/ on holiday                | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10       | **    | 8              | 3           | 5                 | 5            |
|                                                                         | 5%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | **    | 5%             | 5%          | 4%                | 6%           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 98%      | **    | 76%            | 24%         | 49%               | 51%          |
| I saw it advertised and it looked interesting                           | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10       | **    | 10             | -           | 7                 | 4            |
|                                                                         | 5%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | **    | 6%             | -%          | 5%                | 4%           |
|                                                                         |       | **              | **         | **         | **        | **        | **          | **            | **         | **         |          | **    | m              |             |                   |              |
|                                                                         |       |                 |            |            |           |           |             |               |            |            | 92%      | **    | 100%           | -%          | 65%               | 35%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                 | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                 |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                         |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o            |
| Unweighted total                                                | 380   | 28              | 45         | 30         | 24        | 29        | 26          | 32            | 18         | 28         | 308      | 72    | 266            | 108         | 214               | 166          |
| Effective Weighted Sample                                       | 279   | 26              | 43         | 26         | 22        | 25        | 25          | 30            | 17         | 24         | 240      | 40    | 199            | 79          | 156               | 124          |
| Total                                                           | 222   | 27              | 41         | 20         | 15        | 22        | 13          | 18            | 6          | 25         | 194      | 28    | 167            | 52          | 127               | 96           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | 75%            | 23%         | 57%               | 43%          |
| Cheaper than buying DVDs                                        | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 10       | **    | 8              | 2           | 2                 | 8            |
|                                                                 | 5%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | **    | 5%             | 4%          | 2%                | 8%           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 99%      | **    | 75%            | 18%         | 23%               | 77%          |
| Recommendation from a friend/ family member                     | 10    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9        | **    | 8              | 1           | 4                 | 6            |
|                                                                 | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | **    | 5%             | 2%          | 3%                | 6%           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 92%      | **    | 88%            | 12%         | 38%               | 62%          |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9        | **    | 8              | 1           | 6                 | 3            |
|                                                                 | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | **    | 5%             | 2%          | 5%                | 3%           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 99%      | **    | 87%            | 13%         | 67%               | 33%          |
| To replace a TV subscription that I/ we cancelled               | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6        | **    | 5              | 2           | 3                 | 3            |
|                                                                 | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3%       | **    | 3%             | 3%          | 2%                | 4%           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 99%      | **    | 74%            | 26%         | 47%               | 53%          |
| Don't know                                                      | 8     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6        | **    | 5              | 3           | 6                 | 2            |
|                                                                 | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3%       | **    | 3%             | 6%          | 5%                | 2%           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 75%      | **    | 64%            | 36%         | 74%               | 26%          |
| NOT ANSWERED [POSTAL ONLY]                                      | 2     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | **    | *              | 1           | 1                 | 1            |
|                                                                 | 1%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1%       | **    | *%             | 1%          | 1%                | 1%           |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 59%      | **    | 28%            | 32%         | 41%               | 59%          |
| <b>SUMMARY OF PROMPTED REASONS</b>                              |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |              |
| PROMOTION/ MARKETING/ RECOMMENDATION                            | 172   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 155      | **    | 135            | 35          | 97                | 74           |
|                                                                 | 77%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 80%      | **    | 81%            | 68%         | 77%               | 78%          |
|                                                                 |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 90%      | **    | m              | 79%         | 21%               | 57%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|--------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                            |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | ~k    | l              | m           | n                 | o           |
| Unweighted total                                                   | 380   | 28              | 45         | 30         | 24        | 29        | 26          | 32            | 18         | 28         | 308      | 72    | 266            | 108         | 214               | 166         |
| Effective Weighted Sample                                          | 279   | 26              | 43         | 26         | 22        | 25        | 25          | 30            | 17         | 24         | 240      | 40    | 199            | 79          | 156               | 124         |
| Total                                                              | 222   | 27              | 41         | 20         | 15        | 22        | 13          | 18            | 6          | 25         | 194      | 28    | 167            | 52          | 127               | 96          |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | 75%            | 23%         | 57%               | 43%         |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                        | 72    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 61       | **    | 54             | 17          | 40                | 32          |
|                                                                    | 32%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 32%      | **    | 32%            | 33%         | 31%               | 34%         |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 85%      | **    | 75%            | 24%         | 55%               | 45%         |
| BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE | 49    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 42       | **    | 35             | 13          | 25                | 23          |
|                                                                    | 22%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 22%      | **    | 21%            | 24%         | 20%               | 24%         |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 87%      | **    | 73%            | 26%         | 52%               | 48%         |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV                          | 16    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 16       | **    | 12             | 4           | 6                 | 10          |
|                                                                    | 7%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | **    | 7%             | 7%          | 5%                | 10%         |
|                                                                    |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 100%     | **    | 72%            | 23%         | 40%               | 60%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                                                | Total      | TV SERVICES          |                      |                       |                    | YOUTUBE            |                        |
|------------------------------------------------------------------------------------------------|------------|----------------------|----------------------|-----------------------|--------------------|--------------------|------------------------|
|                                                                                                |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d          | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                        |            |                      |                      |                       |                    |                    |                        |
| Unweighted total                                                                               | 380        | 225                  | 150                  | 345                   | 380                | 228                | 380                    |
| Effective Weighted Sample                                                                      | 279        | 166                  | 109                  | 259                   | 279                | 169                | 279                    |
| Total                                                                                          | 222        | 133<br>60%           | 87<br>39%            | 206<br>93%            | 222<br>100%        | 135<br>61%         | 222<br>100%            |
| <b>PROMPTED REASONS</b>                                                                        |            |                      |                      |                       |                    |                    |                        |
| To take advantage of a free trial or promotional offer                                         | 134<br>60% | 82<br>61%<br>61%     | 53<br>61%<br>40%     | 124<br>60%<br>93%     | 134<br>60%<br>100% | 84<br>62%<br>62%   | 134<br>60%<br>100%     |
| Got it free when I bought an Apple device                                                      | 63<br>28%  | 32<br>24%<br>51%     | 28<br>32%<br>44%     | 59<br>29%<br>95%      | 63<br>28%<br>100%  | 43<br>32%<br>68%   | 63<br>28%<br>100%      |
| To watch exclusive TV content not available elsewhere/<br>original series made by the provider | 55<br>25%  | 36<br>27%<br>66%     | 18<br>20%<br>32%     | 54<br>26%<br>98%      | 55<br>25%<br>100%  | 34<br>25%<br>62%   | 55<br>25%<br>100%      |
| To watch a specific programme/ series                                                          | 42<br>19%  | 23<br>17%<br>54%     | 17<br>20%<br>41%     | 42<br>20%<br>100%     | 42<br>19%<br>100%  | 25<br>19%<br>60%   | 42<br>19%<br>100%      |
| To watch at a time that suits                                                                  | 29<br>13%  | 15<br>11%<br>52%     | 13<br>14%<br>43%     | 26<br>13%<br>90%      | 29<br>13%<br>100%  | 14<br>11%<br>50%   | 29<br>13%<br>100%      |
| To access a back catalogue of TV programmes                                                    | 26<br>12%  | 17<br>13%<br>66%     | 13<br>14%<br>48%     | 24<br>12%<br>91%      | 26<br>12%<br>100%  | 15<br>11%<br>57%   | 26<br>12%<br>100%      |
| To access a back catalogue of films                                                            | 24<br>11%  | 14<br>11%<br>60%     | 11<br>13%<br>47%     | 22<br>11%<br>92%      | 24<br>11%<br>100%  | 15<br>11%<br>62%   | 24<br>11%<br>100%      |

Columns Tested: a,b,c,d,e,f

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                         | Total | TV SERVICES  |              |               |      |                   |               |
|-------------------------------------------------------------------------|-------|--------------|--------------|---------------|------|-------------------|---------------|
|                                                                         |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERV-ICES | ANY SER-VICES |
|                                                                         |       | a            | b            | c             | d    | e                 | f             |
| Significance Level: 95%                                                 |       |              |              |               |      |                   |               |
| Unweighted total                                                        | 380   | 225          | 150          | 345           | 380  | 228               | 380           |
| Effective Weighted Sample                                               | 279   | 166          | 109          | 259           | 279  | 169               | 279           |
| Total                                                                   | 222   | 133          | 87           | 206           | 222  | 135               | 222           |
|                                                                         |       | 60%          | 39%          | 93%           | 100% | 61%               | 100%          |
| To access new movie releases                                            | 23    | 13           | 11           | 22            | 23   | 15                | 23            |
|                                                                         | 10%   | 9%           | 13%          | 11%           | 10%  | 11%               | 10%           |
|                                                                         |       | 56%          | 50%          | 96%           | 100% | 65%               | 100%          |
| To watch multiple episodes in a row/ to watch box sets                  | 22    | 11           | 11           | 21            | 22   | 12                | 22            |
|                                                                         | 10%   | 8%           | 12%          | 10%           | 10%  | 9%                | 10%           |
|                                                                         |       | 51%          | 50%          | 95%           | 100% | 57%               | 100%          |
| To watch something different to the programmes on main TV/ broadcast TV | 20    | 8            | 10           | 20            | 20   | 11                | 20            |
|                                                                         | 9%    | 6%           | 12%          | 10%           | 9%   | 8%                | 9%            |
|                                                                         |       | 39%          | 50%          | 99%           | 100% | 52%               | 100%          |
| No advertising breaks in the programmes/ shows                          | 17    | 10           | 8            | 16            | 17   | 10                | 17            |
|                                                                         | 8%    | 7%           | 10%          | 8%            | 8%   | 8%                | 8%            |
|                                                                         |       | 59%          | 50%          | 94%           | 100% | 62%               | 100%          |
| Got it to watch during lockdown in 2020                                 | 14    | 10           | 6            | 12            | 14   | 10                | 14            |
|                                                                         | 6%    | 8%           | 6%           | 6%            | 6%   | 7%                | 6%            |
|                                                                         |       | 72%          | 40%          | 87%           | 100% | 70%               | 100%          |
| Can watch it when I'm away from home/ abroad/ on holiday                | 10    | 3            | 7            | 10            | 10   | 5                 | 10            |
|                                                                         | 5%    | 3%           | 8%           | 5%            | 5%   | 4%                | 5%            |
|                                                                         |       |              | a            |               |      |                   |               |
|                                                                         |       | 32%          | 68%          | 100%          | 100% | 52%               | 100%          |
| I saw it advertised and it looked interesting                           | 10    | 5            | 9            | 10            | 10   | 7                 | 10            |
|                                                                         | 5%    | 4%           | 10%          | 5%            | 5%   | 5%                | 5%            |
|                                                                         |       |              | a            |               |      |                   |               |
|                                                                         |       | 50%          | 84%          | 100%          | 100% | 65%               | 100%          |

Columns Tested: a,b,c,d,e,f

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                 | Total      | TV SERVICES          |                      |                       |             |                               |                        |
|-----------------------------------------------------------------|------------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                                                                 |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                         |            |                      |                      |                       |             |                               |                        |
| Unweighted total                                                | 380        | 225                  | 150                  | 345                   | 380         | 228                           | 380                    |
| Effective Weighted Sample                                       | 279        | 166                  | 109                  | 259                   | 279         | 169                           | 279                    |
| Total                                                           | 222        | 133<br>60%           | 87<br>39%            | 206<br>93%            | 222<br>100% | 135<br>61%                    | 222<br>100%            |
| Cheaper than buying DVDs                                        | 10<br>5%   | 9<br>7%              | 6<br>7%              | 9<br>4%               | 10<br>5%    | 8<br>6%                       | 10<br>5%               |
|                                                                 |            | 92%                  | 62%                  | 90%                   | 100%        | 77%                           | 100%                   |
| Recommendation from a friend/ family member                     | 10<br>4%   | 7<br>5%              | 7<br>8%              | 10<br>5%              | 10<br>4%    | 8<br>6%                       | 10<br>4%               |
|                                                                 |            | 73%                  | 75%                  | 100%                  | 100%        | 80%                           | 100%                   |
| Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV) | 9<br>4%    | 3<br>2%              | 7<br>8%              | 9<br>4%               | 9<br>4%     | 5<br>4%                       | 9<br>4%                |
|                                                                 |            | 32%                  | 80%                  | 99%                   | 100%        | 52%                           | 100%                   |
| To replace a TV subscription that I/ we cancelled               | 6<br>3%    | 4<br>3%              | 5<br>6%              | 6<br>3%               | 6<br>3%     | 4<br>3%                       | 6<br>3%                |
|                                                                 |            | 70%                  | 76%                  | 100%                  | 100%        | 68%                           | 100%                   |
| Don't know                                                      | 8<br>4%    | 4<br>3%              | 2<br>2%              | 6<br>3%               | 8<br>4%     | 5<br>4%                       | 8<br>4%                |
|                                                                 |            | 54%                  | 24%                  | 76%                   | 100%        | 61%                           | 100%                   |
| NOT ANSWERED [POSTAL ONLY]                                      | 2<br>1%    | 1<br>*%              | 2<br>2%              | 2<br>1%               | 2<br>1%     | 1<br>*%                       | 2<br>1%                |
|                                                                 |            | 32%                  | 100%                 | 100%                  | 100%        | 32%                           | 100%                   |
| <b>SUMMARY OF PROMPTED REASONS</b>                              |            |                      |                      |                       |             |                               |                        |
| PROMOTION/ MARKETING/ RECOMMENDATION                            | 172<br>77% | 101<br>76%           | 70<br>80%            | 160<br>78%            | 172<br>77%  | 108<br>80%                    | 172<br>77%             |
|                                                                 |            | 59%                  | 41%                  | 93%                   | 100%        | 63%                           | 100%                   |

Columns Tested: a,b,c,d,e,f



QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

|                                                                       | Total | TV SERVICES     |                 |                  |      |                          |                   |
|-----------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                       |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                                                                       |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%                                               |       |                 |                 |                  |      |                          |                   |
| Unweighted total                                                      | 380   | 225             | 150             | 345              | 380  | 228                      | 380               |
| Effective Weighted Sample                                             | 279   | 166             | 109             | 259              | 279  | 169                      | 279               |
| Total                                                                 | 222   | 133             | 87              | 206              | 222  | 135                      | 222               |
|                                                                       |       | 60%             | 39%             | 93%              | 100% | 61%                      | 100%              |
| SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT                           | 72    | 43              | 26              | 70               | 72   | 41                       | 72                |
|                                                                       | 32%   | 33%             | 29%             | 34%              | 32%  | 31%                      | 32%               |
|                                                                       |       | 60%             | 36%             | 97%              | 100% | 58%                      | 100%              |
| BACK CATALOGUE/ BOX SETS/ WATCH ON<br>DEMAND/ NO AD'S/ WATCH ANYWHERE | 49    | 30              | 21              | 45               | 49   | 27                       | 49                |
|                                                                       | 22%   | 23%             | 24%             | 22%              | 22%  | 20%                      | 22%               |
|                                                                       |       | 62%             | 43%             | 92%              | 100% | 55%                      | 100%              |
| CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV                             | 16    | 10              | 10              | 15               | 16   | 9                        | 16                |
|                                                                       | 7%    | 8%              | 11%             | 7%               | 7%   | 7%                       | 7%                |
|                                                                       |       | 62%             | 60%             | 93%              | 100% | 55%                      | 100%              |

Columns Tested: a,b,c,d,e,f

QH62. Are any of your TV sets 'Smart TVs'? 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. (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films

|                                                    | Total       | GENDER      |             | AGE GROUP  |            |            |             | HOUSEHOLD INCOME    |                       |                       |             | SOCIAL GROUP |            |            |            | NATION           |                   |            |           |
|----------------------------------------------------|-------------|-------------|-------------|------------|------------|------------|-------------|---------------------|-----------------------|-----------------------|-------------|--------------|------------|------------|------------|------------------|-------------------|------------|-----------|
|                                                    |             | MALE<br>a   | FEMALE<br>b | 16-24<br>c | 25-34<br>d | 35-54<br>e | 55+<br>f    | UNDER<br>10.4K<br>g | 10.4K-<br>15.59K<br>h | 15.6K-<br>25.99K<br>i | 26K+<br>j   | AB<br>k      | C1<br>l    | C2<br>m    | DE<br>n    | ENG<br>LAND<br>o | SCOT<br>LAND<br>p | WALES<br>q | NI<br>r   |
| Significance Level: 95%                            |             |             |             |            |            |            |             |                     |                       |                       |             |              |            |            |            |                  |                   |            |           |
| Unweighted total                                   | 4839        | 2291        | 2487        | 447        | 832        | 1599       | 1885        | 314                 | 386                   | 635                   | 2110        | 1314         | 1542       | 604        | 1161       | 3124             | 527               | 583        | 605       |
| Effective Weighted Sample                          | 3288        | 1549        | 1700        | 305        | 603        | 1105       | 1231        | 207                 | 255                   | 429                   | 1465        | 938          | 1118       | 420        | 814        | 2555             | 306               | 390        | 498       |
| Total                                              | 2762        | 1286<br>47% | 1437<br>52% | 237<br>9%  | 516<br>19% | 879<br>32% | 1076<br>39% | 166<br>6%           | 232<br>8%             | 341<br>12%            | 1216<br>44% | 757<br>27%   | 702<br>25% | 478<br>17% | 671<br>24% | 2289<br>83%      | 251<br>9%         | 140<br>5%  | 82<br>3%  |
| Yes, and the TV is connected to the home broadband | 1864<br>68% | 875<br>68%  | 970<br>67%  | 146<br>62% | 366<br>71% | 639<br>73% | 695<br>65%  | 77<br>46%           | 140<br>60%            | 237<br>69%            | 937<br>77%  | 597<br>79%   | 467<br>67% | 342<br>72% | 383<br>57% | 1544<br>67%      | 172<br>68%        | 96<br>68%  | 53<br>65% |
|                                                    |             | 47%         | 52%         | 8%         | cf<br>20%  | cf<br>34%  | 37%         | 4%                  | g<br>8%               | gh<br>13%             | ghi<br>50%  | lmn<br>32%   | n<br>25%   | n<br>18%   | 21%        | 83%              | 9%                | 5%         | 3%        |
| Yes, but the TV is not connected to home broadband | 151<br>5%   | 70<br>5%    | 79<br>6%    | 14<br>6%   | 27<br>5%   | 35<br>4%   | 71<br>7%    | 23<br>14%           | 19<br>8%              | 20<br>6%              | 46<br>4%    | 21<br>3%     | 29<br>4%   | 36<br>8%   | 58<br>9%   | 124<br>5%        | 14<br>5%          | 6<br>4%    | 7<br>8%   |
|                                                    |             | 47%         | 52%         | 10%        | 18%        | 23%        | e<br>47%    | ij<br>15%           | j<br>12%              | 13%                   | 31%         | 14%          | 19%        | kl<br>24%  | kl<br>39%  | 82%              | 9%                | 4%         | oq<br>4%  |
| No, do not have a smart TV                         | 595<br>22%  | 280<br>22%  | 304<br>21%  | 50<br>21%  | 99<br>19%  | 162<br>18% | 261<br>24%  | 59<br>36%           | 61<br>26%             | 65<br>19%             | 200<br>16%  | 113<br>15%   | 173<br>25% | 79<br>17%  | 180<br>27% | 485<br>21%       | 61<br>24%         | 31<br>22%  | 18<br>22% |
|                                                    |             | 47%         | 51%         | 8%         | 17%        | 27%        | de<br>44%   | hij<br>10%          | ij<br>10%             | 11%                   | 34%         | 19%          | 29%        | km<br>13%  | km<br>30%  | 82%              | 10%               | 5%         | 3%        |
| Don't know                                         | 137<br>5%   | 54<br>4%    | 77<br>5%    | 26<br>11%  | 23<br>5%   | 41<br>5%   | 40<br>4%    | 7<br>4%             | 8<br>4%               | 16<br>5%              | 33<br>3%    | 24<br>3%     | 31<br>4%   | 19<br>4%   | 42<br>6%   | 126<br>5%        | 3<br>1%           | 5<br>4%    | 3<br>4%   |
|                                                    |             | 39%         | 56%         | 19%        | 17%        | 30%        | def<br>30%  | 5%                  | 6%                    | 12%                   | 24%         | 18%          | 23%        | 14%        | k<br>31%   | p<br>92%         | 2%                | 4%         | p<br>2%   |
| NOT ANSWERED [POSTAL ONLY]                         | 15<br>1%    | 7<br>1%     | 8<br>1%     | -<br>-%    | 1<br>*%    | 1<br>*%    | 9<br>1%     | *<br>*%             | 4<br>2%               | 2<br>1%               | -<br>-%     | 1<br>*%      | 1<br>*%    | 1<br>*%    | 8<br>1%    | 11<br>*%         | 1<br>*%           | 2<br>2%    | 1<br>1%   |
|                                                    |             | 48%         | 52%         | -%         | 10%        | 5%         | e<br>59%    | 1%                  | j<br>28%              | j<br>16%              | -%          | 8%           | 8%         | 6%         | kl<br>53%  | 74%              | 7%                | o<br>14%   | 4%        |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH62. Are any of your TV sets 'Smart TVs'? 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. (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films

|                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                            |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                   | 4839  | 321             | 438        | 332        | 341       | 331       | 349         | 367           | 311        | 334        | 3679     | 1160  | 2718           | 1988        | 2508              | 2331        |
| Effective Weighted Sample                          | 3288  | 284             | 382        | 296        | 305       | 287       | 314         | 318           | 269        | 290        | 2772     | 522   | 1894           | 1322        | 1647              | 1643        |
| Total                                              | 2762  | 312             | 408        | 233        | 207       | 254       | 194         | 221           | 122        | 337        | 2369     | 393   | 1634           | 1042        | 1419              | 1343        |
|                                                    |       | 11%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 59%            | 38%         | 51%               | 49%         |
| Yes, and the TV is connected to the home broadband | 1864  | 217             | 270        | 164        | 136       | 158       | 135         | 153           | 88         | 223        | 1585     | 280   | 1214           | 612         | 1003              | 862         |
|                                                    | 68%   | 70%             | 66%        | 70%        | 66%       | 62%       | 69%         | 69%           | 72%        | 66%        | 67%      | 71%   | 74%            | 59%         | 71%               | 64%         |
|                                                    |       | 12%             | 14%        | 9%         | 7%        | 8%        | 7%          | 8%            | 5%         | 12%        | 85%      | 15%   | 65%            | 33%         | 54%               | 46%         |
| Yes, but the TV is not connected to home broadband | 151   | 14              | 24         | 15         | 12        | 15        | 11          | 9             | 7          | 17         | 131      | 20    | 69             | 77          | 63                | 88          |
|                                                    | 5%    | 5%              | 6%         | 6%         | 6%        | 6%        | 6%          | 4%            | 6%         | 5%         | 6%       | 5%    | 4%             | 7%          | 4%                | 7%          |
|                                                    |       | 9%              | 16%        | 10%        | 8%        | 10%       | 7%          | 6%            | 4%         | 11%        | 87%      | 13%   | 46%            | 51%         | 42%               | 58%         |
| No, do not have a smart TV                         | 595   | 70              | 95         | 45         | 43        | 55        | 37          | 47            | 19         | 74         | 520      | 75    | 287            | 284         | 287               | 307         |
|                                                    | 22%   | 22%             | 23%        | 19%        | 21%       | 22%       | 19%         | 21%           | 15%        | 22%        | 22%      | 19%   | 18%            | 27%         | 20%               | 23%         |
|                                                    |       | h               | h          |            |           |           |             |               |            |            |          |       |                | l           |                   | n           |
|                                                    |       | 12%             | 16%        | 8%         | 7%        | 9%        | 6%          | 8%            | 3%         | 12%        | 87%      | 13%   | 48%            | 48%         | 48%               | 52%         |
| Don't know                                         | 137   | 10              | 18         | 9          | 16        | 22        | 11          | 10            | 8          | 22         | 119      | 18    | 62             | 58          | 60                | 77          |
|                                                    | 5%    | 3%              | 4%         | 4%         | 8%        | 9%        | 6%          | 4%            | 6%         | 6%         | 5%       | 5%    | 4%             | 6%          | 4%                | 6%          |
|                                                    |       |                 |            |            | a         | ab        |             |               |            |            |          |       |                | l           |                   | n           |
|                                                    |       | 8%              | 13%        | 7%         | 12%       | 16%       | 8%          | 7%            | 6%         | 16%        | 87%      | 13%   | 46%            | 43%         | 44%               | 56%         |
| NOT ANSWERED [POSTAL ONLY]                         | 15    | -               | 1          | -          | -         | 5         | -           | 3             | *          | 2          | 14       | *     | 1              | 11          | 6                 | 9           |
|                                                    | 1%    | -%              | *%         | -%         | -%        | 2%        | -%          | 1%            | *%         | 1%         | 1%       | *%    | *%             | 1%          | *%                | 1%          |
|                                                    |       |                 |            |            |           | ab        |             | cd            |            |            |          |       |                | l           |                   |             |
|                                                    |       | -%              | 5%         | -%         | -%        | 34%       | -%          | 20%           | 3%         | 13%        | 98%      | 2%    | 4%             | 72%         | 41%               | 59%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH62. Are any of your TV sets 'Smart TVs'? 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. (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films

|                                                    | Total | TV SERVICES  |              |               |      | YOUTUBE   |               |
|----------------------------------------------------|-------|--------------|--------------|---------------|------|-----------|---------------|
|                                                    |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | SERV-ICES | ANY SER-VICES |
| Significance Level: 95%                            |       | a            | b            | c             | d    | e         | f             |
| Unweighted total                                   | 4839  | 2461         | 2214         | 3870          | 3768 | 2040      | 4739          |
| Effective Weighted Sample                          | 3288  | 1661         | 1497         | 2675          | 2594 | 1403      | 3226          |
| Total                                              | 2762  | 1396         | 1269         | 2174          | 2124 | 1146      | 2689          |
|                                                    |       | 51%          | 46%          | 79%           | 77%  | 41%       | 97%           |
| Yes, and the TV is connected to the home broadband | 1864  | 1037         | 843          | 1601          | 1604 | 885       | 1850          |
|                                                    | 68%   | 74%          | 66%          | 74%           | 76%  | 77%       | 69%           |
|                                                    |       | bf           | bf           | bf            | bf   | bcf       |               |
|                                                    |       | 56%          | 45%          | 86%           | 86%  | 47%       | 99%           |
| Yes, but the TV is not connected to home broadband | 151   | 70           | 84           | 99            | 81   | 51        | 149           |
|                                                    | 5%    | 5%           | 7%           | 5%            | 4%   | 4%        | 6%            |
|                                                    |       |              | cde          |               |      |           | d             |
|                                                    |       | 47%          | 56%          | 65%           | 54%  | 34%       | 99%           |
| No, do not have a smart TV                         | 595   | 215          | 288          | 393           | 355  | 172       | 558           |
|                                                    | 22%   | 15%          | 23%          | 18%           | 17%  | 15%       | 21%           |
|                                                    |       |              | acde         | ae            |      |           | acde          |
|                                                    |       | 36%          | 48%          | 66%           | 60%  | 29%       | 94%           |
| Don't know                                         | 137   | 70           | 45           | 80            | 83   | 35        | 121           |
|                                                    | 5%    | 5%           | 4%           | 4%            | 4%   | 3%        | 4%            |
|                                                    |       | bce          |              |               |      |           | e             |
|                                                    |       | 51%          | 33%          | 58%           | 60%  | 26%       | 88%           |
| NOT ANSWERED [POSTAL ONLY]                         | 15    | 4            | 9            | 2             | 1    | 2         | 11            |
|                                                    | 1%    | *%           | 1%           | *%            | *%   | *%        | *%            |
|                                                    |       | d            | cde          |               |      |           | cd            |
|                                                    |       | 28%          | 60%          | 13%           | 8%   | 15%       | 76%           |

Columns Tested: a,b,c,d,e,f

QH95. Which of these do you or does anyone in your household use to watch programmes, sport or films? This could be live TV or on-demand or streaming services. (MULTI CODE)

Base : All respondents

|                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total            | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample   | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                       | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                             |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| TV set                      | 2468  | 1147   | 1292   | 179       | 440   | 784   | 1021 | 142              | 204          | 301          | 1149 | 716          | 633  | 422 | 577  | 2038     | 233       | 126   | 71  |
|                             | 82%   | 82%    | 84%    | 61%       | 75%   | 84%   | 92%  | 73%              | 81%          | 83%          | 91%  | 90%          | 82%  | 83% | 79%  | 82%      | 86%       | 84%   | 79% |
|                             |       |        |        |           | c     | cd    | cde  |                  | g            | g            | ghi  | lmn          |      |     |      |          | or        |       |     |
|                             |       | 46%    | 52%    | 7%        | 18%   | 32%   | 41%  | 6%               | 8%           | 12%          | 47%  | 29%          | 26%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Laptop/ computer/ netbook   | 1058  | 497    | 544    | 159       | 245   | 355   | 291  | 45               | 69           | 116          | 561  | 357          | 375  | 120 | 171  | 885      | 97        | 46    | 30  |
|                             | 35%   | 36%    | 35%    | 55%       | 42%   | 38%   | 26%  | 23%              | 27%          | 32%          | 44%  | 45%          | 49%  | 24% | 23%  | 36%      | 36%       | 31%   | 34% |
|                             |       |        |        | def       | f     | f     |      |                  |              | g            | ghi  | mn           | mn   |     |      | q        |           |       |     |
|                             |       | 47%    | 51%    | 15%       | 23%   | 34%   | 27%  | 4%               | 7%           | 11%          | 53%  | 34%          | 35%  | 11% | 16%  | 84%      | 9%        | 4%    | 3%  |
| Smartphone                  | 1003  | 470    | 520    | 149       | 259   | 398   | 187  | 48               | 78           | 109          | 533  | 301          | 301  | 171 | 201  | 833      | 96        | 45    | 29  |
|                             | 33%   | 34%    | 34%    | 51%       | 44%   | 42%   | 17%  | 25%              | 31%          | 30%          | 42%  | 38%          | 39%  | 34% | 27%  | 33%      | 36%       | 30%   | 32% |
|                             |       |        |        | def       | f     | f     |      |                  |              |              | ghi  | n            | mn   | n   |      |          |           |       |     |
|                             |       | 47%    | 52%    | 15%       | 26%   | 40%   | 19%  | 5%               | 8%           | 11%          | 53%  | 30%          | 30%  | 17% | 20%  | 83%      | 10%       | 4%    | 3%  |
| Tablet computer (e.g. iPad) | 825   | 386    | 434    | 66        | 147   | 335   | 271  | 26               | 54           | 87           | 463  | 315          | 230  | 123 | 139  | 674      | 89        | 39    | 22  |
|                             | 27%   | 28%    | 28%    | 23%       | 25%   | 36%   | 24%  | 14%              | 22%          | 24%          | 37%  | 40%          | 30%  | 24% | 19%  | 27%      | 33%       | 26%   | 25% |
|                             |       |        |        |           |       | cdf   |      |                  | g            | g            | ghi  | lmn          | mn   | n   |      |          | oqr       |       |     |
|                             |       | 47%    | 53%    | 8%        | 18%   | 41%   | 33%  | 3%               | 7%           | 10%          | 56%  | 38%          | 28%  | 15% | 17%  | 82%      | 11%       | 5%    | 3%  |
| None of these               | 209   | 91     | 94     | 28        | 57    | 54    | 44   | 25               | 19           | 17           | 28   | 23           | 33   | 39  | 67   | 173      | 15        | 13    | 8   |
|                             | 7%    | 6%     | 6%     | 10%       | 10%   | 6%    | 4%   | 13%              | 8%           | 5%           | 2%   | 3%           | 4%   | 8%  | 9%   | 7%       | 6%        | 9%    | 9%  |
|                             |       |        |        | ef        | ef    | f     |      | hij              | j            | j            |      |              |      | kl  | kl   |          |           |       |     |
|                             |       | 43%    | 45%    | 14%       | 28%   | 26%   | 21%  | 12%              | 9%           | 8%           | 14%  | 11%          | 16%  | 19% | 32%  | 83%      | 7%        | 6%    | 4%  |
| Don't know                  | 72    | 39     | 28     | 18        | 13    | 23    | 13   | 5                | 4            | 10           | 7    | 5            | 14   | 12  | 26   | 63       | 4         | 3     | 2   |
|                             | 2%    | 3%     | 2%     | 6%        | 2%    | 2%    | 1%   | 2%               | 1%           | 3%           | 1%   | 1%           | 2%   | 2%  | 4%   | 3%       | 1%        | 2%    | 3%  |
|                             |       |        |        | def       |       | f     |      | j                |              | j            |      |              | k    | k   | kl   |          |           |       |     |
|                             |       | 54%    | 39%    | 25%       | 18%   | 32%   | 18%  | 6%               | 5%           | 14%          | 9%   | 6%           | 19%  | 17% | 36%  | 87%      | 5%        | 4%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]  | 1     | 1      | -      | -         | -     | 1     | *    | -                | -            | 1            | -    | *            | -    | 1   | -    | 1        | -         | -     | *   |
|                             | *%    | *%     | -%     | -%        | -%    | *%    | *%   | -%               | -%           | *%           | -%   | *%           | -%   | *%  | -%   | *%       | -%        | -%    | *%  |
|                             |       | 100%   | -%     | -%        | -%    | 79%   | 21%  | -%               | -%           | 79%          | -%   | 21%          | -%   | 79% | -%   | 79%      | -%        | -%    | 21% |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH95. Which of these do you or does anyone in your household use to watch programmes, sport or films? This could be live TV or on-demand or streaming services. (MULTI CODE)

Base : All respondents

|                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total            | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample   | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                       | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                             |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| TV set                      | 2468  | 274             | 366        | 214        | 184       | 215       | 177         | 198           | 110        | 301        | 2107     | 361   | 1486           | 920         | 1306              | 1162         |
|                             | 82%   | 76%             | 84%        | 85%        | 84%       | 76%       | 85%         | 83%           | 84%        | 83%        | 81%      | 88%   | 85%            | 81%         | 88%               | 77%          |
|                             |       |                 | ae         | ae         | ae        |           | ae          | ae            | ae         | ae         |          | j     | m              |             | o                 |              |
|                             |       | 11%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 60%            | 37%         | 53%               | 47%          |
| Laptop/ computer/ netbook   | 1058  | 169             | 165        | 90         | 81        | 72        | 68          | 77            | 39         | 124        | 919      | 139   | 708            | 327         | 511               | 547          |
|                             | 35%   | 47%             | 38%        | 36%        | 37%       | 26%       | 33%         | 32%           | 29%        | 34%        | 36%      | 34%   | 41%            | 29%         | 34%               | 36%          |
|                             |       | bcdefghi        | eh         | e          | e         |           | e           |               | e          |            |          |       | m              |             |                   |              |
|                             |       | 16%             | 16%        | 9%         | 8%        | 7%        | 6%          | 7%            | 4%         | 12%        | 87%      | 13%   | 67%            | 31%         | 48%               | 52%          |
| Smartphone                  | 1003  | 138             | 138        | 76         | 75        | 98        | 75          | 80            | 41         | 112        | 880      | 123   | 723            | 262         | 459               | 544          |
|                             | 33%   | 38%             | 32%        | 30%        | 34%       | 35%       | 36%         | 33%           | 31%        | 31%        | 34%      | 30%   | 41%            | 23%         | 31%               | 36%          |
|                             |       | ci              |            |            |           |           |             |               |            |            |          |       | m              |             | n                 |              |
|                             |       | 14%             | 14%        | 8%         | 7%        | 10%       | 7%          | 8%            | 4%         | 11%        | 88%      | 12%   | 72%            | 26%         | 46%               | 54%          |
| Tablet computer (e.g. iPad) | 825   | 108             | 142        | 67         | 55        | 63        | 62          | 62            | 35         | 80         | 693      | 132   | 580            | 232         | 451               | 374          |
|                             | 27%   | 30%             | 33%        | 26%        | 25%       | 22%       | 30%         | 26%           | 27%        | 22%        | 27%      | 32%   | 33%            | 21%         | 30%               | 25%          |
|                             |       | ei              | degi       |            |           |           | ei          |               |            |            |          | j     | m              |             | o                 |              |
|                             |       | 13%             | 17%        | 8%         | 7%        | 8%        | 8%          | 7%            | 4%         | 10%        | 84%      | 16%   | 70%            | 28%         | 55%               | 45%          |
| None of these               | 209   | 25              | 28         | 17         | 14        | 28        | 8           | 20            | 8          | 24         | 190      | 19    | 88             | 84          | 74                | 136          |
|                             | 7%    | 7%              | 6%         | 7%         | 6%        | 10%       | 4%          | 8%            | 6%         | 7%         | 7%       | 4%    | 5%             | 7%          | 5%                | 9%           |
|                             |       |                 |            |            |           | f         |             | f             |            |            | k        |       |                | l           |                   | n            |
|                             |       | 12%             | 13%        | 8%         | 7%        | 13%       | 4%          | 10%           | 4%         | 11%        | 91%      | 9%    | 42%            | 40%         | 35%               | 65%          |
| Don't know                  | 72    | 7               | 11         | 5          | 1         | 17        | 6           | 4             | 4          | 8          | 65       | 7     | 28             | 29          | 29                | 44           |
|                             | 2%    | 2%              | 2%         | 2%         | 1%        | 6%        | 3%          | 1%            | 3%         | 2%         | 3%       | 2%    | 2%             | 3%          | 2%                | 3%           |
|                             |       |                 | d          |            |           | abcdgi    | d           |               | d          |            |          |       |                |             |                   |              |
|                             |       | 10%             | 15%        | 7%         | 2%        | 23%       | 9%          | 5%            | 6%         | 11%        | 90%      | 10%   | 39%            | 39%         | 40%               | 60%          |
| NOT ANSWERED [POSTAL ONLY]  | 1     | -               | -          | -          | -         | -         | -           | -             | 1          | -          | 1        | -     | 1              | -           | -                 | 1            |
|                             | *%    | -%              | -%         | -%         | -%        | -%        | -%          | -%            | *%         | -%         | *%       | -%    | *%             | -%          | -%                | *%           |
|                             |       | -%              | -%         | -%         | -%        | -%        | -%          | -%            | 79%        | -%         | 100%     | -%    | 100%           | -%          | -%                | 100%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

**QH95. Which of these do you or does anyone in your household use to watch programmes, sport or films? This could be live TV or on-demand or streaming services. (MULTI CODE)**

Base : All respondents

|                             | Total | TV SERVICES     |                 |                  |      |                          |                   |
|-----------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                             |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|                             |       | a               | b               | c                | d    | e                        | f                 |
| Significance Level: 95%     |       |                 |                 |                  |      |                          |                   |
| Unweighted total            | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample   | 3539  | 1661            | 1497            | 2748             | 2752 | 1500                     | 3413              |
| Total                       | 3000  | 1396            | 1269            | 2228             | 2243 | 1215                     | 2832              |
|                             |       | 47%             | 42%             | 74%              | 75%  | 41%                      | 94%               |
| TV set                      | 2468  | 1296            | 1156            | 2017             | 1932 | 1045                     | 2425              |
|                             | 82%   | 93%             | 91%             | 91%              | 86%  | 86%                      | 86%               |
|                             |       | cdef            | def             | def              |      |                          |                   |
|                             |       | 53%             | 47%             | 82%              | 78%  | 42%                      | 98%               |
| Laptop/ computer/ netbook   | 1058  | 476             | 458             | 903              | 937  | 579                      | 1050              |
|                             | 35%   | 34%             | 36%             | 41%              | 42%  | 48%                      | 37%               |
|                             |       |                 |                 | abf              | abf  | abcdf                    | a                 |
|                             |       | 45%             | 43%             | 85%              | 89%  | 55%                      | 99%               |
| Smartphone                  | 1003  | 539             | 403             | 857              | 907  | 604                      | 994               |
|                             | 33%   | 39%             | 32%             | 38%              | 40%  | 50%                      | 35%               |
|                             |       | bf              | bf              | bf               | bf   | abcdf                    | b                 |
|                             |       | 54%             | 40%             | 85%              | 90%  | 60%                      | 99%               |
| Tablet computer (e.g. iPad) | 825   | 444             | 390             | 752              | 736  | 434                      | 822               |
|                             | 27%   | 32%             | 31%             | 34%              | 33%  | 36%                      | 29%               |
|                             |       | f               |                 | bf               | f    | abf                      |                   |
|                             |       | 54%             | 47%             | 91%              | 89%  | 53%                      | 100%              |
| None of these               | 209   | 29              | 38              | 48               | 77   | 45                       | 118               |
|                             | 7%    | 2%              | 3%              | 2%               | 3%   | 4%                       | 4%                |
|                             |       |                 |                 |                  | ac   | ac                       | ac                |
|                             |       | 14%             | 18%             | 23%              | 37%  | 22%                      | 56%               |
| Don't know                  | 72    | 17              | 18              | 19               | 30   | 10                       | 47                |
|                             | 2%    | 1%              | 1%              | 1%               | 1%   | 1%                       | 2%                |
|                             |       |                 |                 |                  |      |                          | ce                |
|                             |       | 23%             | 25%             | 26%              | 41%  | 13%                      | 64%               |
| NOT ANSWERED [POSTAL ONLY]  | 1     | 1               | 1               | 1                | 1    | -                        | 1                 |
|                             | *%    | *%              | *%              | *%               | *%   | -%                       | *%                |
|                             |       | 79%             | 79%             | 100%             | 79%  | -%                       | 100%              |

Columns Tested: a,b,c,d,e,f

## QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

|                                                                                                                            | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|----------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                                                                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                                                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                                                           | 3955  | 1887   | 2025   | 338       | 710   | 1389  | 1485 | 207              | 279          | 511          | 1930 | 1191         | 1321 | 480 | 831 | 2541     | 449       | 480   | 485 |
| Effective Weighted Sample                                                                                                  | 2740  | 1299   | 1414   | 228       | 520   | 969   | 1000 | 143              | 190          | 361          | 1362 | 854          | 966  | 346 | 585 | 2126     | 263       | 329   | 405 |
| Total                                                                                                                      | 2227  | 1036   | 1166   | 176       | 439   | 761   | 831  | 104              | 164          | 270          | 1110 | 691          | 601  | 386 | 469 | 1837     | 214       | 112   | 64  |
|                                                                                                                            |       | 47%    | 52%    | 8%        | 20%   | 34%   | 37%  | 5%               | 7%           | 12%          | 50%  | 31%          | 27%  | 17% | 21% | 82%      | 10%       | 5%    | 3%  |
| Using TV apps or services on your smart TV's home screen to stream programmes                                              | 990   | 501    | 478    | 84        | 233   | 365   | 301  | 34               | 70           | 115          | 559  | 356          | 277  | 162 | 169 | 816      | 95        | 53    | 26  |
|                                                                                                                            | 44%   | 48%    | 41%    | 48%       | 53%   | 48%   | 36%  | 33%              | 43%          | 42%          | 50%  | 52%          | 46%  | 42% | 36% | 44%      | 45%       | 47%   | 40% |
|                                                                                                                            |       | b      |        | f         | f     | f     |      |                  |              | g            | ghi  | lmn          | n    |     |     |          |           |       |     |
|                                                                                                                            |       | 51%    | 48%    | 9%        | 23%   | 37%   | 30%  | 3%               | 7%           | 12%          | 56%  | 36%          | 28%  | 16% | 17% | 82%      | 10%       | 5%    | 3%  |
| A set-top box connected to your TV (such as Sky Plus/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services | 785   | 381    | 398    | 50        | 125   | 300   | 304  | 31               | 54           | 92           | 422  | 272          | 191  | 144 | 157 | 624      | 97        | 43    | 20  |
|                                                                                                                            | 35%   | 37%    | 34%    | 29%       | 28%   | 39%   | 37%  | 30%              | 33%          | 34%          | 38%  | 39%          | 32%  | 37% | 33% | 34%      | 45%       | 38%   | 32% |
|                                                                                                                            |       |        |        |           |       | cd    | cd   |                  |              |              |      | ln           |      |     |     |          | or        |       |     |
|                                                                                                                            |       | 49%    | 51%    | 6%        | 16%   | 38%   | 39%  | 4%               | 7%           | 12%          | 54%  | 35%          | 24%  | 18% | 20% | 80%      | 12%       | 5%    | 3%  |
| A streaming box or stick (such as Amazon Fire TV, NOW TV, Google Chromecast, Roku, Apple TV) connected to your TV          | 652   | 325    | 319    | 51        | 135   | 255   | 203  | 23               | 50           | 81           | 358  | 200          | 195  | 121 | 120 | 521      | 73        | 39    | 20  |
|                                                                                                                            | 29%   | 31%    | 27%    | 29%       | 31%   | 33%   | 24%  | 22%              | 30%          | 30%          | 32%  | 29%          | 32%  | 31% | 25% | 28%      | 34%       | 34%   | 32% |
|                                                                                                                            |       | b      |        |           | f     | f     |      |                  |              |              | g    |              | n    |     |     |          |           | o     |     |
|                                                                                                                            |       | 50%    | 49%    | 8%        | 21%   | 39%   | 31%  | 4%               | 8%           | 12%          | 55%  | 31%          | 30%  | 19% | 18% | 80%      | 11%       | 6%    | 3%  |
| A laptop/ computer/ netbook connected to your TV                                                                           | 323   | 159    | 161    | 47        | 82    | 104   | 87   | 20               | 17           | 36           | 177  | 114          | 116  | 37  | 51  | 267      | 33        | 14    | 8   |
|                                                                                                                            | 14%   | 15%    | 14%    | 27%       | 19%   | 14%   | 10%  | 19%              | 11%          | 13%          | 16%  | 16%          | 19%  | 10% | 11% | 15%      | 16%       | 13%   | 13% |
|                                                                                                                            |       |        |        | def       | ef    | f     |      | h                |              |              |      | mn           | mn   |     |     |          |           |       |     |
|                                                                                                                            |       | 49%    | 50%    | 15%       | 25%   | 32%   | 27%  | 6%               | 5%           | 11%          | 55%  | 35%          | 36%  | 12% | 16% | 83%      | 10%       | 4%    | 3%  |
| A smartphone connected to your TV                                                                                          | 303   | 157    | 142    | 34        | 89    | 118   | 59   | 14               | 28           | 39           | 162  | 93           | 85   | 64  | 52  | 254      | 24        | 14    | 10  |
|                                                                                                                            | 14%   | 15%    | 12%    | 19%       | 20%   | 15%   | 7%   | 14%              | 17%          | 15%          | 15%  | 13%          | 14%  | 17% | 11% | 14%      | 11%       | 13%   | 15% |
|                                                                                                                            |       | b      |        | f         | ef    | f     |      |                  |              |              |      |              |      | n   |     |          |           |       |     |
|                                                                                                                            |       | 52%    | 47%    | 11%       | 29%   | 39%   | 20%  | 5%               | 9%           | 13%          | 53%  | 31%          | 28%  | 21% | 17% | 84%      | 8%        | 5%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

|                                                    | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|----------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                    |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                            |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                   | 3955  | 1887   | 2025   | 338       | 710   | 1389  | 1485 | 207              | 279          | 511          | 1930 | 1191         | 1321 | 480 | 831 | 2541     | 449       | 480   | 485 |
| Effective Weighted Sample                          | 2740  | 1299   | 1414   | 228       | 520   | 969   | 1000 | 143              | 190          | 361          | 1362 | 854          | 966  | 346 | 585 | 2126     | 263       | 329   | 405 |
| Total                                              | 2227  | 1036   | 1166   | 176       | 439   | 761   | 831  | 104              | 164          | 270          | 1110 | 691          | 601  | 386 | 469 | 1837     | 214       | 112   | 64  |
|                                                    |       | 47%    | 52%    | 8%        | 20%   | 34%   | 37%  | 5%               | 7%           | 12%          | 50%  | 31%          | 27%  | 17% | 21% | 82%      | 10%       | 5%    | 3%  |
| Games console connected to your TV                 | 277   | 148    | 125    | 43        | 86    | 124   | 22   | 13               | 25           | 44           | 150  | 59           | 87   | 63  | 59  | 224      | 31        | 13    | 9   |
|                                                    | 12%   | 14%    | 11%    | 25%       | 20%   | 16%   | 3%   | 12%              | 15%          | 16%          | 13%  | 9%           | 15%  | 16% | 13% | 12%      | 14%       | 12%   | 14% |
|                                                    |       | b      |        | ef        | f     | f     |      |                  |              |              |      |              | k    | k   | k   |          |           |       |     |
|                                                    |       | 53%    | 45%    | 16%       | 31%   | 45%   | 8%   | 5%               | 9%           | 16%          | 54%  | 21%          | 32%  | 23% | 21% | 81%      | 11%       | 5%    | 3%  |
| A tablet computer (e.g. iPad) connected to your TV | 186   | 96     | 89     | 11        | 40    | 80    | 52   | 4                | 13           | 27           | 99   | 69           | 48   | 35  | 31  | 152      | 19        | 9     | 6   |
|                                                    | 8%    | 9%     | 8%     | 7%        | 9%    | 11%   | 6%   | 4%               | 8%           | 10%          | 9%   | 10%          | 8%   | 9%  | 7%  | 8%       | 9%        | 8%    | 9%  |
|                                                    |       |        |        |           | f     | f     |      |                  |              | g            | g    | n            |      |     |     |          |           |       |     |
|                                                    |       | 52%    | 48%    | 6%        | 22%   | 43%   | 28%  | 2%               | 7%           | 14%          | 53%  | 37%          | 26%  | 19% | 17% | 82%      | 10%       | 5%    | 3%  |
| None of these                                      | 378   | 162    | 213    | 17        | 54    | 96    | 206  | 29               | 39           | 49           | 151  | 109          | 86   | 57  | 104 | 311      | 38        | 17    | 13  |
|                                                    | 17%   | 16%    | 18%    | 10%       | 12%   | 13%   | 25%  | 28%              | 24%          | 18%          | 14%  | 16%          | 14%  | 15% | 22% | 17%      | 18%       | 15%   | 20% |
|                                                    |       |        |        |           |       | cde   |      | ij               | j            | j            |      |              |      | klm |     |          |           |       |     |
|                                                    |       | 43%    | 56%    | 5%        | 14%   | 25%   | 54%  | 8%               | 10%          | 13%          | 40%  | 29%          | 23%  | 15% | 27% | 82%      | 10%       | 5%    | 3%  |
| Don't know                                         | 87    | 25     | 60     | 10        | 11    | 25    | 41   | 1                | 3            | 7            | 28   | 24           | 21   | 14  | 20  | 73       | 7         | 4     | 4   |
|                                                    | 4%    | 2%     | 5%     | 6%        | 2%    | 3%    | 5%   | 1%               | 2%           | 3%           | 2%   | 3%           | 3%   | 4%  | 4%  | 4%       | 3%        | 4%    | 6%  |
|                                                    |       | a      |        | d         |       | d     |      |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                                    |       | 29%    | 69%    | 12%       | 12%   | 28%   | 47%  | 1%               | 4%           | 8%           | 32%  | 27%          | 24%  | 16% | 22% | 83%      | 8%        | 5%    | 4%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

|                                                                                                                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                                                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                                                                    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                                                           | 3955  | 261             | 360        | 273        | 285       | 249       | 286         | 300           | 263        | 264        | 2995     | 960   | 2396           | 1480        | 2130              | 1825         |
| Effective Weighted Sample                                                                                                  | 2740  | 231             | 327        | 247        | 259       | 221       | 260         | 269           | 227        | 236        | 2301     | 443   | 1695           | 1004        | 1432              | 1309         |
| Total                                                                                                                      | 2227  | 258             | 325        | 187        | 173       | 190       | 161         | 177           | 103        | 264        | 1900     | 327   | 1440           | 739         | 1184              | 1043         |
|                                                                                                                            |       | 12%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 85%      | 15%   | 65%            | 33%         | 53%               | 47%          |
| Using TV apps or services on your smart TV's home screen to stream programmes                                              | 990   | 123             | 158        | 76         | 66        | 87        | 77          | 83            | 39         | 107        | 845      | 146   | 703            | 273         | 536               | 454          |
|                                                                                                                            | 44%   | 48%             | 49%        | 41%        | 38%       | 46%       | 48%         | 47%           | 38%        | 41%        | 44%      | 44%   | 49%            | 37%         | 45%               | 44%          |
|                                                                                                                            |       | dh              | dh         |            |           |           | dh          | dh            |            |            |          |       | m              |             |                   |              |
|                                                                                                                            |       | 12%             | 16%        | 8%         | 7%        | 9%        | 8%          | 8%            | 4%         | 11%        | 85%      | 15%   | 71%            | 28%         | 54%               | 46%          |
| A set-top box connected to your TV (such as Sky Plus/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services | 785   | 78              | 123        | 64         | 62        | 70        | 62          | 55            | 34         | 77         | 660      | 124   | 529            | 243         | 454               | 331          |
|                                                                                                                            | 35%   | 30%             | 38%        | 34%        | 36%       | 37%       | 38%         | 31%           | 33%        | 29%        | 35%      | 38%   | 37%            | 33%         | 38%               | 32%          |
|                                                                                                                            |       |                 | i          |            |           |           | i           |               |            |            |          |       | m              |             | o                 |              |
|                                                                                                                            |       | 10%             | 16%        | 8%         | 8%        | 9%        | 8%          | 7%            | 4%         | 10%        | 84%      | 16%   | 67%            | 31%         | 58%               | 42%          |
| A streaming box or stick (such as Amazon Fire TV, NOW TV, Google Chromecast, Roku, Apple TV) connected to your TV          | 652   | 71              | 98         | 54         | 48        | 59        | 42          | 43            | 25         | 79         | 561      | 91    | 464            | 174         | 343               | 309          |
|                                                                                                                            | 29%   | 28%             | 30%        | 29%        | 28%       | 31%       | 26%         | 25%           | 25%        | 30%        | 30%      | 28%   | 32%            | 24%         | 29%               | 30%          |
|                                                                                                                            |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                                                                                                                            |       | 11%             | 15%        | 8%         | 7%        | 9%        | 6%          | 7%            | 4%         | 12%        | 86%      | 14%   | 71%            | 27%         | 53%               | 47%          |
| A laptop/ computer/ netbook connected to your TV                                                                           | 323   | 46              | 57         | 29         | 22        | 21        | 25          | 21            | 11         | 34         | 282      | 40    | 217            | 103         | 160               | 162          |
|                                                                                                                            | 14%   | 18%             | 18%        | 15%        | 13%       | 11%       | 15%         | 12%           | 10%        | 13%        | 15%      | 12%   | 15%            | 14%         | 14%               | 16%          |
|                                                                                                                            |       | eh              | eh         |            |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                                                                                                            |       | 14%             | 18%        | 9%         | 7%        | 6%        | 8%          | 7%            | 3%         | 11%        | 87%      | 13%   | 67%            | 32%         | 50%               | 50%          |
| A smartphone connected to your TV                                                                                          | 303   | 41              | 51         | 25         | 23        | 37        | 23          | 16            | 13         | 27         | 271      | 31    | 231            | 69          | 126               | 176          |
|                                                                                                                            | 14%   | 16%             | 16%        | 13%        | 13%       | 19%       | 14%         | 9%            | 12%        | 10%        | 14%      | 10%   | 16%            | 9%          | 11%               | 17%          |
|                                                                                                                            |       | g               | g          |            |           | ghi       |             |               |            |            | k        |       | m              |             |                   | n            |
|                                                                                                                            |       | 14%             | 17%        | 8%         | 8%        | 12%       | 8%          | 5%            | 4%         | 9%         | 90%      | 10%   | 76%            | 23%         | 42%               | 58%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

|                                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|----------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                            |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                   | 3955  | 261             | 360        | 273        | 285       | 249       | 286         | 300           | 263        | 264        | 2995     | 960   | 2396           | 1480        | 2130              | 1825        |
| Effective Weighted Sample                          | 2740  | 231             | 327        | 247        | 259       | 221       | 260         | 269           | 227        | 236        | 2301     | 443   | 1695           | 1004        | 1432              | 1309        |
| Total                                              | 2227  | 258             | 325        | 187        | 173       | 190       | 161         | 177           | 103        | 264        | 1900     | 327   | 1440           | 739         | 1184              | 1043        |
|                                                    |       | 12%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 12%        | 85%      | 15%   | 65%            | 33%         | 53%               | 47%         |
| Games console connected to your TV                 | 277   | 25              | 43         | 25         | 21        | 26        | 17          | 29            | 15         | 23         | 252      | 25    | 209            | 63          | 115               | 162         |
|                                                    | 12%   | 10%             | 13%        | 13%        | 12%       | 14%       | 11%         | 16%           | 15%        | 9%         | 13%      | 8%    | 14%            | 9%          | 10%               | 16%         |
|                                                    |       | 9%              | 16%        | 9%         | 7%        | 9%        | 6%          | 10%           | 5%         | 8%         | 91%      | 9%    | 75%            | 23%         | 42%               | 58%         |
| A tablet computer (e.g. iPad) connected to your TV | 186   | 23              | 37         | 17         | 10        | 13        | 11          | 11            | 8          | 22         | 156      | 30    | 136            | 49          | 96                | 90          |
|                                                    | 8%    | 9%              | 11%        | 9%         | 6%        | 7%        | 7%          | 6%            | 8%         | 8%         | 8%       | 9%    | 9%             | 7%          | 8%                | 9%          |
|                                                    |       | 12%             | 20%        | 9%         | 6%        | 7%        | 6%          | 6%            | 4%         | 12%        | 84%      | 16%   | 73%            | 27%         | 52%               | 48%         |
| None of these                                      | 378   | 39              | 47         | 37         | 28        | 32        | 26          | 30            | 19         | 53         | 316      | 62    | 201            | 170         | 205               | 173         |
|                                                    | 17%   | 15%             | 14%        | 20%        | 16%       | 17%       | 16%         | 17%           | 18%        | 20%        | 17%      | 19%   | 14%            | 23%         | 17%               | 17%         |
|                                                    |       | 10%             | 12%        | 10%        | 8%        | 8%        | 7%          | 8%            | 5%         | 14%        | 84%      | 16%   | 53%            | 45%         | 54%               | 46%         |
| Don't know                                         | 87    | 11              | 11         | 9          | 5         | 6         | 3           | 7             | 6          | 13         | 78       | 9     | 40             | 39          | 40                | 47          |
|                                                    | 4%    | 4%              | 3%         | 5%         | 3%        | 3%        | 2%          | 4%            | 6%         | 5%         | 4%       | 3%    | 3%             | 5%          | 3%                | 4%          |
|                                                    |       | 13%             | 13%        | 11%        | 6%        | 7%        | 4%          | 8%            | 7%         | 15%        | 89%      | 11%   | 45%            | 45%         | 46%               | 54%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

**QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)**

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

|                                                                                                                            | Total      | TV SERVICES          |                      |                       |             |                               |                        |
|----------------------------------------------------------------------------------------------------------------------------|------------|----------------------|----------------------|-----------------------|-------------|-------------------------------|------------------------|
|                                                                                                                            |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                                                    |            |                      |                      |                       |             |                               |                        |
| Unweighted total                                                                                                           | 3955       | 2126                 | 1797                 | 3385                  | 3309        | 1800                          | 3919                   |
| Effective Weighted Sample                                                                                                  | 2740       | 1462                 | 1250                 | 2365                  | 2292        | 1256                          | 2715                   |
| Total                                                                                                                      | 2227       | 1200<br>54%          | 1016<br>46%          | 1906<br>86%           | 1866<br>84% | 1009<br>45%                   | 2203<br>99%            |
| Using TV apps or services on your smart TV's home screen to stream programmes                                              | 990<br>44% | 541<br>45%           | 469<br>46%           | 913<br>48%            | 922<br>49%  | 550<br>55%                    | 985<br>45%             |
|                                                                                                                            |            | 55%                  | 47%                  | f<br>92%              | af<br>93%   | abcdf<br>56%                  | 99%                    |
| A set-top box connected to your TV (such as Sky Plus/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services | 785<br>35% | 725<br>60%           | 234<br>23%           | 734<br>39%            | 700<br>38%  | 367<br>36%                    | 784<br>36%             |
|                                                                                                                            |            | bcdef<br>92%         | 30%                  | bf<br>94%             | b<br>89%    | b<br>47%                      | b<br>100%              |
| A streaming box or stick (such as Amazon Fire TV, NOW TV, Google Chromecast, Roku, Apple TV) connected to your TV          | 652<br>29% | 330<br>28%           | 332<br>33%           | 609<br>32%            | 623<br>33%  | 371<br>37%                    | 650<br>30%             |
|                                                                                                                            |            | 51%                  | af<br>51%            | a<br>93%              | af<br>96%   | abcdf<br>57%                  | 100%                   |
| A laptop/ computer/ netbook connected to your TV                                                                           | 323<br>14% | 155<br>13%           | 152<br>15%           | 295<br>15%            | 291<br>16%  | 197<br>20%                    | 322<br>15%             |
|                                                                                                                            |            | 48%                  | 47%                  | a<br>92%              | a<br>90%    | abcdf<br>61%                  | 100%                   |
| A smartphone connected to your TV                                                                                          | 303<br>14% | 178<br>15%           | 130<br>13%           | 276<br>14%            | 282<br>15%  | 212<br>21%                    | 302<br>14%             |
|                                                                                                                            |            | 59%                  | 43%                  | 91%                   | 93%         | abcdf<br>70%                  | 100%                   |
| Columns Tested: a,b,c,d,e,f                                                                                                |            |                      |                      |                       |             |                               |                        |

QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

|                                                    | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|----------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                    |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                            |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                                   | 3955  | 2126            | 1797            | 3385             | 3309 | 1800          | 3919              |
| Effective Weighted Sample                          | 2740  | 1462            | 1250            | 2365             | 2292 | 1256          | 2715              |
| Total                                              | 2227  | 1200            | 1016            | 1906             | 1866 | 1009          | 2203              |
|                                                    |       | 54%             | 46%             | 86%              | 84%  | 45%           | 99%               |
| Games console connected to your TV                 | 277   | 157             | 117             | 244              | 270  | 182           | 277               |
|                                                    | 12%   | 13%             | 12%             | 13%              | 14%  | 18%           | 13%               |
|                                                    |       |                 |                 |                  | bf   | abcdf         |                   |
|                                                    |       | 57%             | 42%             | 88%              | 97%  | 66%           | 100%              |
| A tablet computer (e.g. iPad) connected to your TV | 186   | 112             | 101             | 169              | 169  | 126           | 186               |
|                                                    | 8%    | 9%              | 10%             | 9%               | 9%   | 12%           | 8%                |
|                                                    |       |                 |                 |                  |      | abcdf         |                   |
|                                                    |       | 60%             | 55%             | 91%              | 91%  | 68%           | 100%              |
| None of these                                      | 378   | 123             | 203             | 249              | 218  | 96            | 364               |
|                                                    | 17%   | 10%             | 20%             | 13%              | 12%  | 10%           | 17%               |
|                                                    |       |                 | acdef           | ae               |      |               | acde              |
|                                                    |       | 33%             | 54%             | 66%              | 58%  | 25%           | 96%               |
| Don't know                                         | 87    | 52              | 30              | 66               | 70   | 21            | 85                |
|                                                    | 4%    | 4%              | 3%              | 3%               | 4%   | 2%            | 4%                |
|                                                    |       | e               |                 | e                | e    |               | e                 |
|                                                    |       | 60%             | 35%             | 76%              | 80%  | 24%           | 98%               |

Columns Tested: a,b,c,d,e,f

## QH65A. How frequently, if at all, do you watch each of these channels - RTE 1 (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |      |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|------|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%   |       | a      | b      | ~c        | ~d    | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | ~o       | ~p        | ~q    | r    |
| Unweighted total          | 553   | 271    | 274    | 67        | 95    | 221   | 166 | 37               | 38           | 89           | 241  | 143          | 195 | 74 | 117 | -        | -         | -     | 553  |
| Effective Weighted Sample | 459   | 222    | 232    | 57        | 82    | 189   | 137 | 31               | 32           | 76           | 209  | 130          | 180 | 67 | 105 | -        | -         | -     | 459  |
| Total                     | 74    | 34     | 38     | 9         | 15    | 25    | 24  | 6                | 6            | 14           | 28   | 17           | 18  | 14 | 21  | -        | -         | -     | 74   |
|                           |       | 46%    | 52%    | **        | **    | 34%   | 32% | **               | **           | **           | 38%  | 24%          | 24% | ** | 28% | **       | **        | **    | 100% |
| Every day                 | 5     | 3      | 2      | **        | **    | 1     | 3   | **               | **           | **           | 3    | 2            | 1   | ** | 1   | **       | **        | **    | 5    |
|                           | 7%    | 8%     | 6%     | **        | **    | 4%    | 12% | **               | **           | **           | 9%   | 11%          | 6%  | ** | 4%  | **       | **        | **    | 7%   |
|                           |       |        |        |           |       | e     |     |                  |              |              |      |              |     |    |     |          |           |       |      |
|                           |       | 54%    | 46%    | **        | **    | 22%   | 54% | **               | **           | **           | 51%  | 35%          | 22% | ** | 16% | **       | **        | **    | 100% |
| At least weekly           | 9     | 5      | 4      | **        | **    | 3     | 4   | **               | **           | **           | 4    | 2            | 2   | ** | 2   | **       | **        | **    | 9    |
|                           | 12%   | 15%    | 10%    | **        | **    | 13%   | 16% | **               | **           | **           | 14%  | 13%          | 10% | ** | 11% | **       | **        | **    | 12%  |
|                           |       | 57%    | 43%    | **        | **    | 37%   | 41% | **               | **           | **           | 42%  | 24%          | 19% | ** | 25% | **       | **        | **    | 100% |
| At least monthly          | 6     | 3      | 3      | **        | **    | 2     | 3   | **               | **           | **           | 2    | 2            | 1   | ** | 1   | **       | **        | **    | 6    |
|                           | 8%    | 9%     | 7%     | **        | **    | 7%    | 11% | **               | **           | **           | 8%   | 11%          | 8%  | ** | 4%  | **       | **        | **    | 8%   |
|                           |       | 53%    | 47%    | **        | **    | 31%   | 45% | **               | **           | **           | 39%  | 33%          | 24% | ** | 16% | **       | **        | **    | 100% |
| Less often than monthly   | 13    | 6      | 7      | **        | **    | 5     | 4   | **               | **           | **           | 5    | 4            | 3   | ** | 4   | **       | **        | **    | 13   |
|                           | 18%   | 16%    | 18%    | **        | **    | 18%   | 15% | **               | **           | **           | 16%  | 21%          | 16% | ** | 20% | **       | **        | **    | 18%  |
|                           |       | 43%    | 54%    | **        | **    | 36%   | 27% | **               | **           | **           | 34%  | 27%          | 22% | ** | 31% | **       | **        | **    | 100% |
| Never                     | 38    | 16     | 21     | **        | **    | 14    | 11  | **               | **           | **           | 14   | 8            | 10  | ** | 12  | **       | **        | **    | 38   |
|                           | 52%   | 47%    | 56%    | **        | **    | 55%   | 44% | **               | **           | **           | 51%  | 43%          | 59% | ** | 56% | **       | **        | **    | 52%  |
|                           |       |        |        |           |       | k     |     |                  |              |              |      |              |     |    |     |          |           |       |      |
|                           |       | 42%    | 56%    | **        | **    | 36%   | 28% | **               | **           | **           | 38%  | 20%          | 27% | ** | 30% | **       | **        | **    | 100% |
| Don't know                | 2     | 1      | 1      | **        | **    | *     | 1   | **               | **           | **           | 1    | *            | *   | ** | 1   | **       | **        | **    | 2    |
|                           | 3%    | 3%     | 2%     | **        | **    | 1%    | 2%  | **               | **           | **           | 2%   | 1%           | 1%  | ** | 4%  | **       | **        | **    | 3%   |
|                           |       |        |        |           |       | l     |     |                  |              |              |      |              |     |    |     |          |           |       |      |
|                           |       | 56%    | 44%    | **        | **    | 10%   | 26% | **               | **           | **           | 29%  | 10%          | 6%  | ** | 42% | **       | **        | **    | 100% |
| AT LEAST MONTHLY          | 20    | 11     | 9      | **        | **    | 6     | 9   | **               | **           | **           | 9    | 6            | 4   | ** | 4   | **       | **        | **    | 20   |
|                           | 27%   | 32%    | 23%    | **        | **    | 25%   | 38% | **               | **           | **           | 31%  | 34%          | 24% | ** | 20% | **       | **        | **    | 27%  |
|                           |       | b      |        |           |       | e     |     |                  |              |              |      | ln           |     |    |     |          |           |       |      |
|                           |       | 55%    | 45%    | **        | **    | 31%   | 45% | **               | **           | **           | 44%  | 29%          | 21% | ** | 20% | **       | **        | **    | 100% |
| EVER WATCH                | 33    | 17     | 16     | **        | **    | 11    | 13  | **               | **           | **           | 13   | 9            | 7   | ** | 8   | **       | **        | **    | 33   |
|                           | 45%   | 49%    | 42%    | **        | **    | 43%   | 53% | **               | **           | **           | 47%  | 55%          | 40% | ** | 40% | **       | **        | **    | 45%  |
|                           |       |        |        |           |       | ln    |     |                  |              |              |      |              |     |    |     |          |           |       |      |
|                           |       | 50%    | 48%    | **        | **    | 33%   | 38% | **               | **           | **           | 40%  | 29%          | 21% | ** | 25% | **       | **        | **    | 100% |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH65A. How frequently, if at all, do you watch each of these channels - RTE 1 (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%   |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o           |
| Unweighted total          | 553   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 322      | 231   | 335            | 204         | 304               | 249         |
| Effective Weighted Sample | 459   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 269      | 196   | 279            | 169         | 256               | 204         |
| Total                     | 74    | -               | -          | -          | -         | -         | -           | -             | -          | -          | 47       | 27    | 44             | 28          | 39                | 35          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 64%      | 36%   | 60%            | 37%         | 53%               | 47%         |
| Every day                 | 5     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3        | 2     | 3              | 3           | 2                 | 3           |
|                           | 7%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7%       | 8%    | 6%             | 9%          | 6%                | 8%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 60%      | 40%   | 50%            | 48%         | 44%               | 56%         |
| At least weekly           | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6        | 4     | 5              | 4           | 6                 | 4           |
|                           | 12%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 12%      | 13%   | 11%            | 14%         | 14%               | 10%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 62%      | 38%   | 52%            | 43%         | 61%               | 39%         |
| At least monthly          | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4        | 2     | 3              | 2           | 3                 | 3           |
|                           | 8%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | 7%    | 7%             | 8%          | 8%                | 8%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 67%      | 33%   | 57%            | 40%         | 54%               | 46%         |
| Less often than monthly   | 13    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8        | 6     | 8              | 5           | 8                 | 5           |
|                           | 18%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 16%      | 21%   | 18%            | 17%         | 20%               | 15%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 58%      | 42%   | 60%            | 36%         | 61%               | 39%         |
| Never                     | 38    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 26       | 13    | 24             | 13          | 19                | 19          |
|                           | 52%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 55%      | 47%   | 55%            | 47%         | 49%               | 55%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 67%      | 33%   | 64%            | 34%         | 50%               | 50%         |
| Don't know                | 2     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 1     | 1              | 1           | 1                 | 1           |
|                           | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2%       | 4%    | 2%             | 4%          | 2%                | 3%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 48%      | 52%   | 51%            | 49%         | 45%               | 55%         |
| AT LEAST MONTHLY          | 20    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 13       | 7     | 11             | 9           | 11                | 9           |
|                           | 27%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 27%      | 28%   | 24%            | 32%         | 28%               | 26%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 63%      | 37%   | 53%            | 43%         | 55%               | 45%         |
| EVER WATCH                | 33    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 20       | 13    | 19             | 13          | 19                | 14          |
|                           | 45%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 43%      | 48%   | 42%            | 49%         | 48%               | 41%         |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 61%      | 39%   | 56%            | 40%         | 57%               | 43%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QH65A. How frequently, if at all, do you watch each of these channels - RTE 1 (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                    |                        |
| Unweighted total          | 553   | 279                  | 253                  | 441                   | 455       | 264                | 543                    |
| Effective Weighted Sample | 459   | 231                  | 210                  | 372                   | 385       | 224                | 452                    |
| Total                     | 74    | 37                   | 33                   | 58                    | 59        | 34                 | 72                     |
|                           |       | 50%                  | 45%                  | 78%                   | 80%       | 46%                | 97%                    |
| Every day                 | 5     | 2                    | 3                    | 4                     | 4         | 1                  | 5                      |
|                           | 7%    | 7%                   | 8%                   | 7%                    | 7%        | 4%                 | 7%                     |
|                           |       |                      | e                    |                       |           |                    |                        |
|                           |       | 47%                  | 54%                  | 79%                   | 75%       | 24%                | 95%                    |
| At least weekly           | 9     | 5                    | 5                    | 8                     | 7         | 5                  | 9                      |
|                           | 12%   | 14%                  | 16%                  | 14%                   | 12%       | 14%                | 13%                    |
|                           |       | 58%                  | 57%                  | 90%                   | 75%       | 51%                | 99%                    |
| At least monthly          | 6     | 4                    | 2                    | 5                     | 5         | 2                  | 6                      |
|                           | 8%    | 10%                  | 7%                   | 9%                    | 9%        | 7%                 | 8%                     |
|                           |       | 67%                  | 39%                  | 89%                   | 88%       | 41%                | 100%                   |
| Less often than monthly   | 13    | 8                    | 6                    | 11                    | 11        | 7                  | 13                     |
|                           | 18%   | 20%                  | 17%                  | 19%                   | 18%       | 20%                | 18%                    |
|                           |       | 58%                  | 43%                  | 81%                   | 82%       | 52%                | 97%                    |
| Never                     | 38    | 17                   | 17                   | 28                    | 31        | 17                 | 37                     |
|                           | 52%   | 45%                  | 50%                  | 49%                   | 52%       | 52%                | 52%                    |
|                           |       | 44%                  | 43%                  | 73%                   | 80%       | 46%                | 97%                    |
| Don't know                | 2     | 1                    | 1                    | 1                     | 1         | 1                  | 2                      |
|                           | 3%    | 3%                   | 2%                   | 2%                    | 2%        | 3%                 | 3%                     |
|                           |       | 57%                  | 37%                  | 60%                   | 65%       | 52%                | 100%                   |
| AT LEAST MONTHLY          | 20    | 12                   | 10                   | 17                    | 16        | 8                  | 20                     |
|                           | 27%   | 31%                  | 31%                  | 30%                   | 27%       | 24%                | 27%                    |
|                           |       | 57%                  | 51%                  | 87%                   | 79%       | 41%                | 98%                    |
| EVER WATCH                | 33    | 19                   | 16                   | 28                    | 27        | 15                 | 33                     |
|                           | 45%   | 51%                  | 48%                  | 49%                   | 45%       | 45%                | 45%                    |
|                           |       | 58%                  | 48%                  | 85%                   | 80%       | 45%                | 98%                    |

Columns Tested: a,b,c,d,e,f



## QH65b. How frequently, if at all, do you watch each of these channels - RTE 2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |      |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|------|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%   |       | a      | b      | ~c        | ~d    | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | ~o       | ~p        | ~q    | r    |
| Unweighted total          | 553   | 271    | 274    | 67        | 95    | 221   | 166 | 37               | 38           | 89           | 241  | 143          | 195 | 74 | 117 | -        | -         | -     | 553  |
| Effective Weighted Sample | 459   | 222    | 232    | 57        | 82    | 189   | 137 | 31               | 32           | 76           | 209  | 130          | 180 | 67 | 105 | -        | -         | -     | 459  |
| Total                     | 74    | 34     | 38     | 9         | 15    | 25    | 24  | 6                | 6            | 14           | 28   | 17           | 18  | 14 | 21  | -        | -         | -     | 74   |
|                           |       | 46%    | 52%    | **        | **    | 34%   | 32% | **               | **           | **           | 38%  | 24%          | 24% | ** | 28% | **       | **        | **    | 100% |
| Every day                 | 3     | 1      | 2      | **        | **    | 1     | 1   | **               | **           | **           | 1    | 1            | *   | ** | *   | **       | **        | **    | 3    |
|                           | 4%    | 4%     | 4%     | **        | **    | 3%    | 6%  | **               | **           | **           | 5%   | 8%           | 2%  | ** | 2%  | **       | **        | **    | 4%   |
|                           |       |        |        |           |       |       |     |                  |              |              |      | l            |     |    |     |          |           |       |      |
|                           |       | 43%    | 57%    | **        | **    | 25%   | 49% | **               | **           | **           | 51%  | 48%          | 12% | ** | 16% | **       | **        | **    | 100% |
| At least weekly           | 9     | 6      | 3      | **        | **    | 3     | 4   | **               | **           | **           | 4    | 2            | 2   | ** | 2   | **       | **        | **    | 9    |
|                           | 12%   | 16%    | 9%     | **        | **    | 13%   | 17% | **               | **           | **           | 13%  | 11%          | 10% | ** | 11% | **       | **        | **    | 12%  |
|                           |       | b      |        |           |       |       |     |                  |              |              |      |              |     |    |     |          |           |       |      |
|                           |       | 62%    | 38%    | **        | **    | 36%   | 47% | **               | **           | **           | 40%  | 21%          | 21% | ** | 26% | **       | **        | **    | 100% |
| At least monthly          | 6     | 3      | 3      | **        | **    | 2     | 2   | **               | **           | **           | 2    | 2            | 1   | ** | 1   | **       | **        | **    | 6    |
|                           | 8%    | 8%     | 8%     | **        | **    | 8%    | 7%  | **               | **           | **           | 8%   | 10%          | 8%  | ** | 6%  | **       | **        | **    | 8%   |
|                           |       | 50%    | 50%    | **        | **    | 36%   | 29% | **               | **           | **           | 40%  | 30%          | 23% | ** | 21% | **       | **        | **    | 100% |
| Less often than monthly   | 14    | 7      | 7      | **        | **    | 4     | 4   | **               | **           | **           | 5    | 4            | 3   | ** | 4   | **       | **        | **    | 14   |
|                           | 18%   | 19%    | 17%    | **        | **    | 17%   | 17% | **               | **           | **           | 17%  | 22%          | 15% | ** | 20% | **       | **        | **    | 18%  |
|                           |       | 49%    | 48%    | **        | **    | 31%   | 30% | **               | **           | **           | 36%  | 28%          | 20% | ** | 30% | **       | **        | **    | 100% |
| Never                     | 40    | 17     | 23     | **        | **    | 15    | 11  | **               | **           | **           | 16   | 8            | 11  | ** | 11  | **       | **        | **    | 40   |
|                           | 55%   | 49%    | 60%    | **        | **    | 58%   | 48% | **               | **           | **           | 55%  | 47%          | 64% | ** | 56% | **       | **        | **    | 55%  |
|                           |       |        | a      |           |       |       |     |                  |              |              |      |              | k   |    |     |          |           |       |      |
|                           |       | 41%    | 57%    | **        | **    | 36%   | 28% | **               | **           | **           | 38%  | 20%          | 28% | ** | 28% | **       | **        | **    | 100% |
| Don't know                | 2     | 1      | 1      | **        | **    | *     | 1   | **               | **           | **           | *    | *            | *   | ** | 1   | **       | **        | **    | 2    |
|                           | 3%    | 3%     | 2%     | **        | **    | %     | 4%  | **               | **           | **           | 2%   | 2%           | 1%  | ** | 5%  | **       | **        | **    | 3%   |
|                           |       |        | e      |           |       |       |     |                  |              |              |      |              |     |    | l   |          |           |       |      |
|                           |       | 52%    | 48%    | **        | **    | 5%    | 44% | **               | **           | **           | 24%  | 18%          | 6%  | ** | 55% | **       | **        | **    | 100% |
| AT LEAST MONTHLY          | 18    | 10     | 8      | **        | **    | 6     | 7   | **               | **           | **           | 7    | 5            | 4   | ** | 4   | **       | **        | **    | 18   |
|                           | 24%   | 28%    | 21%    | **        | **    | 24%   | 31% | **               | **           | **           | 26%  | 29%          | 20% | ** | 19% | **       | **        | **    | 24%  |
|                           |       | 55%    | 45%    | **        | **    | 34%   | 41% | **               | **           | **           | 42%  | 28%          | 20% | ** | 22% | **       | **        | **    | 100% |
| EVER WATCH                | 31    | 16     | 14     | **        | **    | 10    | 11  | **               | **           | **           | 12   | 9            | 6   | ** | 8   | **       | **        | **    | 31   |
|                           | 42%   | 48%    | 38%    | **        | **    | 41%   | 48% | **               | **           | **           | 43%  | 50%          | 35% | ** | 39% | **       | **        | **    | 42%  |
|                           |       | b      |        |           |       |       |     |                  |              |              |      | l            |     |    |     |          |           |       |      |
|                           |       | 52%    | 46%    | **        | **    | 33%   | 36% | **               | **           | **           | 39%  | 28%          | 20% | ** | 26% | **       | **        | **    | 100% |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH65b. How frequently, if at all, do you watch each of these channels - RTE 2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 553   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 322      | 231   | 335            | 204         | 304               | 249          |
| Effective Weighted Sample | 459   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 269      | 196   | 279            | 169         | 256               | 204          |
| Total                     | 74    | -               | -          | -          | -         | -         | -           | -             | -          | -          | 47       | 27    | 44             | 28          | 39                | 35           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 64%      | 36%   | 60%            | 37%         | 53%               | 47%          |
| Every day                 | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2        | 1     | 2              | 1           | 1                 | 2            |
|                           | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3%       | 5%    | 4%             | 4%          | 2%                | 6%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 55%      | 45%   | 58%            | 42%         | 29%               | 71%          |
| At least weekly           | 9     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6        | 3     | 4              | 4           | 5                 | 3            |
|                           | 12%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 12%      | 12%   | 9%             | 16%         | 14%               | 10%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 63%      | 37%   | 46%            | 49%         | 61%               | 39%          |
| At least monthly          | 6     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4        | 2     | 4              | 2           | 3                 | 3            |
|                           | 8%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | 7%    | 8%             | 7%          | 7%                | 9%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 67%      | 33%   | 63%            | 33%         | 44%               | 56%          |
| Less often than monthly   | 14    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8        | 6     | 8              | 5           | 9                 | 5            |
|                           | 18%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 17%      | 21%   | 18%            | 18%         | 22%               | 14%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 59%      | 41%   | 59%            | 37%         | 65%               | 35%          |
| Never                     | 40    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 27       | 14    | 26             | 14          | 21                | 20           |
|                           | 55%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 57%      | 51%   | 58%            | 50%         | 53%               | 56%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 66%      | 34%   | 64%            | 34%         | 52%               | 48%          |
| Don't know                | 2     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 1     | 1              | 1           | 1                 | 1            |
|                           | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2%       | 3%    | 2%             | 5%          | 2%                | 3%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 53%      | 47%   | 35%            | 65%         | 38%               | 62%          |
| AT LEAST MONTHLY          | 18    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11       | 7     | 9              | 8           | 9                 | 9            |
|                           | 24%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 24%      | 24%   | 21%            | 27%         | 23%               | 25%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 63%      | 37%   | 54%            | 43%         | 50%               | 50%          |
| EVER WATCH                | 31    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 19       | 12    | 18             | 13          | 18                | 14           |
|                           | 42%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 41%      | 45%   | 40%            | 45%         | 45%               | 39%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 61%      | 39%   | 56%            | 40%         | 56%               | 44%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

**QH65b. How frequently, if at all, do you watch each of these channels - RTE 2? (SINGLE CODE)**

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

|                           | TV SERVICES |           |           |          |         |           |          |
|---------------------------|-------------|-----------|-----------|----------|---------|-----------|----------|
|                           | Total       | PAID TRAD | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                           |             | TV        | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
| Significance Level: 95%   |             | a         | b         | c        | d       | e         | f        |
| Unweighted total          | 553         | 279       | 253       | 441      | 455     | 264       | 543      |
| Effective Weighted Sample | 459         | 231       | 210       | 372      | 385     | 224       | 452      |
| Total                     | 74          | 37        | 33        | 58       | 59      | 34        | 72       |
|                           |             | 50%       | 45%       | 78%      | 80%     | 46%       | 97%      |
| Every day                 | 3           | 2         | 1         | 2        | 2       | 1         | 3        |
|                           | 4%          | 4%        | 4%        | 4%       | 3%      | 2%        | 4%       |
|                           |             | 54%       | 51%       | 78%      | 68%     | 18%       | 95%      |
| At least weekly           | 9           | 5         | 5         | 8        | 7       | 5         | 9        |
|                           | 12%         | 12%       | 16%       | 13%      | 11%     | 14%       | 12%      |
|                           |             | 52%       | 59%       | 87%      | 76%     | 54%       | 98%      |
| At least monthly          | 6           | 4         | 3         | 5        | 5       | 3         | 6        |
|                           | 8%          | 10%       | 8%        | 9%       | 9%      | 8%        | 8%       |
|                           |             | 62%       | 44%       | 86%      | 87%     | 46%       | 98%      |
| Less often than monthly   | 14          | 8         | 6         | 11       | 11      | 6         | 13       |
|                           | 18%         | 22%       | 17%       | 19%      | 18%     | 19%       | 18%      |
|                           |             | 59%       | 41%       | 82%      | 80%     | 47%       | 97%      |
| Never                     | 40          | 18        | 17        | 30       | 33      | 18        | 39       |
|                           | 55%         | 49%       | 52%       | 52%      | 56%     | 53%       | 55%      |
|                           |             | 45%       | 43%       | 74%      | 81%     | 44%       | 97%      |
| Don't know                | 2           | 1         | 1         | 1        | 1       | 1         | 2        |
|                           | 3%          | 3%        | 3%        | 2%       | 2%      | 4%        | 3%       |
|                           |             | 51%       | 58%       | 56%      | 64%     | 66%       | 100%     |
| AT LEAST MONTHLY          | 18          | 10        | 9         | 15       | 14      | 8         | 17       |
|                           | 24%         | 26%       | 28%       | 26%      | 23%     | 24%       | 24%      |
|                           |             | 55%       | 53%       | 85%      | 78%     | 45%       | 98%      |
| EVER WATCH                | 31          | 18        | 15        | 26       | 25      | 14        | 31       |
|                           | 42%         | 48%       | 45%       | 45%      | 42%     | 43%       | 42%      |
|                           |             | 57%       | 48%       | 84%      | 79%     | 46%       | 98%      |

Columns Tested: a,b,c,d,e,f

## QH65C. How frequently, if at all, do you watch each of these channels - Virgin Media One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |      |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|------|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%   |       | a      | b      | ~c        | ~d    | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | ~o       | ~p        | ~q    | r    |
| Unweighted total          | 553   | 271    | 274    | 67        | 95    | 221   | 166 | 37               | 38           | 89           | 241  | 143          | 195 | 74 | 117 | -        | -         | -     | 553  |
| Effective Weighted Sample | 459   | 222    | 232    | 57        | 82    | 189   | 137 | 31               | 32           | 76           | 209  | 130          | 180 | 67 | 105 | -        | -         | -     | 459  |
| Total                     | 74    | 34     | 38     | 9         | 15    | 25    | 24  | 6                | 6            | 14           | 28   | 17           | 18  | 14 | 21  | -        | -         | -     | 74   |
|                           |       | 46%    | 52%    | **        | **    | 34%   | 32% | **               | **           | **           | 38%  | 24%          | 24% | ** | 28% | **       | **        | **    | 100% |
| Every day                 | 2     | 1      | 1      | **        | **    | 1     | 1   | **               | **           | **           | 1    | 1            | 1   | ** | 1   | **       | **        | **    | 2    |
|                           | 3%    | 3%     | 4%     | **        | **    | 5%    | 3%  | **               | **           | **           | 4%   | 5%           | 3%  | ** | 4%  | **       | **        | **    | 3%   |
|                           |       | 42%    | 58%    | **        | **    | 49%   | 32% | **               | **           | **           | 46%  | 38%          | 23% | ** | 34% | **       | **        | **    | 100% |
| At least weekly           | 2     | 1      | 1      | **        | **    | 1     | 1   | **               | **           | **           | 1    | 1            | *   | ** | *   | **       | **        | **    | 2    |
|                           | 3%    | 3%     | 3%     | **        | **    | 3%    | 4%  | **               | **           | **           | 4%   | 3%           | 2%  | ** | 1%  | **       | **        | **    | 3%   |
|                           |       | 51%    | 49%    | **        | **    | 32%   | 48% | **               | **           | **           | 53%  | 25%          | 19% | ** | 13% | **       | **        | **    | 100% |
| At least monthly          | 2     | 1      | 1      | **        | **    | 1     | 1   | **               | **           | **           | 1    | *            | *   | ** | 1   | **       | **        | **    | 2    |
|                           | 3%    | 3%     | 3%     | **        | **    | 2%    | 3%  | **               | **           | **           | 2%   | 2%           | 2%  | ** | 3%  | **       | **        | **    | 3%   |
|                           |       | 49%    | 51%    | **        | **    | 32%   | 36% | **               | **           | **           | 30%  | 14%          | 14% | ** | 27% | **       | **        | **    | 100% |
| Less often than monthly   | 4     | 2      | 2      | **        | **    | 1     | 1   | **               | **           | **           | 2    | 1            | 1   | ** | *   | **       | **        | **    | 4    |
|                           | 5%    | 6%     | 5%     | **        | **    | 5%    | 5%  | **               | **           | **           | 6%   | 6%           | 6%  | ** | 2%  | **       | **        | **    | 5%   |
|                           |       | 52%    | 44%    | **        | **    | 30%   | 31% | **               | **           | **           | 40%  | 28%          | 25% | ** | 10% | **       | **        | **    | 100% |
| Never                     | 59    | 27     | 32     | **        | **    | 21    | 18  | **               | **           | **           | 23   | 13           | 15  | ** | 17  | **       | **        | **    | 59   |
|                           | 80%   | 78%    | 82%    | **        | **    | 82%   | 77% | **               | **           | **           | 81%  | 78%          | 84% | ** | 85% | **       | **        | **    | 80%  |
|                           |       | 45%    | 53%    | **        | **    | 35%   | 31% | **               | **           | **           | 39%  | 23%          | 25% | ** | 29% | **       | **        | **    | 100% |
| Don't know                | 4     | 2      | 2      | **        | **    | 1     | 2   | **               | **           | **           | 1    | 1            | *   | ** | 1   | **       | **        | **    | 4    |
|                           | 5%    | 6%     | 4%     | **        | **    | 2%    | 7%  | **               | **           | **           | 3%   | 5%           | 2%  | ** | 6%  | **       | **        | **    | 5%   |
|                           |       |        |        |           |       | e     |     |                  |              |              |      |              |     |    |     |          |           |       |      |
|                           |       | 58%    | 42%    | **        | **    | 15%   | 45% | **               | **           | **           | 21%  | 26%          | 12% | ** | 33% | **       | **        | **    | 100% |
| AT LEAST MONTHLY          | 7     | 3      | 3      | **        | **    | 2     | 3   | **               | **           | **           | 3    | 2            | 1   | ** | 2   | **       | **        | **    | 7    |
|                           | 9%    | 9%     | 9%     | **        | **    | 10%   | 11% | **               | **           | **           | 10%  | 10%          | 7%  | ** | 8%  | **       | **        | **    | 9%   |
|                           |       | 47%    | 53%    | **        | **    | 38%   | 39% | **               | **           | **           | 44%  | 26%          | 19% | ** | 25% | **       | **        | **    | 100% |
| EVER WATCH                | 11    | 5      | 5      | **        | **    | 4     | 4   | **               | **           | **           | 5    | 3            | 2   | ** | 2   | **       | **        | **    | 11   |
|                           | 14%   | 15%    | 14%    | **        | **    | 15%   | 16% | **               | **           | **           | 16%  | 16%          | 13% | ** | 10% | **       | **        | **    | 14%  |
|                           |       | 49%    | 49%    | **        | **    | 35%   | 36% | **               | **           | **           | 43%  | 27%          | 21% | ** | 19% | **       | **        | **    | 100% |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QH65C. How frequently, if at all, do you watch each of these channels - Virgin Media One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 553   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 322      | 231   | 335            | 204         | 304               | 249          |
| Effective Weighted Sample | 459   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 269      | 196   | 279            | 169         | 256               | 204          |
| Total                     | 74    | -               | -          | -          | -         | -         | -           | -             | -          | -          | 47       | 27    | 44             | 28          | 39                | 35           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 64%      | 36%   | 60%            | 37%         | 53%               | 47%          |
| Every day                 | 2     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2        | 1     | 1              | 1           | 1                 | 2            |
|                           | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4%       | 2%    | 3%             | 3%          | 2%                | 5%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 77%      | 23%   | 59%            | 39%         | 30%               | 70%          |
| At least weekly           | 2     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 2     | 2              | *           | 1                 | 1            |
|                           | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2%       | 6%    | 4%             | 1%          | 3%                | 3%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 32%      | 68%   | 85%            | 15%         | 49%               | 51%          |
| At least monthly          | 2     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 1     | 1              | 1           | 1                 | 1            |
|                           | 3%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3%       | 2%    | 3%             | 3%          | 2%                | 4%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 69%      | 31%   | 63%            | 37%         | 38%               | 62%          |
| Less often than monthly   | 4     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2        | 2     | 2              | 2           | 2                 | 2            |
|                           | 5%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4%       | 9%    | 5%             | 7%          | 6%                | 5%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 41%      | 59%   | 56%            | 44%         | 57%               | 43%          |
| Never                     | 59    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 39       | 20    | 36             | 22          | 33                | 27           |
|                           | 80%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 84%      | 75%   | 81%            | 79%         | 83%               | 78%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | k        |       |                |             |                   |              |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 66%      | 34%   | 60%            | 37%         | 55%               | 45%          |
| Don't know                | 4     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2        | 2     | 2              | 2           | 2                 | 2            |
|                           | 5%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4%       | 6%    | 4%             | 7%          | 5%                | 5%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 56%      | 44%   | 44%            | 56%         | 53%               | 47%          |
| AT LEAST MONTHLY          | 7     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4        | 3     | 5              | 2           | 3                 | 4            |
|                           | 9%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | 10%   | 10%            | 7%          | 6%                | 12%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 59%      | 41%   | 69%            | 30%         | 39%               | 61%          |
| EVER WATCH                | 11    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 6        | 5     | 7              | 4           | 5                 | 6            |
|                           | 14%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 12%      | 19%   | 15%            | 14%         | 12%               | 17%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | j        |       |                |             |                   |              |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 52%      | 48%   | 64%            | 36%         | 46%               | 54%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

**QH65C. How frequently, if at all, do you watch each of these channels - Virgin Media One? (SINGLE CODE)**

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES |           |          |         |           |          |
|---------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                           |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                           |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
|                           |       | a           | b         | c        | d       | e         | f        |
| Significance Level: 95%   |       |             |           |          |         |           |          |
| Unweighted total          | 553   | 279         | 253       | 441      | 455     | 264       | 543      |
| Effective Weighted Sample | 459   | 231         | 210       | 372      | 385     | 224       | 452      |
| Total                     | 74    | 37          | 33        | 58       | 59      | 34        | 72       |
|                           |       | 50%         | 45%       | 78%      | 80%     | 46%       | 97%      |
| Every day                 | 2     | 1           | 1         | 2        | 1       | 1         | 2        |
|                           | 3%    | 3%          | 2%        | 3%       | 2%      | 2%        | 3%       |
|                           |       | 47%         | 32%       | 85%      | 52%     | 24%       | 100%     |
| At least weekly           | 2     | 1           | 1         | 2        | 2       | 1         | 2        |
|                           | 3%    | 3%          | 4%        | 4%       | 4%      | 3%        | 3%       |
|                           |       | 53%         | 66%       | 100%     | 100%    | 51%       | 100%     |
| At least monthly          | 2     | 1           | 1         | 2        | 2       | 1         | 2        |
|                           | 3%    | 4%          | 3%        | 3%       | 3%      | 2%        | 3%       |
|                           |       | 70%         | 48%       | 94%      | 81%     | 36%       | 100%     |
| Less often than monthly   | 4     | 2           | 2         | 3        | 4       | 1         | 4        |
|                           | 5%    | 6%          | 6%        | 5%       | 6%      | 4%        | 5%       |
|                           |       | 51%         | 47%       | 75%      | 89%     | 35%       | 97%      |
| Never                     | 59    | 30          | 26        | 46       | 48      | 28        | 58       |
|                           | 80%   | 80%         | 79%       | 80%      | 81%     | 82%       | 80%      |
|                           |       | 50%         | 44%       | 78%      | 80%     | 47%       | 97%      |
| Don't know                | 4     | 2           | 2         | 2        | 2       | 2         | 3        |
|                           | 5%    | 5%          | 6%        | 4%       | 4%      | 6%        | 5%       |
|                           |       | 48%         | 56%       | 57%      | 68%     | 54%       | 96%      |
| AT LEAST MONTHLY          | 7     | 4           | 3         | 6        | 5       | 2         | 7        |
|                           | 9%    | 10%         | 9%        | 11%      | 9%      | 7%        | 9%       |
|                           |       | 56%         | 48%       | 93%      | 77%     | 37%       | 100%     |
| EVER WATCH                | 11    | 6           | 5         | 9        | 9       | 4         | 10       |
|                           | 14%   | 15%         | 15%       | 16%      | 15%     | 11%       | 15%      |
|                           |       | 54%         | 48%       | 86%      | 82%     | 36%       | 99%      |

Columns Tested: a,b,c,d,e,f

## 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 (excluding those completing a paper questionnaire)

|                           | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |    |     | NATION   |           |       |      |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|----|-----|----------|-----------|-------|------|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2 | DE  | ENG LAND | SCOT LAND | WALES | NI   |
| Significance Level: 95%   |       | a      | b      | ~c        | ~d    | e     | f   | ~g               | ~h           | ~i           | j    | k            | l   | ~m | n   | ~o       | ~p        | ~q    | r    |
| Unweighted total          | 553   | 271    | 274    | 67        | 95    | 221   | 166 | 37               | 38           | 89           | 241  | 143          | 195 | 74 | 117 | -        | -         | -     | 553  |
| Effective Weighted Sample | 459   | 222    | 232    | 57        | 82    | 189   | 137 | 31               | 32           | 76           | 209  | 130          | 180 | 67 | 105 | -        | -         | -     | 459  |
| Total                     | 74    | 34     | 38     | 9         | 15    | 25    | 24  | 6                | 6            | 14           | 28   | 17           | 18  | 14 | 21  | -        | -         | -     | 74   |
|                           |       | 46%    | 52%    | **        | **    | 34%   | 32% | **               | **           | **           | 38%  | 24%          | 24% | ** | 28% | **       | **        | **    | 100% |
| Every day                 | 2     | 1      | 1      | **        | **    | *     | 1   | **               | **           | **           | 1    | 1            | *   | ** | *   | **       | **        | **    | 2    |
|                           | 2%    | 2%     | 2%     | **        | **    | 1%    | 3%  | **               | **           | **           | 3%   | 4%           | 2%  | ** | 1%  | **       | **        | **    | 2%   |
|                           |       | 40%    | 60%    | **        | **    | 12%   | 49% | **               | **           | **           | 48%  | 42%          | 23% | ** | 11% | **       | **        | **    | 100% |
| At least weekly           | 4     | 2      | 2      | **        | **    | 1     | 2   | **               | **           | **           | 2    | 1            | *   | ** | 2   | **       | **        | **    | 4    |
|                           | 6%    | 7%     | 5%     | **        | **    | 5%    | 10% | **               | **           | **           | 6%   | 5%           | 2%  | ** | 9%  | **       | **        | **    | 6%   |
|                           |       |        |        |           |       |       |     |                  |              |              |      |              |     |    | l   |          |           |       |      |
|                           |       | 54%    | 46%    | **        | **    | 29%   | 56% | **               | **           | **           | 40%  | 20%          | 9%  | ** | 40% | **       | **        | **    | 100% |
| At least monthly          | 5     | 3      | 2      | **        | **    | 2     | 2   | **               | **           | **           | 2    | 1            | 1   | ** | 2   | **       | **        | **    | 5    |
|                           | 7%    | 8%     | 6%     | **        | **    | 7%    | 9%  | **               | **           | **           | 5%   | 6%           | 6%  | ** | 8%  | **       | **        | **    | 7%   |
|                           |       | 55%    | 45%    | **        | **    | 36%   | 42% | **               | **           | **           | 31%  | 19%          | 23% | ** | 32% | **       | **        | **    | 100% |
| Less often than monthly   | 8     | 4      | 4      | **        | **    | 2     | 3   | **               | **           | **           | 4    | 3            | 2   | ** | 2   | **       | **        | **    | 8    |
|                           | 11%   | 12%    | 11%    | **        | **    | 9%    | 12% | **               | **           | **           | 15%  | 15%          | 11% | ** | 8%  | **       | **        | **    | 11%  |
|                           |       | 49%    | 51%    | **        | **    | 27%   | 37% | **               | **           | **           | 54%  | 32%          | 25% | ** | 21% | **       | **        | **    | 100% |
| Never                     | 52    | 23     | 28     | **        | **    | 19    | 15  | **               | **           | **           | 19   | 12           | 13  | ** | 14  | **       | **        | **    | 52   |
|                           | 70%   | 67%    | 72%    | **        | **    | 76%   | 62% | **               | **           | **           | 66%  | 68%          | 75% | ** | 70% | **       | **        | **    | 70%  |
|                           |       |        |        |           |       | f     |     |                  |              |              |      |              |     |    |     |          |           |       |      |
|                           |       | 44%    | 54%    | **        | **    | 37%   | 28% | **               | **           | **           | 36%  | 23%          | 26% | ** | 28% | **       | **        | **    | 100% |
| Don't know                | 3     | 1      | 1      | **        | **    | *     | 1   | **               | **           | **           | 1    | *            | *   | ** | 1   | **       | **        | **    | 3    |
|                           | 4%    | 4%     | 3%     | **        | **    | 1%    | 3%  | **               | **           | **           | 4%   | 2%           | 2%  | ** | 5%  | **       | **        | **    | 4%   |
|                           |       | 51%    | 49%    | **        | **    | 14%   | 26% | **               | **           | **           | 39%  | 14%          | 12% | ** | 37% | **       | **        | **    | 100% |
| AT LEAST MONTHLY          | 11    | 6      | 5      | **        | **    | 3     | 5   | **               | **           | **           | 4    | 3            | 2   | ** | 4   | **       | **        | **    | 11   |
|                           | 15%   | 17%    | 14%    | **        | **    | 13%   | 22% | **               | **           | **           | 14%  | 15%          | 11% | ** | 17% | **       | **        | **    | 15%  |
|                           |       |        |        |           |       | e     |     |                  |              |              |      |              |     |    |     |          |           |       |      |
|                           |       | 52%    | 48%    | **        | **    | 30%   | 48% | **               | **           | **           | 37%  | 23%          | 17% | ** | 32% | **       | **        | **    | 100% |
| EVER WATCH                | 19    | 10     | 9      | **        | **    | 5     | 8   | **               | **           | **           | 8    | 5            | 4   | ** | 5   | **       | **        | **    | 19   |
|                           | 26%   | 28%    | 24%    | **        | **    | 21%   | 35% | **               | **           | **           | 30%  | 29%          | 22% | ** | 26% | **       | **        | **    | 26%  |
|                           |       |        |        |           |       | e     |     |                  |              |              |      |              |     |    |     |          |           |       |      |
|                           |       | 51%    | 49%    | **        | **    | 28%   | 44% | **               | **           | **           | 44%  | 27%          | 20% | ** | 28% | **       | **        | **    | 100% |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## 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 (excluding those completing a paper questionnaire)

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | ~a              | ~b         | ~c         | ~d        | ~e        | ~f          | ~g            | ~h         | ~i         | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 553   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 322      | 231   | 335            | 204         | 304               | 249          |
| Effective Weighted Sample | 459   | -               | -          | -          | -         | -         | -           | -             | -          | -          | 269      | 196   | 279            | 169         | 256               | 204          |
| Total                     | 74    | -               | -          | -          | -         | -         | -           | -             | -          | -          | 47       | 27    | 44             | 28          | 39                | 35           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 64%      | 36%   | 60%            | 37%         | 53%               | 47%          |
| Every day                 | 2     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 1     | 1              | 1           | *                 | 1            |
|                           | 2%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2%       | 3%    | 2%             | 2%          | 1%                | 4%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 47%      | 53%   | 61%            | 39%         | 20%               | 80%          |
| At least weekly           | 4     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 2        | 2     | 2              | 2           | 2                 | 2            |
|                           | 6%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 5%       | 8%    | 4%             | 8%          | 6%                | 6%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 50%      | 50%   | 45%            | 47%         | 54%               | 46%          |
| At least monthly          | 5     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4        | 1     | 2              | 3           | 2                 | 3            |
|                           | 7%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 8%       | 5%    | 5%             | 10%         | 6%                | 8%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 75%      | 25%   | 47%            | 53%         | 44%               | 56%          |
| Less often than monthly   | 8     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 4        | 4     | 5              | 3           | 5                 | 3            |
|                           | 11%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 9%       | 15%   | 11%            | 12%         | 14%               | 8%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 51%      | 49%   | 58%            | 40%         | 67%               | 33%          |
| Never                     | 52    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 35       | 17    | 33             | 18          | 28                | 24           |
|                           | 70%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 74%      | 64%   | 74%            | 64%         | 70%               | 70%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | k        |       | m              |             |                   |              |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 67%      | 33%   | 63%            | 34%         | 53%               | 47%          |
| Don't know                | 3     | **              | **         | **         | **        | **        | **          | **            | **         | **         | 1        | 1     | 1              | 1           | 1                 | 1            |
|                           | 4%    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 3%       | 5%    | 3%             | 4%          | 3%                | 4%           |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 47%      | 53%   | 54%            | 46%         | 48%               | 52%          |
| AT LEAST MONTHLY          | 11    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 7        | 4     | 5              | 5           | 5                 | 6            |
|                           | 15%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 14%      | 16%   | 12%            | 19%         | 13%               | 18%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 61%      | 39%   | 48%            | 48%         | 45%               | 55%          |
| EVER WATCH                | 19    | **              | **         | **         | **        | **        | **          | **            | **         | **         | 11       | 8     | 10             | 9           | 10                | 9            |
|                           | 26%   | **              | **         | **         | **        | **        | **          | **            | **         | **         | 23%      | 30%   | 23%            | 31%         | 26%               | 25%          |
|                           |       | **              | **         | **         | **        | **        | **          | **            | **         | **         | 57%      | 43%   | 52%            | 45%         | 54%               | 46%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



**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 (excluding those completing a paper questionnaire)

|                           | Total | TV SERVICES |           |          |         |           |          |
|---------------------------|-------|-------------|-----------|----------|---------|-----------|----------|
|                           |       | PAID TRAD   | FREE TRAD | FREE     | YOUTUBE |           | ANY SER- |
|                           |       | TV          | TV        | CATCH-UP | SVOD    | SERV-ICES | VICES    |
|                           |       | a           | b         | c        | d       | e         | f        |
| Significance Level: 95%   |       |             |           |          |         |           |          |
| Unweighted total          | 553   | 279         | 253       | 441      | 455     | 264       | 543      |
| Effective Weighted Sample | 459   | 231         | 210       | 372      | 385     | 224       | 452      |
| Total                     | 74    | 37          | 33        | 58       | 59      | 34        | 72       |
|                           |       | 50%         | 45%       | 78%      | 80%     | 46%       | 97%      |
| Every day                 | 2     | 1           | 1         | 1        | 1       | *         | 2        |
|                           | 2%    | 2%          | 2%        | 2%       | 2%      | *%        | 2%       |
|                           |       | 41%         | 35%       | 85%      | 66%     | 8%        | 100%     |
| At least weekly           | 4     | 2           | 2         | 4        | 3       | 2         | 4        |
|                           | 6%    | 6%          | 7%        | 7%       | 6%      | 6%        | 6%       |
|                           |       | 52%         | 55%       | 87%      | 73%     | 45%       | 97%      |
| At least monthly          | 5     | 3           | 3         | 4        | 4       | 2         | 5        |
|                           | 7%    | 9%          | 9%        | 7%       | 8%      | 7%        | 7%       |
|                           |       | 69%         | 58%       | 81%      | 89%     | 46%       | 100%     |
| Less often than monthly   | 8     | 4           | 4         | 7        | 6       | 4         | 8        |
|                           | 11%   | 11%         | 11%       | 11%      | 11%     | 11%       | 11%      |
|                           |       | 52%         | 45%       | 81%      | 80%     | 45%       | 99%      |
| Never                     | 52    | 25          | 23        | 40       | 42      | 24        | 50       |
|                           | 70%   | 67%         | 67%       | 69%      | 71%     | 72%       | 70%      |
|                           |       | 48%         | 44%       | 77%      | 81%     | 47%       | 97%      |
| Don't know                | 3     | 2           | 1         | 2        | 2       | 1         | 3        |
|                           | 4%    | 4%          | 4%        | 3%       | 3%      | 4%        | 4%       |
|                           |       | 58%         | 45%       | 67%      | 64%     | 47%       | 95%      |
| AT LEAST MONTHLY          | 11    | 6           | 6         | 9        | 9       | 4         | 11       |
|                           | 15%   | 17%         | 18%       | 16%      | 15%     | 13%       | 15%      |
|                           |       | 58%         | 54%       | 84%      | 79%     | 40%       | 99%      |
| EVER WATCH                | 19    | 11          | 10        | 16       | 15      | 8         | 19       |
|                           | 26%   | 28%         | 28%       | 27%      | 26%     | 24%       | 26%      |
|                           |       | 56%         | 50%       | 83%      | 79%     | 42%       | 99%      |

Columns Tested: a,b,c,d,e,f

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

|                                                                                  | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                  |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                          |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                 | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                        | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                            | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                  |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| I have specific programmes I watch regularly                                     | 1903  | 857    | 1023   | 162       | 367   | 602   | 739  | 102              | 152          | 251          | 881  | 542          | 527  | 315 | 427  | 1574     | 171       | 97    | 61  |
|                                                                                  | 63%   | 61%    | 66%    | 56%       | 63%   | 64%   | 67%  | 53%              | 61%          | 69%          | 69%  | 68%          | 68%  | 62% | 58%  | 63%      | 63%       | 65%   | 68% |
|                                                                                  |       | a      | a      | c         | c     | c     | c    |                  |              | gh           | gh   | mn           | mn   |     |      |          |           | o     |     |
|                                                                                  |       | 45%    | 54%    | 9%        | 19%   | 32%   | 39%  | 5%               | 8%           | 13%          | 46%  | 28%          | 28%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| I browse through the channels to see what's available                            | 1873  | 891    | 962    | 149       | 334   | 586   | 779  | 104              | 158          | 226          | 881  | 557          | 489  | 336 | 414  | 1557     | 167       | 94    | 55  |
|                                                                                  | 62%   | 64%    | 62%    | 51%       | 57%   | 62%   | 70%  | 54%              | 63%          | 62%          | 69%  | 70%          | 63%  | 66% | 57%  | 63%      | 62%       | 63%   | 61% |
|                                                                                  |       |        |        |           |       | cd    | cde  |                  | g            | g            | ghi  | ln           | n    | n   |      |          |           |       |     |
|                                                                                  |       | 48%    | 51%    | 8%        | 18%   | 31%   | 42%  | 6%               | 8%           | 12%          | 47%  | 30%          | 26%  | 18% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Friends or family recommend things to me                                         | 1585  | 653    | 917    | 158       | 335   | 520   | 554  | 80               | 130          | 179          | 804  | 484          | 465  | 261 | 321  | 1299     | 161       | 74    | 52  |
|                                                                                  | 53%   | 47%    | 60%    | 54%       | 57%   | 55%   | 50%  | 42%              | 52%          | 49%          | 63%  | 61%          | 60%  | 51% | 44%  | 52%      | 60%       | 49%   | 58% |
|                                                                                  |       | a      | a      | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   | n   |      |          | oq        |       | oq  |
|                                                                                  |       | 41%    | 58%    | 10%       | 21%   | 33%   | 35%  | 5%               | 8%           | 11%          | 51%  | 31%          | 29%  | 16% | 20%  | 82%      | 10%       | 5%    | 3%  |
| I see it promoted in trailers or adverts or notifications                        | 948   | 380    | 564    | 102       | 171   | 322   | 348  | 48               | 73           | 116          | 480  | 286          | 282  | 161 | 190  | 781      | 96        | 42    | 29  |
|                                                                                  | 32%   | 27%    | 37%    | 35%       | 29%   | 34%   | 31%  | 25%              | 29%          | 32%          | 38%  | 36%          | 37%  | 32% | 26%  | 31%      | 35%       | 28%   | 33% |
|                                                                                  |       | a      | a      | d         |       | d     |      |                  |              |              | ghi  | n            | n    | n   |      |          | q         |       |     |
|                                                                                  |       | 40%    | 59%    | 11%       | 18%   | 34%   | 37%  | 5%               | 8%           | 12%          | 51%  | 30%          | 30%  | 17% | 20%  | 82%      | 10%       | 4%    | 3%  |
| I browse through the options on the on-demand service(s) to see what's available | 917   | 429    | 481    | 103       | 230   | 325   | 251  | 42               | 51           | 89           | 518  | 304          | 293  | 135 | 159  | 746      | 99        | 47    | 25  |
|                                                                                  | 31%   | 31%    | 31%    | 35%       | 39%   | 35%   | 23%  | 22%              | 20%          | 25%          | 41%  | 38%          | 38%  | 27% | 22%  | 30%      | 37%       | 31%   | 28% |
|                                                                                  |       |        |        | f         | f     | f     |      |                  |              |              | ghi  | mn           | mn   |     |      |          | or        |       |     |
|                                                                                  |       | 47%    | 52%    | 11%       | 25%   | 35%   | 27%  | 5%               | 6%           | 10%          | 56%  | 33%          | 32%  | 15% | 17%  | 81%      | 11%       | 5%    | 3%  |
| Mentions on social media                                                         | 605   | 211    | 388    | 116       | 189   | 221   | 76   | 35               | 43           | 64           | 327  | 158          | 209  | 107 | 118  | 487      | 68        | 28    | 22  |
|                                                                                  | 20%   | 15%    | 25%    | 40%       | 32%   | 24%   | 7%   | 18%              | 17%          | 18%          | 26%  | 20%          | 27%  | 21% | 16%  | 20%      | 25%       | 19%   | 25% |
|                                                                                  |       | a      | a      | def       | ef    | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          | oq        |       | oq  |
|                                                                                  |       | 35%    | 64%    | 19%       | 31%   | 37%   | 13%  | 6%               | 7%           | 11%          | 54%  | 26%          | 35%  | 18% | 20%  | 80%      | 11%       | 5%    | 4%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

|                                                                                   | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                   |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                           |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                  | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                         | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                                                                             | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                                                                                   |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| It's discussed or reviewed on TV, radio or in newspapers or magazines             | 529   | 228    | 292    | 30        | 74    | 152   | 261  | 26               | 41           | 60           | 294  | 203          | 153  | 67  | 87   | 435      | 53        | 25    | 15  |
|                                                                                   | 18%   | 16%    | 19%    | 10%       | 13%   | 16%   | 23%  | 14%              | 16%          | 17%          | 23%  | 25%          | 20%  | 13% | 12%  | 17%      | 20%       | 17%   | 17% |
|                                                                                   |       |        | a      |           |       | cd    | cde  |                  |              |              | ghi  | lmn          | mn   |     |      |          |           |       |     |
|                                                                                   |       | 43%    | 55%    | 6%        | 14%   | 29%   | 49%  | 5%               | 8%           | 11%          | 56%  | 38%          | 29%  | 13% | 17%  | 82%      | 10%       | 5%    | 3%  |
| I look in newspapers or magazines                                                 | 513   | 220    | 289    | 9         | 39    | 92    | 359  | 35               | 59           | 76           | 191  | 164          | 110  | 65  | 143  | 432      | 43        | 24    | 14  |
|                                                                                   | 17%   | 16%    | 19%    | 3%        | 7%    | 10%   | 32%  | 18%              | 23%          | 21%          | 15%  | 21%          | 14%  | 13% | 20%  | 17%      | 16%       | 16%   | 15% |
|                                                                                   |       |        | a      |           | c     | cd    | cde  |                  | j            | j            |      | lm           |      |     | lm   |          |           |       |     |
|                                                                                   |       | 43%    | 56%    | 2%        | 8%    | 18%   | 70%  | 7%               | 11%          | 15%          | 37%  | 32%          | 21%  | 13% | 28%  | 84%      | 8%        | 5%    | 3%  |
| If it's in the 'recommended for you' section on the on-demand service             | 423   | 170    | 248    | 90        | 125   | 146   | 62   | 18               | 27           | 52           | 236  | 120          | 156  | 72  | 69   | 340      | 49        | 22    | 12  |
|                                                                                   | 14%   | 12%    | 16%    | 31%       | 21%   | 16%   | 6%   | 9%               | 11%          | 14%          | 19%  | 15%          | 20%  | 14% | 9%   | 14%      | 18%       | 15%   | 13% |
|                                                                                   |       |        | a      | def       | ef    | f     |      |                  |              |              | ghi  | n            | kmn  | n   |      |          | o         |       |     |
|                                                                                   |       | 40%    | 59%    | 21%       | 30%   | 34%   | 15%  | 4%               | 6%           | 12%          | 56%  | 28%          | 37%  | 17% | 16%  | 80%      | 11%       | 5%    | 3%  |
| If it's in the 'recommended for you' section at the top of the on-screen TV guide | 346   | 138    | 207    | 55        | 75    | 129   | 86   | 18               | 31           | 46           | 175  | 97           | 105  | 60  | 79   | 285      | 34        | 16    | 11  |
|                                                                                   | 12%   | 10%    | 13%    | 19%       | 13%   | 14%   | 8%   | 10%              | 12%          | 13%          | 14%  | 12%          | 14%  | 12% | 11%  | 11%      | 13%       | 11%   | 12% |
|                                                                                   |       |        | a      | def       | f     | f     |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                                                                   |       | 40%    | 60%    | 16%       | 22%   | 37%   | 25%  | 5%               | 9%           | 13%          | 51%  | 28%          | 30%  | 17% | 23%  | 82%      | 10%       | 5%    | 3%  |
| Starts playing automatically/ autoplay                                            | 53    | 30     | 22     | 6         | 16    | 25    | 6    | 4                | 6            | 5            | 26   | 11           | 16   | 15  | 10   | 44       | 5         | 2     | 1   |
|                                                                                   | 2%    | 2%     | 1%     | 2%        | 3%    | 3%    | 1%   | 2%               | 3%           | 1%           | 2%   | 1%           | 2%   | 3%  | 1%   | 2%       | 2%        | 1%    | 2%  |
|                                                                                   |       |        |        | f         | f     | f     |      |                  |              |              |      |              |      | n   |      |          |           |       |     |
|                                                                                   |       | 56%    | 43%    | 11%       | 30%   | 47%   | 11%  | 9%               | 12%          | 9%           | 50%  | 22%          | 31%  | 29% | 19%  | 83%      | 10%       | 4%    | 3%  |
| Other                                                                             | 28    | 18     | 10     | 1         | 3     | 10    | 12   | 4                | 4            | 1            | 11   | 7            | 3    | 5   | 8    | 22       | 3         | 1     | 1   |
|                                                                                   | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 2%               | 2%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                                                                   |       |        |        |           |       |       |      | ij               |              |              |      |              |      |     | l    |          |           |       |     |
|                                                                                   |       | 65%    | 35%    | 2%        | 12%   | 36%   | 45%  | 16%              | 14%          | 4%           | 40%  | 26%          | 9%   | 19% | 29%  | 81%      | 12%       | 3%    | 4%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

|                            |       | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                            |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%    | Total | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total           | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample  | 3539  | 1665   | 1824   | 368       | 675   | 1171  | 1269 | 241              | 277          | 455          | 1528 | 983          | 1230 | 442 | 886  | 2753     | 329       | 413   | 543 |
| Total                      | 3000  | 1395   | 1542   | 291       | 586   | 938   | 1110 | 193              | 251          | 363          | 1268 | 797          | 771  | 507 | 731  | 2490     | 270       | 150   | 90  |
|                            |       | 47%    | 51%    | 10%       | 20%   | 31%   | 37%  | 6%               | 8%           | 12%          | 42%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Don't know                 | 206   | 109    | 68     | 41        | 51    | 60    | 31   | 13               | 13           | 15           | 24   | 21           | 36   | 31  | 64   | 180      | 13        | 8     | 5   |
|                            | 7%    | 8%     | 4%     | 14%       | 9%    | 6%    | 3%   | 7%               | 5%           | 4%           | 2%   | 3%           | 5%   | 6%  | 9%   | 7%       | 5%        | 5%    | 6%  |
|                            |       | b      |        | def       | f     | f     |      | j                | j            | j            |      |              | k    | k   | kl   |          |           |       |     |
|                            |       | 53%    | 33%    | 20%       | 25%   | 29%   | 15%  | 7%               | 6%           | 7%           | 12%  | 10%          | 17%  | 15% | 31%  | 88%      | 6%        | 4%    | 2%  |
| NOT ANSWERED [POSTAL ONLY] | 10    | 5      | 5      | -         | -     | *     | 4    | 2                | 2            | -            | 1    | *            | 1    | 1   | 2    | 9        | -         | 1     | *   |
|                            | *%    | *%     | *%     | -%        | -%    | *%    | *%   | 1%               | 1%           | -%           | *%   | *%           | *%   | *%  | *%   | *%       | -%        | 1%    | *%  |
|                            |       |        |        |           |       |       |      | ij               | j            |              |      |              |      |     |      |          |           |       |     |
|                            |       | 53%    | 47%    | -%        | -%    | 2%    | 37%  | 22%              | 17%          | -%           | 6%   | 1%           | 6%   | 14% | 23%  | 86%      | -%        | 11%   | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

|                                                                                  | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                  |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                          |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                 | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                        | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                            | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                  |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| I have specific programmes I watch regularly                                     | 1903  | 225             | 283        | 152        | 155       | 173       | 130         | 152           | 83         | 221        | 1610     | 293   | 1138           | 716         | 1000              | 903          |
|                                                                                  | 63%   | 63%             | 65%        | 60%        | 70%       | 62%       | 62%         | 63%           | 63%        | 61%        | 62%      | 71%   | 65%            | 63%         | 67%               | 60%          |
|                                                                                  |       | 12%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 60%            | 38%         | 53%               | 47%          |
| I browse through the channels to see what's available                            | 1873  | 226             | 293        | 159        | 137       | 162       | 131         | 152           | 79         | 218        | 1589     | 284   | 1143           | 689         | 1001              | 872          |
|                                                                                  | 62%   | 63%             | 67%        | 63%        | 62%       | 57%       | 63%         | 63%           | 60%        | 60%        | 61%      | 69%   | 66%            | 61%         | 67%               | 58%          |
|                                                                                  |       | 12%             | 16%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 61%            | 37%         | 53%               | 47%          |
| Friends or family recommend things to me                                         | 1585  | 207             | 225        | 135        | 111       | 142       | 104         | 125           | 71         | 178        | 1356     | 229   | 1032           | 525         | 821               | 764          |
|                                                                                  | 53%   | 58%             | 52%        | 54%        | 51%       | 50%       | 50%         | 52%           | 54%        | 49%        | 52%      | 56%   | 59%            | 46%         | 55%               | 51%          |
|                                                                                  |       | 13%             | 14%        | 9%         | 7%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%      | 14%   | 65%            | 33%         | 52%               | 48%          |
| I see it promoted in trailers or adverts or notifications                        | 948   | 110             | 137        | 77         | 71        | 91        | 71          | 72            | 38         | 112        | 806      | 142   | 598            | 327         | 499               | 449          |
|                                                                                  | 32%   | 31%             | 32%        | 31%        | 32%       | 32%       | 34%         | 30%           | 29%        | 31%        | 31%      | 34%   | 34%            | 29%         | 33%               | 30%          |
|                                                                                  |       | 12%             | 15%        | 8%         | 7%        | 10%       | 8%          | 8%            | 4%         | 12%        | 85%      | 15%   | 63%            | 35%         | 53%               | 47%          |
| I browse through the options on the on-demand service(s) to see what's available | 917   | 126             | 133        | 72         | 74        | 68        | 66          | 74            | 37         | 96         | 785      | 132   | 638            | 263         | 476               | 440          |
|                                                                                  | 31%   | 35%             | 31%        | 29%        | 34%       | 24%       | 32%         | 31%           | 28%        | 27%        | 30%      | 32%   | 37%            | 23%         | 32%               | 29%          |
|                                                                                  |       | 14%             | 14%        | 8%         | 8%        | 7%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 70%            | 29%         | 52%               | 48%          |
| Mentions on social media                                                         | 605   | 90              | 82         | 42         | 42        | 65        | 35          | 40            | 37         | 55         | 540      | 65    | 436            | 160         | 256               | 349          |
|                                                                                  | 20%   | 25%             | 19%        | 17%        | 19%       | 23%       | 17%         | 17%           | 28%        | 15%        | 21%      | 16%   | 25%            | 14%         | 17%               | 23%          |
|                                                                                  |       | bcfgi           |            |            |           | cfgi      |             |               | bcdfgi     |            | k        |       | m              |             | n                 |              |
|                                                                                  |       | 15%             | 14%        | 7%         | 7%        | 11%       | 6%          | 7%            | 6%         | 9%         | 89%      | 11%   | 72%            | 26%         | 42%               | 58%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

|                                                                                   | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|-----------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                                                                   |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                                                           |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                                                                  | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample                                                         | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                                                                             | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                                                                                   |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| It's discussed or reviewed on TV, radio or in newspapers or magazines             | 529   | 76              | 81         | 56         | 34        | 41        | 40          | 30            | 14         | 62         | 442      | 87    | 305            | 214         | 307               | 221          |
|                                                                                   | 18%   | 21%             | 19%        | 22%        | 16%       | 15%       | 19%         | 13%           | 11%        | 17%        | 17%      | 21%   | 17%            | 19%         | 21%               | 15%          |
|                                                                                   |       | egh             | gh         | degh       |           |           | gh          |               |            | h          |          | j     |                |             | o                 |              |
|                                                                                   |       | 14%             | 15%        | 11%        | 7%        | 8%        | 8%          | 6%            | 3%         | 12%        | 84%      | 16%   | 58%            | 40%         | 58%               | 42%          |
| I look in newspapers or magazines                                                 | 513   | 51              | 86         | 70         | 31        | 48        | 38          | 37            | 14         | 57         | 413      | 100   | 200            | 301         | 318               | 196          |
|                                                                                   | 17%   | 14%             | 20%        | 28%        | 14%       | 17%       | 18%         | 16%           | 11%        | 16%        | 16%      | 24%   | 11%            | 27%         | 21%               | 13%          |
|                                                                                   |       |                 | adh        | abdefghi   |           | h         | h           |               |            |            | j        |       | l              |             | o                 |              |
|                                                                                   |       | 10%             | 17%        | 14%        | 6%        | 9%        | 7%          | 7%            | 3%         | 11%        | 81%      | 19%   | 39%            | 59%         | 62%               | 38%          |
| If it's in the 'recommended for you' section on the on-demand service             | 423   | 60              | 58         | 25         | 34        | 37        | 31          | 25            | 16         | 54         | 387      | 36    | 296            | 121         | 193               | 230          |
|                                                                                   | 14%   | 17%             | 13%        | 10%        | 15%       | 13%       | 15%         | 10%           | 12%        | 15%        | 15%      | 9%    | 17%            | 11%         | 13%               | 15%          |
|                                                                                   |       | cg              |            |            | cg        |           |             |               |            |            | k        |       | m              |             |                   |              |
|                                                                                   |       | 14%             | 14%        | 6%         | 8%        | 9%        | 7%          | 6%            | 4%         | 13%        | 92%      | 8%    | 70%            | 29%         | 46%               | 54%          |
| If it's in the 'recommended for you' section at the top of the on-screen TV guide | 346   | 39              | 51         | 30         | 18        | 39        | 23          | 23            | 15         | 47         | 311      | 35    | 232            | 111         | 159               | 188          |
|                                                                                   | 12%   | 11%             | 12%        | 12%        | 8%        | 14%       | 11%         | 9%            | 11%        | 13%        | 12%      | 8%    | 13%            | 10%         | 11%               | 12%          |
|                                                                                   |       |                 |            |            |           | d         |             |               |            |            | k        |       | m              |             |                   |              |
|                                                                                   |       | 11%             | 15%        | 9%         | 5%        | 11%       | 7%          | 7%            | 4%         | 14%        | 90%      | 10%   | 67%            | 32%         | 46%               | 54%          |
| Starts playing automatically/ autoplay                                            | 53    | 4               | 11         | 2          | 3         | 6         | 4           | 2             | 1          | 9          | 46       | 7     | 41             | 9           | 18                | 34           |
|                                                                                   | 2%    | 1%              | 2%         | 1%         | 1%        | 2%        | 2%          | 1%            | 1%         | 3%         | 2%       | 2%    | 2%             | 1%          | 1%                | 2%           |
|                                                                                   |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | n                 |              |
|                                                                                   |       | 8%              | 20%        | 4%         | 6%        | 12%       | 7%          | 5%            | 3%         | 18%        | 87%      | 13%   | 78%            | 17%         | 34%               | 66%          |
| Other                                                                             | 28    | 3               | 3          | 6          | 2         | 2         | *           | 2             | 1          | 4          | 22       | 5     | 15             | 11          | 16                | 12           |
|                                                                                   | 1%    | 1%              | 1%         | 3%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                                                                   |       |                 |            | efh        |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                                                                   |       | 10%             | 12%        | 23%        | 6%        | 6%        | 1%          | 7%            | 2%         | 13%        | 81%      | 19%   | 54%            | 40%         | 57%               | 43%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

|                            | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                            |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%    |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total           | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample  | 3539  | 331             | 399        | 312        | 322       | 311       | 335         | 346           | 289        | 310        | 2998     | 549   | 2012           | 1442        | 1706              | 1836         |
| Total                      | 3000  | 359             | 435        | 252        | 220       | 281       | 209         | 240           | 132        | 362        | 2588     | 412   | 1744           | 1131        | 1489              | 1511         |
|                            |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 58%            | 38%         | 50%               | 50%          |
| Don't know                 | 206   | 24              | 32         | 13         | 11        | 30        | 18          | 19            | 8          | 23         | 196      | 10    | 74             | 85          | 66                | 140          |
|                            | 7%    | 7%              | 7%         | 5%         | 5%        | 11%       | 9%          | 8%            | 6%         | 6%         | 8%       | 2%    | 4%             | 7%          | 4%                | 9%           |
|                            |       |                 |            |            |           | cdh       |             |               |            |            | k        |       |                | l           |                   | n            |
|                            |       | 12%             | 16%        | 6%         | 5%        | 15%       | 9%          | 9%            | 4%         | 11%        | 95%      | 5%    | 36%            | 41%         | 32%               | 68%          |
| NOT ANSWERED [POSTAL ONLY] | 10    | 2               | 2          | 1          | -         | -         | 1           | -             | 1          | 2          | 9        | 1     | 2              | 6           | 3                 | 7            |
|                            | *%    | 1%              | 1%         | *%         | -%        | -%        | *%          | -%            | 1%         | *%         | *%       | *%    | *%             | 1%          | *%                | *%           |
|                            |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           |                   |              |
|                            |       | 23%             | 22%        | 6%         | -%        | -%        | 6%          | -%            | 12%        | 17%        | 88%      | 12%   | 16%            | 57%         | 34%               | 66%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

**QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)**

Base : All respondents

|                                                                                  | Total | TV SERVICES     |                 |                  |      | YOUTUBE       | ANY SER-<br>VICES |
|----------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                                                                  |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES |                   |
|                                                                                  |       | a               | b               | c                | d    | e             | f                 |
| Significance Level: 95%                                                          |       |                 |                 |                  |      |               |                   |
| Unweighted total                                                                 | 5233  | 2461            | 2214            | 3966             | 3991 | 2172          | 5004              |
| Effective Weighted Sample                                                        | 3539  | 1661            | 1497            | 2748             | 2752 | 1500          | 3413              |
| Total                                                                            | 3000  | 1396            | 1269            | 2228             | 2243 | 1215          | 2832              |
|                                                                                  |       | 47%             | 42%             | 74%              | 75%  | 41%           | 94%               |
| I have specific programmes I watch regularly                                     | 1903  | 1000            | 848             | 1566             | 1474 | 839           | 1869              |
|                                                                                  | 63%   | 72%             | 67%             | 70%              | 66%  | 69%           | 66%               |
|                                                                                  |       | bdf             |                 | bdf              |      | df            |                   |
|                                                                                  |       | 53%             | 45%             | 82%              | 77%  | 44%           | 98%               |
| I browse through the channels to see what's available                            | 1873  | 1001            | 884             | 1548             | 1476 | 811           | 1844              |
|                                                                                  | 62%   | 72%             | 70%             | 69%              | 66%  | 67%           | 65%               |
|                                                                                  |       | def             | df              | df               |      |               |                   |
|                                                                                  |       | 53%             | 47%             | 83%              | 79%  | 43%           | 98%               |
| Friends or family recommend things to me                                         | 1585  | 793             | 695             | 1345             | 1356 | 783           | 1564              |
|                                                                                  | 53%   | 57%             | 55%             | 60%              | 60%  | 64%           | 55%               |
|                                                                                  |       |                 |                 | abf              | abf  | abcdf         |                   |
|                                                                                  |       | 50%             | 44%             | 85%              | 86%  | 49%           | 99%               |
| I see it promoted in trailers or adverts or notifications                        | 948   | 520             | 445             | 821              | 791  | 476           | 939               |
|                                                                                  | 32%   | 37%             | 35%             | 37%              | 35%  | 39%           | 33%               |
|                                                                                  |       | f               |                 | f                |      | bdf           |                   |
|                                                                                  |       | 55%             | 47%             | 87%              | 83%  | 50%           | 99%               |
| I browse through the options on the on-demand service(s) to see what's available | 917   | 489             | 396             | 822              | 855  | 502           | 917               |
|                                                                                  | 31%   | 35%             | 31%             | 37%              | 38%  | 41%           | 32%               |
|                                                                                  |       | b               |                 | bf               | abf  | abcdf         |                   |
|                                                                                  |       | 53%             | 43%             | 90%              | 93%  | 55%           | 100%              |
| Mentions on social media                                                         | 605   | 307             | 238             | 525              | 566  | 383           | 601               |
|                                                                                  | 20%   | 22%             | 19%             | 24%              | 25%  | 31%           | 21%               |
|                                                                                  |       | b               |                 | bf               | abf  | abcdf         | b                 |
|                                                                                  |       | 51%             | 39%             | 87%              | 94%  | 63%           | 99%               |

Columns Tested: a,b,c,d,e,f



QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

|                                                                                      | Total      | TV SERVICES          |                      |                       |                   | YOUTUBE             | ANY SER-<br>VICES |
|--------------------------------------------------------------------------------------|------------|----------------------|----------------------|-----------------------|-------------------|---------------------|-------------------|
|                                                                                      |            | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d         | SERV-<br>ICES<br>e  |                   |
| Significance Level: 95%                                                              |            |                      |                      |                       |                   |                     | f                 |
| Unweighted total                                                                     | 5233       | 2461                 | 2214                 | 3966                  | 3991              | 2172                | 5004              |
| Effective Weighted Sample                                                            | 3539       | 1661                 | 1497                 | 2748                  | 2752              | 1500                | 3413              |
| Total                                                                                | 3000       | 1396<br>47%          | 1269<br>42%          | 2228<br>74%           | 2243<br>75%       | 1215<br>41%         | 2832<br>94%       |
| It's discussed or reviewed on TV, radio or in<br>newspapers or magazines             | 529<br>18% | 248<br>18%           | 281<br>22%<br>adf    | 475<br>21%<br>adf     | 417<br>19%        | 249<br>21%          | 525<br>19%        |
|                                                                                      |            | 47%                  | 53%                  | 90%                   | 79%               | 47%                 | 99%               |
| I look in newspapers or magazines                                                    | 513<br>17% | 218<br>16%<br>de     | 299<br>24%<br>acdef  | 386<br>17%<br>de      | 284<br>13%        | 148<br>12%          | 492<br>17%<br>de  |
|                                                                                      |            | 42%                  | 58%                  | 75%                   | 55%               | 29%                 | 96%               |
| If it's in the 'recommended for you' section on the<br>on-demand service             | 423<br>14% | 209<br>15%           | 172<br>14%           | 377<br>17%<br>bf      | 408<br>18%<br>abf | 264<br>22%<br>abcdf | 423<br>15%        |
|                                                                                      |            | 49%                  | 41%                  | 89%                   | 96%               | 62%                 | 100%              |
| If it's in the 'recommended for you' section at the top of<br>the on-screen TV guide | 346<br>12% | 191<br>14%           | 154<br>12%           | 298<br>13%            | 318<br>14%<br>f   | 203<br>17%<br>abcdf | 344<br>12%        |
|                                                                                      |            | 55%                  | 45%                  | 86%                   | 92%               | 59%                 | 99%               |
| Starts playing automatically/ autoplay                                               | 53<br>2%   | 23<br>2%             | 23<br>2%             | 39<br>2%              | 46<br>2%          | 37<br>3%<br>abcdf   | 52<br>2%          |
|                                                                                      |            | 44%                  | 44%                  | 75%                   | 87%               | 70%                 | 98%               |
| Other                                                                                | 28<br>1%   | 5<br>*%              | 5<br>*%              | 7<br>*%               | 10<br>*%          | 11<br>1%<br>ac      | 17<br>1%          |
|                                                                                      |            | 18%                  | 18%                  | 25%                   | 37%               | 41%                 | 63%               |

Columns Tested: a,b,c,d,e,f

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

|                            | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|----------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                            |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%    |       |                      |                      |                       |           |                    |                        |
| Unweighted total           | 5233  | 2461                 | 2214                 | 3966                  | 3991      | 2172               | 5004                   |
| Effective Weighted Sample  | 3539  | 1661                 | 1497                 | 2748                  | 2752      | 1500               | 3413                   |
| Total                      | 3000  | 1396                 | 1269                 | 2228                  | 2243      | 1215               | 2832                   |
|                            |       | 47%                  | 42%                  | 74%                   | 75%       | 41%                | 94%                    |
| Don't know                 | 206   | 37                   | 39                   | 51                    | 73        | 42                 | 113                    |
|                            | 7%    | 3%                   | 3%                   | 2%                    | 3%        | 3%                 | 4%                     |
|                            |       |                      |                      |                       | c         | c                  | ac                     |
|                            |       | 18%                  | 19%                  | 25%                   | 36%       | 20%                | 55%                    |
| NOT ANSWERED [POSTAL ONLY] | 10    | 3                    | 2                    | 1                     | -         | -                  | 5                      |
|                            | *%    | *%                   | *%                   | *%                    | -%        | -%                 | *%                     |
|                            |       | d                    |                      |                       |           |                    | d                      |
|                            |       | 31%                  | 17%                  | 10%                   | -%        | -%                 | 49%                    |

Columns Tested: a,b,c,d,e,f

## QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4405  | 2108   | 2233   | 317       | 697   | 1481  | 1839 | 282              | 349          | 595          | 1911 | 1264         | 1349 | 537 | 1065 | 2789     | 490       | 556   | 570 |
| Effective Weighted Sample | 2974  | 1417   | 1520   | 213       | 508   | 1016  | 1199 | 184              | 229          | 398          | 1324 | 903          | 968  | 374 | 734  | 2292     | 280       | 369   | 474 |
| Total                     | 2492  | 1170   | 1282   | 167       | 419   | 814   | 1040 | 145              | 205          | 323          | 1092 | 726          | 608  | 426 | 602  | 2053     | 230       | 132   | 76  |
|                           |       | 47%    | 51%    | 7%        | 17%   | 33%   | 42%  | 6%               | 8%           | 13%          | 44%  | 29%          | 24%  | 17% | 24%  | 82%      | 9%        | 5%    | 3%  |
| I do                      | 1560  | 790    | 757    | 39        | 264   | 525   | 714  | 103              | 145          | 226          | 724  | 489          | 392  | 267 | 355  | 1283     | 151       | 82    | 45  |
|                           | 63%   | 68%    | 59%    | 23%       | 63%   | 65%   | 69%  | 71%              | 71%          | 70%          | 66%  | 67%          | 64%  | 63% | 59%  | 62%      | 65%       | 62%   | 59% |
|                           |       | b      |        |           | c     | c     | cde  |                  |              |              |      | n            | n    |     |      |          |           |       |     |
|                           |       | 51%    | 49%    | 3%        | 17%   | 34%   | 46%  | 7%               | 9%           | 15%          | 46%  | 31%          | 25%  | 17% | 23%  | 82%      | 10%       | 5%    | 3%  |
| Husband/ male partner     | 557   | 60     | 494    | 11        | 96    | 203   | 243  | 14               | 27           | 63           | 306  | 174          | 132  | 97  | 144  | 467      | 49        | 28    | 14  |
|                           | 22%   | 5%     | 39%    | 7%        | 23%   | 25%   | 23%  | 10%              | 13%          | 19%          | 28%  | 24%          | 22%  | 23% | 24%  | 23%      | 21%       | 21%   | 18% |
|                           |       |        | a      |           | c     | c     | c    |                  |              | gh           | ghi  |              |      |     |      | r        |           |       |     |
|                           |       | 11%    | 89%    | 2%        | 17%   | 36%   | 44%  | 3%               | 5%           | 11%          | 55%  | 31%          | 24%  | 17% | 26%  | 84%      | 9%        | 5%    | 2%  |
| Wife/ female partner      | 361   | 331    | 27     | 8         | 39    | 127   | 184  | 15               | 24           | 52           | 178  | 112          | 81   | 82  | 76   | 302      | 30        | 22    | 7   |
|                           | 14%   | 28%    | 2%     | 5%        | 9%    | 16%   | 18%  | 11%              | 12%          | 16%          | 16%  | 15%          | 13%  | 19% | 13%  | 15%      | 13%       | 17%   | 10% |
|                           |       | b      |        |           | c     | cd    | cd   |                  |              |              | g    |              |      | ln  |      | r        |           | r     |     |
|                           |       | 92%    | 7%     | 2%        | 11%   | 35%   | 51%  | 4%               | 7%           | 14%          | 49%  | 31%          | 23%  | 23% | 21%  | 84%      | 8%        | 6%    | 2%  |
| Father                    | 80    | 35     | 45     | 45        | 15    | 14    | 6    | 7                | 6            | 3            | 28   | 23           | 22   | 20  | 12   | 65       | 7         | 3     | 5   |
|                           | 3%    | 3%     | 4%     | 27%       | 4%    | 2%    | 1%   | 5%               | 3%           | 1%           | 3%   | 3%           | 4%   | 5%  | 2%   | 3%       | 3%        | 3%    | 6%  |
|                           |       |        |        | def       | ef    | f     |      | i                |              |              |      |              | n    | n   |      |          |           |       | opq |
|                           |       | 43%    | 56%    | 56%       | 19%   | 18%   | 7%   | 8%               | 7%           | 4%           | 35%  | 28%          | 27%  | 25% | 15%  | 81%      | 8%        | 4%    | 6%  |
| Mother                    | 72    | 30     | 40     | 43        | 13    | 10    | 5    | 4                | 10           | 6            | 16   | 17           | 21   | 9   | 22   | 56       | 6         | 4     | 6   |
|                           | 3%    | 3%     | 3%     | 26%       | 3%    | 1%    | 1%   | 3%               | 5%           | 2%           | 1%   | 2%           | 3%   | 2%  | 4%   | 3%       | 3%        | 3%    | 8%  |
|                           |       |        |        | def       | ef    |       |      |                  | ij           |              |      |              |      |     |      |          |           |       | opq |
|                           |       | 42%    | 56%    | 60%       | 19%   | 14%   | 7%   | 6%               | 14%          | 8%           | 22%  | 24%          | 29%  | 12% | 30%  | 78%      | 8%        | 5%    | 8%  |
| Son                       | 36    | 13     | 22     | *         | 2     | 7     | 26   | 2                | 11           | 5            | 10   | 6            | 4    | 7   | 19   | 32       | -         | 2     | 2   |
|                           | 1%    | 1%     | 2%     | *%        | 1%    | 1%    | 2%   | 1%               | 5%           | 2%           | 1%   | 1%           | 1%   | 2%  | 3%   | 2%       | -%        | 2%    | 3%  |
|                           |       |        |        |           |       |       | cde  |                  |              |              |      |              |      |     | kl   | p        |           | p     | p   |
|                           |       | 35%    | 61%    | *%        | 7%    | 20%   | 71%  | 5%               | 30%          | 15%          | 28%  | 17%          | 10%  | 18% | 51%  | 89%      | -%        | 6%    | 6%  |
| Daughter                  | 21    | 8      | 13     | 2         | 2     | 5     | 11   | 2                | 4            | 2            | 5    | 5            | 2    | 4   | 9    | 17       | *         | 2     | 1   |
|                           | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 1%   | 1%               | 2%           | 1%           | *%   | 1%           | *%   | 1%  | 1%   | 1%       | *%        | 1%    | 2%  |
|                           |       |        |        |           |       |       |      |                  | j            |              |      |              |      |     | l    |          |           |       | p   |
|                           |       | 40%    | 60%    | 11%       | 11%   | 24%   | 54%  | 7%               | 19%          | 11%          | 25%  | 25%          | 12%  | 18% | 43%  | 84%      | 1%        | 9%    | 6%  |
| Male housemate            | 17    | 10     | 6      | 4         | 6     | 5     | 2    | 2                | 3            | 1            | 4    | 1            | 6    | 3   | 5    | 14       | 2         | 1     | 1   |
|                           | 1%    | 1%     | *%     | 3%        | 1%    | 1%    | *%   | 1%               | 2%           | *%           | *%   | *%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                           |       |        |        | ef        | f     |       |      |                  | j            |              |      |              | k    |     |      |          |           |       |     |
|                           |       | 57%    | 36%    | 26%       | 34%   | 29%   | 11%  | 10%              | 20%          | 8%           | 26%  | 7%           | 34%  | 17% | 29%  | 81%      | 9%        | 6%    | 4%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

|                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                      | 4405  | 2108   | 2233   | 317       | 697   | 1481  | 1839 | 282              | 349          | 595          | 1911 | 1264         | 1349 | 537 | 1065 | 2789     | 490       | 556   | 570 |
| Effective Weighted Sample             | 2974  | 1417   | 1520   | 213       | 508   | 1016  | 1199 | 184              | 229          | 398          | 1324 | 903          | 968  | 374 | 734  | 2292     | 280       | 369   | 474 |
| Total                                 | 2492  | 1170   | 1282   | 167       | 419   | 814   | 1040 | 145              | 205          | 323          | 1092 | 726          | 608  | 426 | 602  | 2053     | 230       | 132   | 76  |
|                                       |       | 47%    | 51%    | 7%        | 17%   | 33%   | 42%  | 6%               | 8%           | 13%          | 44%  | 29%          | 24%  | 17% | 24%  | 82%      | 9%        | 5%    | 3%  |
| Female housemate                      | 15    | 5      | 10     | 4         | 3     | 6     | 2    | 1                | 3            | 1            | 2    | 1            | 5    | 3   | 4    | 12       | 1         | 1     | 1   |
|                                       | 1%    | *%     | 1%     | 2%        | 1%    | 1%    | *%   | 1%               | 1%           | *%           | *%   | *%           | 1%   | 1%  | 1%   | 1%       | *%        | 1%    | 1%  |
|                                       |       |        |        | def       |       |       |      |                  | j            |              |      |              | k    | k   | k    |          |           |       |     |
|                                       |       | 36%    | 64%    | 27%       | 19%   | 38%   | 16%  | 8%               | 20%          | 7%           | 15%  | 4%           | 36%  | 22% | 27%  | 83%      | 4%        | 8%    | 4%  |
| Someone else in the household         | 29    | 14     | 15     | 7         | 9     | 9     | 4    | 1                | 5            | 3            | 8    | 7            | 5    | 3   | 12   | 25       | 1         | 3     | 1   |
|                                       | 1%    | 1%     | 1%     | 4%        | 2%    | 1%    | *%   | 1%               | 3%           | 1%           | 1%   | 1%           | 1%   | 1%  | 2%   | 1%       | *%        | 2%    | 1%  |
|                                       |       |        |        | ef        | f     | f     |      |                  | j            |              |      |              |      |     | l    |          |           |       |     |
|                                       |       | 46%    | 49%    | 23%       | 30%   | 31%   | 13%  | 4%               | 18%          | 11%          | 26%  | 24%          | 17%  | 11% | 42%  | 84%      | 3%        | 10%   | 4%  |
| Someone else outside of the household | 17    | 5      | 11     | 4         | 4     | 3     | 6    | 2                | 4            | 1            | 4    | 4            | 4    | 1   | 8    | 14       | -         | 3     | *   |
|                                       | 1%    | *%     | 1%     | 3%        | 1%    | *%    | 1%   | 1%               | 2%           | *%           | *%   | 1%           | 1%   | *%  | 1%   | 1%       | -%        | 2%    | 1%  |
|                                       |       |        |        | ef        |       |       |      |                  | ij           |              |      |              |      |     |      |          |           | op    |     |
|                                       |       | 31%    | 63%    | 26%       | 25%   | 16%   | 34%  | 10%              | 26%          | 6%           | 26%  | 23%          | 25%  | 6%  | 47%  | 82%      | -%        | 15%   | 3%  |
| Don't know                            | 84    | 41     | 43     | 27        | 29    | 16    | 12   | 5                | 4            | 7            | 32   | 13           | 31   | 12  | 18   | 70       | 7         | 5     | 2   |
|                                       | 3%    | 3%     | 3%     | 16%       | 7%    | 2%    | 1%   | 4%               | 2%           | 2%           | 3%   | 2%           | 5%   | 3%  | 3%   | 3%       | 3%        | 4%    | 3%  |
|                                       |       |        |        | def       | ef    |       |      |                  |              |              |      |              | kn   |     |      |          |           |       |     |
|                                       |       | 48%    | 51%    | 32%       | 35%   | 19%   | 14%  | 6%               | 5%           | 9%           | 38%  | 15%          | 37%  | 15% | 22%  | 83%      | 8%        | 6%    | 3%  |
| Prefer not to say                     | 164   | 87     | 61     | 8         | 29    | 55    | 52   | 6                | 4            | 10           | 38   | 43           | 31   | 22  | 33   | 134      | 13        | 11    | 6   |
|                                       | 7%    | 7%     | 5%     | 5%        | 7%    | 7%    | 5%   | 4%               | 2%           | 3%           | 3%   | 6%           | 5%   | 5%  | 5%   | 7%       | 6%        | 9%    | 8%  |
|                                       |       | b      |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |
|                                       |       | 53%    | 37%    | 5%        | 18%   | 34%   | 32%  | 4%               | 2%           | 6%           | 23%  | 26%          | 19%  | 13% | 20%  | 81%      | 8%        | 7%    | 4%  |
| NOT ANSWERED [POSTAL ONLY]            | 12    | 6      | 7      | -         | -     | 1     | 8    | 2                | 2            | 2            | -    | *            | *    | 3   | 5    | 10       | 2         | *     | *   |
|                                       | *%    | *%     | 1%     | -%        | -%    | *%    | 1%   | 1%               | 1%           | 1%           | -%   | *%           | *%   | 1%  | 1%   | 1%       | 1%        | *%    | *%  |
|                                       |       |        |        |           |       | de    |      | j                | j            | j            |      |              |      | kl  | kl   |          |           |       |     |
|                                       |       | 46%    | 54%    | -%        | -%    | 7%    | 66%  | 14%              | 18%          | 20%          | -%   | 2%           | 2%   | 22% | 45%  | 83%      | 13%       | 1%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4405  | 284             | 394        | 312        | 296       | 284       | 313         | 331           | 266        | 309        | 3293     | 1112  | 2457           | 1831        | 2369              | 2036         |
| Effective Weighted Sample | 2974  | 254             | 347        | 278        | 265       | 245       | 281         | 291           | 230        | 267        | 2483     | 498   | 1702           | 1205        | 1552              | 1424         |
| Total                     | 2492  | 277             | 369        | 217        | 181       | 221       | 174         | 196           | 106        | 312        | 2121     | 370   | 1464           | 955         | 1330              | 1162         |
|                           |       | 11%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 13%        | 85%      | 15%   | 59%            | 38%         | 53%               | 47%          |
| I do                      | 1560  | 162             | 238        | 142        | 111       | 145       | 107         | 122           | 64         | 191        | 1323     | 237   | 961            | 570         | 842               | 718          |
|                           | 63%   | 59%             | 65%        | 65%        | 61%       | 66%       | 61%         | 62%           | 60%        | 61%        | 62%      | 64%   | 66%            | 60%         | 63%               | 62%          |
|                           |       | 10%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 62%            | 37%         | 54%               | 46%          |
| Husband/ male partner     | 557   | 46              | 92         | 51         | 42        | 53        | 48          | 48            | 24         | 64         | 475      | 83    | 334            | 218         | 340               | 217          |
|                           | 22%   | 17%             | 25%        | 24%        | 23%       | 24%       | 27%         | 24%           | 22%        | 20%        | 22%      | 22%   | 23%            | 23%         | 26%               | 19%          |
|                           |       | 8%              | 17%        | 9%         | 8%        | 9%        | 9%          | 9%            | 4%         | 11%        | 85%      | 15%   | 60%            | 39%         | 61%               | 39%          |
| Wife/ female partner      | 361   | 37              | 59         | 34         | 32        | 30        | 28          | 30            | 13         | 40         | 300      | 61    | 222            | 134         | 213               | 148          |
|                           | 14%   | 13%             | 16%        | 15%        | 18%       | 13%       | 16%         | 16%           | 12%        | 13%        | 14%      | 17%   | 15%            | 14%         | 16%               | 13%          |
|                           |       | 10%             | 16%        | 9%         | 9%        | 8%        | 8%          | 8%            | 4%         | 11%        | 83%      | 17%   | 62%            | 37%         | 59%               | 41%          |
| Father                    | 80    | 11              | 9          | 9          | 8         | 11        | 2           | 4             | 3          | 8          | 69       | 11    | 41             | 37          | 39                | 41           |
|                           | 3%    | 4%              | 2%         | 4%         | 5%        | 5%        | 1%          | 2%            | 2%         | 3%         | 3%       | 3%    | 3%             | 4%          | 3%                | 4%           |
|                           |       | f               | f          | f          | f         | f         |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 13%             | 11%        | 11%        | 10%       | 14%       | 2%          | 5%            | 3%         | 10%        | 86%      | 14%   | 51%            | 46%         | 48%               | 52%          |
| Mother                    | 72    | 11              | 6          | 6          | 7         | 5         | 5           | 6             | 4          | 6          | 64       | 7     | 37             | 33          | 24                | 48           |
|                           | 3%    | 4%              | 2%         | 3%         | 4%        | 2%        | 3%          | 3%            | 3%         | 2%         | 3%       | 2%    | 3%             | 3%          | 2%                | 4%           |
|                           |       | 16%             | 9%         | 8%         | 10%       | 7%        | 8%          | 8%            | 5%         | 8%         | 90%      | 10%   | 52%            | 46%         | 33%               | 67%          |
| Son                       | 36    | 7               | 3          | 4          | 2         | 3         | 2           | 4             | 1          | 7          | 33       | 3     | 13             | 23          | 12                | 25           |
|                           | 1%    | 3%              | 1%         | 2%         | 1%        | 1%        | 1%          | 2%            | 1%         | 2%         | 2%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                           |       | 20%             | 9%         | 10%        | 6%        | 8%        | 5%          | 11%           | 2%         | 18%        | 92%      | 8%    | 36%            | 64%         | 32%               | 68%          |
| Daughter                  | 21    | 4               | 1          | 1          | *         | 2         | 1           | 4             | 3          | -          | 19       | 2     | 9              | 12          | 5                 | 16           |
|                           | 1%    | 2%              | 1%         | 1%         | 1%        | 1%        | 1%          | 2%            | 3%         | 0%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       | i               |            |            |           |           |             | bdi           | bcdi       |            |          |       |                |             |                   | n            |
|                           |       | 21%             | 5%         | 6%         | 1%        | 10%       | 6%          | 20%           | 15%        | 0%         | 93%      | 7%    | 41%            | 57%         | 22%               | 78%          |
| Male housemate            | 17    | 1               | 3          | 2          | -         | 2         | -           | 4             | 1          | 1          | 17       | *     | 8              | 7           | 5                 | 12           |
|                           | 1%    | 1%              | 1%         | 1%         | 0%        | 1%        | 0%          | 2%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                           |       | 4%              | 18%        | 13%        | 0%        | 9%        | 0%          | 23%           | 8%         | 6%         | 97%      | 3%    | 50%            | 40%         | 30%               | 70%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

|                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                      | 4405  | 284             | 394        | 312        | 296       | 284       | 313         | 331           | 266        | 309        | 3293     | 1112  | 2457           | 1831        | 2369              | 2036        |
| Effective Weighted Sample             | 2974  | 254             | 347        | 278        | 265       | 245       | 281         | 291           | 230        | 267        | 2483     | 498   | 1702           | 1205        | 1552              | 1424        |
| Total                                 | 2492  | 277             | 369        | 217        | 181       | 221       | 174         | 196           | 106        | 312        | 2121     | 370   | 1464           | 955         | 1330              | 1162        |
|                                       |       | 11%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 13%        | 85%      | 15%   | 59%            | 38%         | 53%               | 47%         |
| Female housemate                      | 15    | -               | 3          | 3          | 1         | 1         | *           | 1             | 1          | 1          | 15       | *     | 7              | 6           | 5                 | 10          |
|                                       | 1%    | -%              | 1%         | 1%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%          |
|                                       |       | -%              | 21%        | 21%        | 8%        | 5%        | 3%          | 10%           | 6%         | 9%         | 98%      | 2%    | 47%            | 42%         | 35%               | 65%         |
| Someone else in the household         | 29    | 4               | 4          | 5          | 1         | 2         | 2           | 5             | 2          | 1          | 25       | 4     | 15             | 13          | 11                | 18          |
|                                       | 1%    | 1%              | 1%         | 2%         | 1%        | 1%        | 1%          | 2%            | 2%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 2%          |
|                                       |       | 13%             | 13%        | 17%        | 4%        | 5%        | 6%          | 15%           | 7%         | 5%         | 86%      | 14%   | 52%            | 45%         | 38%               | 62%         |
| Someone else outside of the household | 17    | 2               | 3          | 3          | 1         | -         | -           | 1             | 1          | 4          | 16       | 1     | 7              | 10          | 2                 | 16          |
|                                       | 1%    | 1%              | 1%         | 1%         | 1%        | -%        | -%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%          |
|                                       |       | 9%              | 16%        | 16%        | 8%        | -%        | -%          | 6%            | 4%         | 23%        | 96%      | 4%    | 42%            | 58%         | 10%               | 90%         |
| Don't know                            | 84    | 18              | 8          | 3          | 6         | 8         | 9           | 3             | 4          | 11         | 79       | 5     | 45             | 35          | 29                | 56          |
|                                       | 3%    | 6%              | 2%         | 1%         | 4%        | 4%        | 5%          | 1%            | 4%         | 3%         | 4%       | 1%    | 3%             | 4%          | 2%                | 5%          |
|                                       |       | bcg             |            |            |           |           | bcg         |               |            |            | k        |       |                |             |                   | n           |
|                                       |       | 21%             | 10%        | 4%         | 8%        | 10%       | 11%         | 3%            | 5%         | 12%        | 94%      | 6%    | 53%            | 41%         | 34%               | 66%         |
| Prefer not to say                     | 164   | 25              | 20         | 13         | 11        | 10        | 10          | 13            | 8          | 23         | 146      | 18    | 85             | 54          | 86                | 78          |
|                                       | 7%    | 9%              | 5%         | 6%         | 6%        | 5%        | 6%          | 6%            | 7%         | 7%         | 7%       | 5%    | 6%             | 6%          | 6%                | 7%          |
|                                       |       | e               |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |
|                                       |       | 15%             | 12%        | 8%         | 7%        | 6%        | 6%          | 8%            | 5%         | 14%        | 89%      | 11%   | 52%            | 33%         | 52%               | 48%         |
| NOT ANSWERED [POSTAL ONLY]            | 12    | 4               | -          | 2          | -         | -         | -           | 3             | -          | 2          | 12       | 1     | 2              | 7           | 5                 | 8           |
|                                       | 1%    | 1%              | -%         | 1%         | -%        | -%        | -%          | 1%            | -%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%          |
|                                       |       | bf              |            |            |           |           |             | bf            |            |            |          |       |                |             |                   |             |
|                                       |       | 31%             | -%         | 14%        | -%        | -%        | -%          | 23%           | -%         | 16%        | 95%      | 5%    | 19%            | 57%         | 39%               | 61%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

|                           | Total       | TV SERVICES          |                      |                       |                   | YOUTUBE               |                        |
|---------------------------|-------------|----------------------|----------------------|-----------------------|-------------------|-----------------------|------------------------|
|                           |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d         | SERV-<br>ICES<br>e    | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |             |                      |                      |                       |                   |                       |                        |
| Unweighted total          | 4405        | 2261                 | 1922                 | 3485                  | 3394              | 1793                  | 4278                   |
| Effective Weighted Sample | 2974        | 1526                 | 1288                 | 2405                  | 2325              | 1231                  | 2896                   |
| Total                     | 2492        | 1290<br>52%          | 1098<br>44%          | 1956<br>78%           | 1896<br>76%       | 1004<br>40%           | 2408<br>97%            |
| I do                      | 1560<br>63% | 806<br>62%           | 725<br>66%           | 1252<br>64%           | 1196<br>63%       | 668<br>67%<br>adf     | 1524<br>63%            |
|                           |             | 52%                  | 46%                  | 80%                   | 77%               | 43%                   | 98%                    |
| Husband/ male partner     | 557<br>22%  | 321<br>25%<br>e      | 242<br>22%           | 469<br>24%<br>e       | 448<br>24%<br>e   | 204<br>20%            | 544<br>23%             |
|                           |             | 58%                  | 43%                  | 84%                   | 80%               | 37%                   | 98%                    |
| Wife/ female partner      | 361<br>14%  | 205<br>16%<br>57%    | 167<br>15%<br>46%    | 306<br>16%<br>85%     | 283<br>15%<br>79% | 141<br>14%<br>39%     | 356<br>15%<br>99%      |
| Father                    | 80<br>3%    | 41<br>3%             | 36<br>3%             | 61<br>3%              | 70<br>4%          | 47<br>5%<br>acf       | 78<br>3%               |
|                           |             | 51%                  | 44%                  | 76%                   | 87%               | 59%                   | 97%                    |
| Mother                    | 72<br>3%    | 43<br>3%             | 25<br>2%             | 56<br>3%              | 64<br>3%          | 44<br>4%<br>bcf       | 72<br>3%               |
|                           |             | 60%                  | 34%                  | 78%                   | 89%               | 62%                   | 100%                   |
| Son                       | 36<br>1%    | 13<br>1%             | 21<br>2%<br>ac       | 21<br>1%              | 22<br>1%          | 14<br>1%              | 35<br>1%               |
|                           |             | 37%                  | 58%                  | 58%                   | 60%               | 38%                   | 96%                    |
| Daughter                  | 21<br>1%    | 8<br>1%<br>38%       | 6<br>1%<br>29%       | 13<br>1%<br>62%       | 13<br>1%<br>64%   | 6<br>1%<br>31%        | 17<br>1%<br>82%        |
| Male housemate            | 17<br>1%    | 5<br>*%<br>27%       | 8<br>1%<br>46%       | 9<br>*%<br>53%        | 14<br>1%<br>84%   | 11<br>1%<br>64%<br>ac | 17<br>1%<br>100%       |
| Female housemate          | 15<br>1%    | 7<br>1%<br>46%       | 6<br>1%<br>42%       | 10<br>1%<br>67%       | 11<br>1%<br>76%   | 8<br>1%<br>51%        | 15<br>1%<br>99%        |

Columns Tested: a,b,c,d,e,f

## QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

|                                       | Total | TV SERVICES          |                      |                       |           | YOUTUBE            | ANY SER-<br>VICES |
|---------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|-------------------|
|                                       |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e |                   |
| Significance Level: 95%               |       |                      |                      |                       |           |                    | f                 |
| Unweighted total                      | 4405  | 2261                 | 1922                 | 3485                  | 3394      | 1793               | 4278              |
| Effective Weighted Sample             | 2974  | 1526                 | 1288                 | 2405                  | 2325      | 1231               | 2896              |
| Total                                 | 2492  | 1290                 | 1098                 | 1956                  | 1896      | 1004               | 2408              |
|                                       |       | 52%                  | 44%                  | 78%                   | 76%       | 40%                | 97%               |
| Someone else in the household         | 29    | 14                   | 12                   | 23                    | 24        | 17                 | 29                |
|                                       | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 2%                 | 1%                |
|                                       |       | 49%                  | 40%                  | 77%                   | 83%       | 57%                | 100%              |
| Someone else outside of the household | 17    | 3                    | 6                    | 10                    | 11        | 5                  | 14                |
|                                       | 1%    | *%                   | 1%                   | *%                    | 1%        | 1%                 | 1%                |
|                                       |       | 19%                  | 36%                  | 56%                   | 65%       | 31%                | 81%               |
| Don't know                            | 84    | 33                   | 24                   | 53                    | 66        | 34                 | 78                |
|                                       | 3%    | 3%                   | 2%                   | 3%                    | 3%        | 3%                 | 3%                |
|                                       |       |                      |                      |                       | b         |                    |                   |
|                                       |       | 40%                  | 28%                  | 63%                   | 78%       | 40%                | 92%               |
| Prefer not to say                     | 164   | 81                   | 56                   | 116                   | 107       | 46                 | 149               |
|                                       | 7%    | 6%                   | 5%                   | 6%                    | 6%        | 5%                 | 6%                |
|                                       |       |                      |                      |                       |           |                    | e                 |
|                                       |       | 49%                  | 34%                  | 71%                   | 65%       | 28%                | 90%               |
| NOT ANSWERED [POSTAL ONLY]            | 12    | 5                    | 8                    | 3                     | 2         | 3                  | 10                |
|                                       | *%    | *%                   | 1%                   | *%                    | *%        | *%                 | *%                |
|                                       |       |                      | cd                   |                       |           |                    |                   |
|                                       |       | 40%                  | 67%                  | 27%                   | 20%       | 24%                | 80%               |
| Columns Tested: a,b,c,d,e,f           |       |                      |                      |                       |           |                    |                   |



## QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 5149  | 2437   | 2641   | 536       | 932   | 1688  | 1914 | 354              | 413          | 674          | 2195 | 1371         | 1682 | 631 | 1239 | 3328     | 560       | 615   | 646 |
| Effective Weighted Sample | 3506  | 1651   | 1808   | 363       | 684   | 1163  | 1247 | 233              | 277          | 452          | 1526 | 976          | 1223 | 440 | 868  | 2728     | 325       | 410   | 534 |
| Total                     | 2925  | 1365   | 1518   | 285       | 576   | 931   | 1077 | 181              | 246          | 361          | 1267 | 792          | 765  | 504 | 708  | 2423     | 267       | 147   | 87  |
|                           |       | 47%    | 52%    | 10%       | 20%   | 32%   | 37%  | 6%               | 8%           | 12%          | 43%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| I do                      | 2217  | 1061   | 1137   | 187       | 473   | 721   | 812  | 140              | 191          | 281          | 1043 | 639          | 614  | 388 | 494  | 1836     | 209       | 109   | 63  |
|                           | 76%   | 78%    | 75%    | 66%       | 82%   | 77%   | 75%  | 77%              | 78%          | 78%          | 82%  | 81%          | 80%  | 77% | 70%  | 76%      | 78%       | 74%   | 73% |
|                           |       | b      |        |           | cef   | c     | c    |                  |              |              | i    | n            | n    | n   |      |          |           |       |     |
|                           |       | 48%    | 51%    | 8%        | 21%   | 33%   | 37%  | 6%               | 9%           | 13%          | 47%  | 29%          | 28%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| Husband/ male partner     | 523   | 76     | 443    | 22        | 117   | 190   | 189  | 19               | 27           | 58           | 280  | 148          | 131  | 92  | 136  | 439      | 47        | 25    | 11  |
|                           | 18%   | 6%     | 29%    | 8%        | 20%   | 20%   | 18%  | 10%              | 11%          | 16%          | 22%  | 19%          | 17%  | 18% | 19%  | 18%      | 17%       | 17%   | 13% |
|                           |       | a      |        |           | c     | c     | c    |                  |              | g            | ghi  |              |      |     |      | r        |           |       |     |
|                           |       | 15%    | 85%    | 4%        | 22%   | 36%   | 36%  | 4%               | 5%           | 11%          | 54%  | 28%          | 25%  | 18% | 26%  | 84%      | 9%        | 5%    | 2%  |
| Wife/ female partner      | 403   | 361    | 39     | 13        | 61    | 136   | 189  | 20               | 29           | 56           | 210  | 139          | 81   | 88  | 84   | 340      | 35        | 21    | 7   |
|                           | 14%   | 26%    | 3%     | 5%        | 11%   | 15%   | 18%  | 11%              | 12%          | 15%          | 17%  | 18%          | 11%  | 17% | 12%  | 14%      | 13%       | 15%   | 8%  |
|                           |       | b      |        |           | c     | cd    | cde  |                  |              |              | gh   | ln           |      | ln  |      | r        | r         | r     |     |
|                           |       | 90%    | 10%    | 3%        | 15%   | 34%   | 47%  | 5%               | 7%           | 14%          | 52%  | 34%          | 20%  | 22% | 21%  | 84%      | 9%        | 5%    | 2%  |
| Father                    | 74    | 34     | 40     | 51        | 10    | 10    | 3    | 6                | 3            | 7            | 22   | 14           | 25   | 20  | 12   | 58       | 9         | 4     | 3   |
|                           | 3%    | 2%     | 3%     | 18%       | 2%    | 1%    | *%   | 3%               | 1%           | 2%           | 2%   | 2%           | 3%   | 4%  | 2%   | 2%       | 4%        | 2%    | 3%  |
|                           |       |        |        | def       | f     | f     |      |                  |              |              |      |              | kn   | kn  |      |          |           |       |     |
|                           |       | 46%    | 54%    | 68%       | 14%   | 14%   | 4%   | 8%               | 5%           | 9%           | 29%  | 19%          | 34%  | 27% | 17%  | 78%      | 13%       | 5%    | 4%  |
| Mother                    | 81    | 33     | 47     | 53        | 10    | 11    | 6    | 5                | 7            | 7            | 19   | 15           | 26   | 12  | 25   | 65       | 9         | 3     | 3   |
|                           | 3%    | 2%     | 3%     | 18%       | 2%    | 1%    | 1%   | 3%               | 3%           | 2%           | 2%   | 2%           | 3%   | 2%  | 4%   | 3%       | 3%        | 2%    | 4%  |
|                           |       |        |        | def       | f     |       |      |                  |              |              |      |              | k    |     | k    |          |           |       |     |
|                           |       | 41%    | 58%    | 65%       | 12%   | 14%   | 8%   | 6%               | 9%           | 9%           | 24%  | 18%          | 32%  | 15% | 31%  | 80%      | 11%       | 4%    | 4%  |
| Son                       | 84    | 35     | 48     | 10        | 5     | 28    | 41   | 5                | 11           | 9            | 34   | 19           | 14   | 21  | 28   | 73       | 4         | 4     | 2   |
|                           | 3%    | 3%     | 3%     | 3%        | 1%    | 3%    | 4%   | 3%               | 4%           | 3%           | 3%   | 2%           | 2%   | 4%  | 4%   | 3%       | 2%        | 3%    | 3%  |
|                           |       |        |        | d         |       | d     | d    |                  |              |              |      |              |      | l   | l    |          |           |       |     |
|                           |       | 41%    | 57%    | 12%       | 5%    | 34%   | 48%  | 6%               | 13%          | 11%          | 40%  | 23%          | 16%  | 25% | 34%  | 87%      | 5%        | 5%    | 3%  |
| Daughter                  | 65    | 27     | 37     | 8         | 3     | 27    | 26   | 4                | 6            | 6            | 25   | 15           | 13   | 13  | 21   | 54       | 4         | 4     | 3   |
|                           | 2%    | 2%     | 2%     | 3%        | 1%    | 3%    | 2%   | 2%               | 3%           | 2%           | 2%   | 2%           | 2%   | 3%  | 3%   | 2%       | 2%        | 3%    | 3%  |
|                           |       |        |        | d         |       | d     | d    |                  |              |              |      |              |      |     | l    |          |           |       |     |
|                           |       | 42%    | 57%    | 13%       | 5%    | 41%   | 40%  | 7%               | 10%          | 10%          | 39%  | 24%          | 20%  | 20% | 32%  | 83%      | 7%        | 6%    | 4%  |
| Male housemate            | 28    | 11     | 15     | 14        | 9     | 4     | *    | 2                | 5            | 3            | 8    | 3            | 11   | 5   | 8    | 22       | 4         | 1     | 1   |
|                           | 1%    | 1%     | 1%     | 5%        | 2%    | *%    | *%   | 1%               | 2%           | 1%           | 1%   | *%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                           |       |        |        | def       | ef    | f     |      |                  | j            |              |      |              | k    |     |      |          |           |       |     |
|                           |       | 41%    | 53%    | 50%       | 33%   | 16%   | 1%   | 6%               | 16%          | 10%          | 28%  | 12%          | 41%  | 16% | 30%  | 80%      | 13%       | 4%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

|                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                      | 5149  | 2437   | 2641   | 536       | 932   | 1688  | 1914 | 354              | 413          | 674          | 2195 | 1371         | 1682 | 631 | 1239 | 3328     | 560       | 615   | 646 |
| Effective Weighted Sample             | 3506  | 1651   | 1808   | 363       | 684   | 1163  | 1247 | 233              | 277          | 452          | 1526 | 976          | 1223 | 440 | 868  | 2728     | 325       | 410   | 534 |
| Total                                 | 2925  | 1365   | 1518   | 285       | 576   | 931   | 1077 | 181              | 246          | 361          | 1267 | 792          | 765  | 504 | 708  | 2423     | 267       | 147   | 87  |
|                                       |       | 47%    | 52%    | 10%       | 20%   | 32%   | 37%  | 6%               | 8%           | 12%          | 43%  | 27%          | 26%  | 17% | 24%  | 83%      | 9%        | 5%    | 3%  |
| Female housemate                      | 27    | 15     | 12     | 15        | 8     | 2     | 3    | 2                | 3            | 3            | 6    | 3            | 11   | 5   | 9    | 22       | 3         | 1     | *   |
|                                       | 1%    | 1%     | 1%     | 5%        | 1%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                       |       |        |        | def       | ef    |       |      |                  |              |              |      |              | k    |     | k    |          |           |       |     |
|                                       |       | 53%    | 45%    | 54%       | 29%   | 7%    | 11%  | 6%               | 12%          | 10%          | 23%  | 10%          | 41%  | 17% | 31%  | 82%      | 11%       | 5%    | 2%  |
| Someone else in the household         | 33    | 12     | 19     | 14        | 7     | 8     | 2    | 2                | 3            | 3            | 4    | 3            | 8    | 8   | 11   | 27       | 3         | 2     | 1   |
|                                       | 1%    | 1%     | 1%     | 5%        | 1%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 2%  | 2%   | 1%       | 1%        | 2%    | 1%  |
|                                       |       |        |        | def       | f     | f     |      | j                |              |              |      |              |      | k   | k    |          |           |       |     |
|                                       |       | 35%    | 56%    | 44%       | 20%   | 24%   | 6%   | 7%               | 8%           | 10%          | 11%  | 9%           | 25%  | 25% | 33%  | 81%      | 10%       | 7%    | 2%  |
| Someone else outside of the household | 22    | 9      | 13     | 7         | 3     | 6     | 6    | 1                | 7            | 2            | 2    | 3            | 6    | 3   | 11   | 18       | 2         | 2     | *   |
|                                       | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | 1%   | 1%               | 3%           | 1%           | 1%   | 1%           | 1%   | 1%  | 2%   | 1%       | 1%        | 2%    | 1%  |
|                                       |       |        |        | def       |       |       |      |                  | ij           |              |      |              |      |     | k    |          |           | r     |     |
|                                       |       | 41%    | 59%    | 32%       | 16%   | 26%   | 27%  | 6%               | 33%          | 11%          | 9%   | 12%          | 26%  | 12% | 49%  | 81%      | 8%        | 10%   | 1%  |
| Don't know                            | 49    | 26     | 23     | 15        | 9     | 14    | 10   | 3                | 2            | 6            | 11   | 6            | 14   | 7   | 12   | 43       | 3         | 3     | 1   |
|                                       | 2%    | 2%     | 2%     | 5%        | 2%    | 1%    | 1%   | 2%               | 1%           | 2%           | 1%   | 1%           | 2%   | 1%  | 2%   | 2%       | 1%        | 2%    | 1%  |
|                                       |       |        |        | def       |       |       |      |                  |              |              |      |              | k    |     | k    |          |           |       |     |
|                                       |       | 52%    | 47%    | 31%       | 19%   | 28%   | 20%  | 6%               | 5%           | 12%          | 23%  | 12%          | 29%  | 15% | 25%  | 86%      | 6%        | 6%    | 2%  |
| Prefer not to say                     | 185   | 95     | 74     | 17        | 32    | 62    | 55   | 9                | 4            | 9            | 39   | 44           | 37   | 25  | 40   | 155      | 12        | 12    | 6   |
|                                       | 6%    | 7%     | 5%     | 6%        | 6%    | 7%    | 5%   | 5%               | 2%           | 2%           | 3%   | 6%           | 5%   | 5%  | 6%   | 6%       | 4%        | 8%    | 7%  |
|                                       |       | b      |        |           |       |       |      | h                |              |              |      |              |      |     |      |          |           | p     |     |
|                                       |       | 51%    | 40%    | 9%        | 17%   | 33%   | 30%  | 5%               | 2%           | 5%           | 21%  | 24%          | 20%  | 14% | 22%  | 84%      | 6%        | 6%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]            | 14    | 5      | 9      | -         | 1     | 1     | 9    | 1                | 1            | 2            | 1    | 1            | 2    | 1   | 5    | 11       | 1         | 1     | 1   |
|                                       | 1%    | 1%     | 1%     | 0%        | 1%    | 1%    | 1%   | 1%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                       |       |        |        |           |       |       | e    | j                |              | j            |      |              |      |     | k    |          |           |       | o   |
|                                       |       | 37%    | 63%    | 0%        | 7%    | 5%    | 66%  | 11%              | 7%           | 16%          | 8%   | 7%           | 14%  | 10% | 38%  | 76%      | 6%        | 8%    | 10% |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 5149  | 371             | 455        | 346        | 358       | 354       | 366         | 395           | 335        | 348        | 3933     | 1216  | 2885           | 2117        | 2597              | 2552         |
| Effective Weighted Sample | 3506  | 327             | 400        | 310        | 319       | 305       | 328         | 341           | 290        | 303        | 2970     | 542   | 2004           | 1417        | 1696              | 1814         |
| Total                     | 2925  | 355             | 416        | 241        | 218       | 276       | 202         | 237           | 130        | 349        | 2517     | 407   | 1734           | 1094        | 1465              | 1460         |
|                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 59%            | 37%         | 50%               | 50%          |
| I do                      | 2217  | 273             | 301        | 186        | 164       | 219       | 151         | 181           | 100        | 261        | 1907     | 309   | 1412           | 757         | 1101              | 1116         |
|                           | 76%   | 77%             | 72%        | 77%        | 75%       | 79%       | 75%         | 76%           | 77%        | 75%        | 76%      | 76%   | 81%            | 69%         | 75%               | 76%          |
|                           |       |                 |            |            |           | b         |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 12%             | 14%        | 8%         | 7%        | 10%       | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 64%            | 34%         | 50%               | 50%          |
| Husband/ male partner     | 523   | 57              | 75         | 48         | 46        | 54        | 44          | 43            | 24         | 48         | 457      | 65    | 310            | 205         | 292               | 231          |
|                           | 18%   | 16%             | 18%        | 20%        | 21%       | 20%       | 22%         | 18%           | 18%        | 14%        | 18%      | 16%   | 18%            | 19%         | 20%               | 16%          |
|                           |       |                 |            | i          | i         |           | i           |               |            |            |          |       |                |             | o                 |              |
|                           |       | 11%             | 14%        | 9%         | 9%        | 10%       | 8%          | 8%            | 5%         | 9%         | 87%      | 13%   | 59%            | 39%         | 56%               | 44%          |
| Wife/ female partner      | 403   | 48              | 64         | 45         | 30        | 36        | 28          | 30            | 17         | 41         | 347      | 56    | 255            | 140         | 224               | 179          |
|                           | 14%   | 14%             | 15%        | 19%        | 14%       | 13%       | 14%         | 13%           | 13%        | 12%        | 14%      | 14%   | 15%            | 13%         | 15%               | 12%          |
|                           |       |                 |            | egi        |           |           |             |               |            |            |          |       |                |             | o                 |              |
|                           |       | 12%             | 16%        | 11%        | 7%        | 9%        | 7%          | 8%            | 4%         | 10%        | 86%      | 14%   | 63%            | 35%         | 56%               | 44%          |
| Father                    | 74    | 9               | 5          | 8          | 6         | 9         | 3           | 5             | 3          | 10         | 69       | 5     | 34             | 38          | 28                | 47           |
|                           | 3%    | 3%              | 1%         | 3%         | 3%        | 3%        | 2%          | 2%            | 2%         | 3%         | 3%       | 1%    | 2%             | 4%          | 2%                | 3%           |
|                           |       |                 |            |            |           |           |             | k             |            |            |          |       | l              |             | n                 |              |
|                           |       | 12%             | 7%         | 10%        | 8%        | 12%       | 5%          | 7%            | 4%         | 13%        | 93%      | 7%    | 46%            | 52%         | 37%               | 63%          |
| Mother                    | 81    | 10              | 11         | 8          | 10        | 7         | 4           | 6             | 2          | 7          | 77       | 4     | 31             | 47          | 26                | 55           |
|                           | 3%    | 3%              | 3%         | 3%         | 5%        | 3%        | 2%          | 2%            | 1%         | 2%         | 3%       | 1%    | 2%             | 4%          | 2%                | 4%           |
|                           |       |                 |            |            | h         |           |             |               |            |            | k        |       | l              |             | n                 |              |
|                           |       | 13%             | 13%        | 10%        | 12%       | 9%        | 5%          | 7%            | 2%         | 9%         | 95%      | 5%    | 38%            | 58%         | 32%               | 68%          |
| Son                       | 84    | 11              | 6          | 8          | 8         | 12        | 7           | 7             | 2          | 12         | 75       | 9     | 46             | 36          | 35                | 49           |
|                           | 3%    | 3%              | 1%         | 3%         | 4%        | 5%        | 4%          | 3%            | 1%         | 3%         | 3%       | 2%    | 3%             | 3%          | 2%                | 3%           |
|                           |       |                 |            |            |           | bh        |             |               |            |            |          |       |                |             |                   |              |
|                           |       | 13%             | 7%         | 9%         | 9%        | 15%       | 9%          | 8%            | 2%         | 14%        | 89%      | 11%   | 55%            | 43%         | 42%               | 58%          |
| Daughter                  | 65    | 9               | 4          | 5          | 4         | 8         | 6           | 6             | 3          | 8          | 57       | 8     | 38             | 24          | 25                | 40           |
|                           | 2%    | 3%              | 1%         | 2%         | 2%        | 3%        | 3%          | 3%            | 2%         | 2%         | 2%       | 2%    | 2%             | 2%          | 2%                | 3%           |
|                           |       |                 |            |            |           |           | b           |               |            |            |          |       |                |             | n                 |              |
|                           |       | 14%             | 6%         | 8%         | 7%        | 12%       | 9%          | 10%           | 5%         | 13%        | 88%      | 12%   | 59%            | 36%         | 38%               | 62%          |
| Male housemate            | 28    | 3               | 2          | 1          | 2         | 3         | 4           | 3             | *          | 2          | 26       | 2     | 11             | 17          | 6                 | 22           |
|                           | 1%    | 1%              | 1%         | *%         | 1%        | 1%        | 2%          | 1%            | *%         | 1%         | 1%       | 1%    | 1%             | 2%          | *%                | 1%           |
|                           |       |                 |            |            |           |           | h           |               |            |            |          |       | l              |             | n                 |              |
|                           |       | 12%             | 8%         | 4%         | 7%        | 12%       | 16%         | 11%           | 2%         | 8%         | 92%      | 8%    | 40%            | 60%         | 21%               | 79%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

|                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                      | 5149  | 371             | 455        | 346        | 358       | 354       | 366         | 395           | 335        | 348        | 3933     | 1216  | 2885           | 2117        | 2597              | 2552         |
| Effective Weighted Sample             | 3506  | 327             | 400        | 310        | 319       | 305       | 328         | 341           | 290        | 303        | 2970     | 542   | 2004           | 1417        | 1696              | 1814         |
| Total                                 | 2925  | 355             | 416        | 241        | 218       | 276       | 202         | 237           | 130        | 349        | 2517     | 407   | 1734           | 1094        | 1465              | 1460         |
|                                       |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 59%            | 37%         | 50%               | 50%          |
| Female housemate                      | 27    | 1               | 3          | 1          | 3         | 2         | 5           | 4             | 1          | 3          | 24       | 3     | 11             | 15          | 8                 | 19           |
|                                       | 1%    | *%              | 1%         | *%         | 2%        | 1%        | 3%          | 2%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                                       |       |                 |            |            |           |           | abceh       |               |            |            |          |       | l              |             |                   | n            |
|                                       |       | 5%              | 10%        | 3%         | 13%       | 6%        | 20%         | 14%           | 3%         | 10%        | 89%      | 11%   | 41%            | 55%         | 30%               | 70%          |
| Someone else in the household         | 33    | 6               | 4          | 3          | 1         | 3         | 2           | 3             | 1          | 4          | 32       | 1     | 13             | 17          | 10                | 24           |
|                                       | 1%    | 2%              | 1%         | 1%         | 1%        | 1%        | 1%          | 1%            | 1%         | 1%         | 1%       | *%    | 1%             | 2%          | 1%                | 2%           |
|                                       |       |                 |            |            |           |           |             |               |            |            | k        |       | l              |             |                   | n            |
|                                       |       | 19%             | 13%        | 8%         | 4%        | 8%        | 5%          | 8%            | 2%         | 12%        | 96%      | 4%    | 40%            | 52%         | 29%               | 71%          |
| Someone else outside of the household | 22    | -               | 2          | 2          | 1         | 2         | 1           | 2             | -          | 8          | 21       | 1     | 8              | 14          | 2                 | 20           |
|                                       | 1%    | -%              | *%         | 1%         | 1%        | 1%        | 1%          | 1%            | -%         | 2%         | 1%       | *%    | *%             | 1%          | *%                | 1%           |
|                                       |       |                 |            |            |           |           |             |               |            | abh        |          |       | l              |             |                   | n            |
|                                       |       | -%              | 7%         | 9%         | 6%        | 8%        | 5%          | 11%           | -%         | 36%        | 95%      | 5%    | 37%            | 63%         | 8%                | 92%          |
| Don't know                            | 49    | 8               | 11         | 1          | 5         | 4         | 5           | 2             | 2          | 5          | 46       | 3     | 21             | 22          | 16                | 33           |
|                                       | 2%    | 2%              | 3%         | 1%         | 2%        | 1%        | 3%          | 1%            | 1%         | 1%         | 2%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                                       |       |                 | cg         |            |           |           | c           |               |            |            |          |       |                |             |                   | n            |
|                                       |       | 16%             | 22%        | 2%         | 10%       | 8%        | 11%         | 3%            | 4%         | 10%        | 94%      | 6%    | 43%            | 44%         | 33%               | 67%          |
| Prefer not to say                     | 185   | 29              | 26         | 16         | 12        | 13        | 11          | 18            | 7          | 22         | 161      | 24    | 92             | 62          | 94                | 92           |
|                                       | 6%    | 8%              | 6%         | 7%         | 6%        | 5%        | 6%          | 7%            | 6%         | 6%         | 6%       | 6%    | 5%             | 6%          | 6%                | 6%           |
|                                       |       | 16%             | 14%        | 9%         | 7%        | 7%        | 6%          | 9%            | 4%         | 12%        | 87%      | 13%   | 50%            | 33%         | 51%               | 49%          |
| NOT ANSWERED [POSTAL ONLY]            | 14    | 3               | 2          | -          | -         | 2         | 1           | 1             | -          | 2          | 12       | 2     | 2              | 7           | 5                 | 9            |
|                                       | *%    | 1%              | *%         | -%         | -%        | 1%        | 1%          | *%            | -%         | 1%         | *%       | 1%    | *%             | 1%          | *%                | 1%           |
|                                       |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |              |
|                                       |       | 20%             | 12%        | -%         | -%        | 11%       | 9%          | 7%            | -%         | 17%        | 84%      | 16%   | 18%            | 48%         | 35%               | 65%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

|                           | Total       | TV SERVICES          |                      |                       |             | YOUTUBE            |                        |
|---------------------------|-------------|----------------------|----------------------|-----------------------|-------------|--------------------|------------------------|
|                           |             | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d   | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |             |                      |                      |                       |             |                    |                        |
| Unweighted total          | 5149        | 2451                 | 2188                 | 3947                  | 3974        | 2167               | 4964                   |
| Effective Weighted Sample | 3506        | 1655                 | 1481                 | 2737                  | 2739        | 1500               | 3388                   |
| Total                     | 2925        | 1390<br>48%          | 1246<br>43%          | 2214<br>76%           | 2233<br>76% | 1211<br>41%        | 2800<br>96%            |
| I do                      | 2217<br>76% | 1061<br>76%          | 968<br>78%           | 1732<br>78%           | 1748<br>78% | 992<br>82%         | 2151<br>77%            |
|                           |             | 48%                  | 44%                  | 78%                   | 79%         | abcdf<br>45%       | 97%                    |
| Husband/ male partner     | 523<br>18%  | 267<br>19%           | 224<br>18%           | 407<br>18%            | 415<br>19%  | 196<br>16%         | 507<br>18%             |
|                           |             | e<br>51%             | 43%                  | 78%                   | e<br>79%    | 38%                | 97%                    |
| Wife/ female partner      | 403<br>14%  | 205<br>15%           | 183<br>15%           | 320<br>14%            | 324<br>15%  | 169<br>14%         | 393<br>14%             |
|                           |             | 51%                  | 45%                  | 79%                   | 80%         | 42%                | 98%                    |
| Father                    | 74<br>3%    | 38<br>3%             | 34<br>3%             | 58<br>3%              | 60<br>3%    | 49<br>4%           | 71<br>3%               |
|                           |             | 52%                  | 46%                  | 78%                   | 81%         | cdf<br>66%         | 96%                    |
| Mother                    | 81<br>3%    | 42<br>3%             | 33<br>3%             | 62<br>3%              | 67<br>3%    | 49<br>4%           | 80<br>3%               |
|                           |             | 52%                  | 41%                  | 76%                   | 83%         | bcf<br>61%         | 98%                    |
| Son                       | 84<br>3%    | 41<br>3%             | 38<br>3%             | 56<br>3%              | 65<br>3%    | 36<br>3%           | 81<br>3%               |
|                           |             | 48%                  | 46%                  | 67%                   | 77%         | 42%                | 96%                    |
| Daughter                  | 65<br>2%    | 33<br>2%             | 22<br>2%             | 49<br>2%              | 54<br>2%    | 30<br>2%           | 61<br>2%               |
|                           |             | 51%                  | 34%                  | 75%                   | 83%         | 47%                | 94%                    |
| Male housemate            | 28<br>1%    | 8<br>1%              | 6<br>1%              | 17<br>1%              | 24<br>1%    | 15<br>1%           | 27<br>1%               |
|                           |             | 28%                  | 23%                  | 62%                   | 87%         | ab<br>53%          | 96%                    |
| Female housemate          | 27<br>1%    | 7<br>1%              | 6<br>*%              | 19<br>1%              | 21<br>1%    | 14<br>1%           | 24<br>1%               |
|                           |             | 27%                  | 20%                  | 71%                   | 77%         | ab<br>52%          | 88%                    |

Columns Tested: a,b,c,d,e,f

## QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

|                                       | Total | TV SERVICES |           |          |      |      | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
|---------------------------------------|-------|-------------|-----------|----------|------|------|--------------------------|-------------------|
|                                       |       | PAID TRAD   | FREE TRAD | FREE     | SVOD |      |                          |                   |
|                                       |       | TV          | TV        | CATCH-UP |      |      |                          |                   |
| Significance Level: 95%               |       | a           | b         | c        | d    | e    | f                        |                   |
| Unweighted total                      | 5149  | 2451        | 2188      | 3947     | 3974 | 2167 | 4964                     |                   |
| Effective Weighted Sample             | 3506  | 1655        | 1481      | 2737     | 2739 | 1500 | 3388                     |                   |
| Total                                 | 2925  | 1390        | 1246      | 2214     | 2233 | 1211 | 2800                     |                   |
|                                       |       | 48%         | 43%       | 76%      | 76%  | 41%  | 96%                      |                   |
| Someone else in the household         | 33    | 14          | 9         | 19       | 21   | 16   | 30                       |                   |
|                                       | 1%    | 1%          | 1%        | 1%       | 1%   | 1%   | 1%                       |                   |
|                                       |       | 43%         | 26%       | 57%      | 64%  | 49%  | 89%                      |                   |
| Someone else outside of the household | 22    | 8           | 6         | 9        | 13   | 6    | 18                       |                   |
|                                       | 1%    | 1%          | *%        | *%       | 1%   | 1%   | 1%                       |                   |
|                                       |       | 36%         | 27%       | 42%      | 61%  | 29%  | 83%                      |                   |
| Don't know                            | 49    | 15          | 14        | 30       | 32   | 16   | 44                       |                   |
|                                       | 2%    | 1%          | 1%        | 1%       | 1%   | 1%   | 2%                       |                   |
|                                       |       | 30%         | 29%       | 61%      | 65%  | 32%  | 89%                      |                   |
| Prefer not to say                     | 185   | 82          | 58        | 116      | 111  | 55   | 158                      |                   |
|                                       | 6%    | 6%          | 5%        | 5%       | 5%   | 5%   | 6%                       |                   |
|                                       |       | 44%         | 31%       | 63%      | 60%  | 30%  | 85%                      |                   |
| NOT ANSWERED [POSTAL ONLY]            | 14    | 5           | 5         | 6        | 4    | 1    | 11                       |                   |
|                                       | *%    | *%          | *%        | *%       | *%   | *%   | *%                       |                   |
|                                       |       | 36%         | 38%       | 47%      | 27%  | 10%  | 76%                      |                   |

Columns Tested: a,b,c,d,e,f

## QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total          | 4756  | 2271   | 2426   | 462       | 839   | 1547  | 1835 | 312              | 367          | 625          | 2108 | 1298         | 1587 | 576 | 1100 | 3071     | 518       | 578   | 589 |
| Effective Weighted Sample | 3252  | 1547   | 1668   | 315       | 617   | 1079  | 1201 | 208              | 246          | 425          | 1471 | 934          | 1155 | 404 | 771  | 2525     | 303       | 389   | 487 |
| Total                     | 2697  | 1269   | 1391   | 237       | 518   | 849   | 1039 | 170              | 217          | 330          | 1219 | 751          | 725  | 459 | 625  | 2228     | 251       | 139   | 78  |
|                           |       | 47%    | 52%    | 9%        | 19%   | 31%   | 39%  | 6%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| I do                      | 1651  | 865    | 776    | 79        | 347   | 557   | 654  | 102              | 143          | 229          | 809  | 502          | 462  | 283 | 346  | 1361     | 162       | 83    | 46  |
|                           | 61%   | 68%    | 56%    | 33%       | 67%   | 66%   | 63%  | 60%              | 66%          | 69%          | 66%  | 67%          | 64%  | 62% | 55%  | 61%      | 64%       | 59%   | 59% |
|                           |       | b      |        |           | c     | c     | c    |                  |              | g            |      | n            | n    | n   |      |          |           |       |     |
|                           |       | 52%    | 47%    | 5%        | 21%   | 34%   | 40%  | 6%               | 9%           | 14%          | 49%  | 30%          | 28%  | 17% | 21%  | 82%      | 10%       | 5%    | 3%  |
| Husband/ male partner     | 639   | 70     | 567    | 27        | 146   | 224   | 236  | 15               | 29           | 63           | 381  | 198          | 172  | 105 | 149  | 538      | 56        | 30    | 14  |
|                           | 24%   | 5%     | 41%    | 11%       | 28%   | 26%   | 23%  | 9%               | 13%          | 19%          | 31%  | 26%          | 24%  | 23% | 24%  | 24%      | 23%       | 22%   | 18% |
|                           |       |        | a      |           | cf    | cf    | c    |                  |              | g            | ghi  |              |      |     |      | r        |           |       |     |
|                           |       | 11%    | 89%    | 4%        | 23%   | 35%   | 37%  | 2%               | 5%           | 10%          | 60%  | 31%          | 27%  | 16% | 23%  | 84%      | 9%        | 5%    | 2%  |
| Wife/ female partner      | 352   | 314    | 35     | 12        | 54    | 133   | 151  | 14               | 21           | 49           | 187  | 105          | 88   | 78  | 72   | 292      | 30        | 23    | 6   |
|                           | 13%   | 25%    | 2%     | 5%        | 11%   | 16%   | 15%  | 8%               | 10%          | 15%          | 15%  | 14%          | 12%  | 17% | 12%  | 13%      | 12%       | 17%   | 8%  |
|                           |       | b      |        |           | c     | cd    | cd   |                  |              | g            | gh   |              |      | ln  |      | r        |           | r     |     |
|                           |       | 89%    | 10%    | 4%        | 15%   | 38%   | 43%  | 4%               | 6%           | 14%          | 53%  | 30%          | 25%  | 22% | 20%  | 83%      | 9%        | 7%    | 2%  |
| Father                    | 95    | 42     | 53     | 58        | 18    | 14    | 6    | 6                | 3            | 6            | 35   | 21           | 27   | 27  | 16   | 75       | 11        | 4     | 5   |
|                           | 4%    | 3%     | 4%     | 24%       | 3%    | 2%    | 1%   | 4%               | 2%           | 2%           | 3%   | 3%           | 4%   | 6%  | 3%   | 3%       | 5%        | 3%    | 6%  |
|                           |       |        |        | def       | ef    | f     |      |                  |              |              |      |              |      | kn  |      |          |           |       | oq  |
|                           |       | 44%    | 56%    | 61%       | 19%   | 14%   | 6%   | 7%               | 3%           | 6%           | 37%  | 22%          | 28%  | 28% | 17%  | 79%      | 12%       | 4%    | 5%  |
| Mother                    | 77    | 31     | 44     | 51        | 14    | 10    | 2    | 4                | 9            | 7            | 17   | 14           | 24   | 13  | 20   | 57       | 9         | 4     | 5   |
|                           | 3%    | 2%     | 3%     | 21%       | 3%    | 1%    | *%   | 2%               | 4%           | 2%           | 1%   | 2%           | 3%   | 3%  | 3%   | 3%       | 4%        | 3%    | 7%  |
|                           |       |        |        | def       | ef    | f     |      |                  |              | j            |      |              | k    |     |      |          |           |       | oq  |
|                           |       | 40%    | 57%    | 66%       | 19%   | 12%   | 3%   | 5%               | 12%          | 9%           | 22%  | 19%          | 32%  | 17% | 27%  | 75%      | 12%       | 6%    | 7%  |
| Son                       | 39    | 13     | 24     | 1         | 3     | 8     | 26   | 3                | 4            | 6            | 13   | 8            | 4    | 7   | 19   | 34       | *         | 3     | 2   |
|                           | 1%    | 1%     | 2%     | 1%        | 1%    | 1%    | 2%   | 1%               | 2%           | 2%           | 1%   | 1%           | *%   | 2%  | 3%   | 2%       | *%        | 2%    | 2%  |
|                           |       |        |        |           |       | cde   |      |                  |              |              |      |              |      | l   | kl   |          |           | p     | p   |
|                           |       | 33%    | 63%    | 3%        | 7%    | 20%   | 67%  | 7%               | 11%          | 16%          | 32%  | 21%          | 9%   | 19% | 48%  | 87%      | 1%        | 8%    | 4%  |
| Daughter                  | 22    | 4      | 17     | 1         | 4     | 7     | 10   | 2                | 2            | 3            | 5    | 4            | 3    | 4   | 11   | 18       | 1         | 1     | 1   |
|                           | 1%    | *%     | 1%     | *%        | 1%    | 1%    | 1%   | 1%               | 1%           | 1%           | *%   | 1%           | *%   | 1%  | 2%   | 1%       | *%        | 1%    | 2%  |
|                           |       |        | a      |           |       |       |      |                  |              |              |      |              |      | kl  |      |          |           |       |     |
|                           |       | 20%    | 80%    | 5%        | 17%   | 33%   | 45%  | 7%               | 7%           | 16%          | 23%  | 17%          | 13%  | 19% | 51%  | 82%      | 6%        | 6%    | 6%  |
| Male housemate            | 24    | 12     | 11     | 9         | 8     | 5     | 2    | 2                | 2            | 3            | 8    | 2            | 11   | 3   | 5    | 20       | 1         | 2     | 1   |
|                           | 1%    | 1%     | 1%     | 4%        | 1%    | 1%    | *%   | 1%               | 1%           | 1%           | 1%   | *%           | 1%   | 1%  | 1%   | 1%       | *%        | 1%    | 1%  |
|                           |       |        |        | def       | f     |       |      |                  |              |              |      |              | k    |     |      |          |           |       |     |
|                           |       | 51%    | 47%    | 38%       | 32%   | 22%   | 8%   | 10%              | 10%          | 14%          | 35%  | 8%           | 45%  | 12% | 22%  | 86%      | 4%        | 8%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

|                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                      | 4756  | 2271   | 2426   | 462       | 839   | 1547  | 1835 | 312              | 367          | 625          | 2108 | 1298         | 1587 | 576 | 1100 | 3071     | 518       | 578   | 589 |
| Effective Weighted Sample             | 3252  | 1547   | 1668   | 315       | 617   | 1079  | 1201 | 208              | 246          | 425          | 1471 | 934          | 1155 | 404 | 771  | 2525     | 303       | 389   | 487 |
| Total                                 | 2697  | 1269   | 1391   | 237       | 518   | 849   | 1039 | 170              | 217          | 330          | 1219 | 751          | 725  | 459 | 625  | 2228     | 251       | 139   | 78  |
|                                       |       | 47%    | 52%    | 9%        | 19%   | 31%   | 39%  | 6%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Female housemate                      | 24    | 7      | 17     | 13        | 5     | 5     | *    | 2                | 3            | 1            | 9    | 1            | 16   | 2   | 4    | 20       | 2         | 2     | *   |
|                                       | 1%    | 1%     | 1%     | 5%        | 1%    | 1%    | *%   | 1%               | 1%           | *%           | 1%   | *%           | 2%   | *%  | 1%   | 1%       | 1%        | 1%    | *%  |
|                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                       |       | 27%    | 73%    | 55%       | 23%   | 22%   | *%   | 8%               | 11%          | 6%           | 36%  | 4%           | 65%  | 8%  | 16%  | 82%      | 9%        | 8%    | 1%  |
| Someone else in the household         | 36    | 17     | 18     | 11        | 12    | 8     | 4    | 4                | 3            | 4            | 6    | 6            | 11   | 5   | 12   | 29       | 3         | 3     | 1   |
|                                       | 1%    | 1%     | 1%     | 5%        | 2%    | 1%    | *%   | 2%               | 1%           | 1%           | *%   | 1%           | 2%   | 1%  | 2%   | 1%       | 1%        | 2%    | 1%  |
|                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                       |       | 49%    | 50%    | 31%       | 34%   | 22%   | 11%  | 11%              | 8%           | 10%          | 16%  | 16%          | 32%  | 14% | 33%  | 83%      | 7%        | 7%    | 3%  |
| Someone else outside of the household | 31    | 12     | 18     | 18        | 6     | 4     | 4    | 5                | 3            | 4            | 8    | 5            | 15   | -   | 10   | 27       | 2         | 3     | *   |
|                                       | 1%    | 1%     | 1%     | 7%        | 1%    | *%    | *%   | 3%               | 2%           | 1%           | 1%   | 1%           | 2%   | -%  | 2%   | 1%       | 1%        | 2%    | *%  |
|                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                       |       | 38%    | 56%    | 56%       | 18%   | 13%   | 12%  | 16%              | 10%          | 12%          | 26%  | 17%          | 48%  | -%  | 32%  | 85%      | 7%        | 9%    | *%  |
| Don't know                            | 36    | 17     | 18     | 8         | 9     | 8     | 10   | 3                | 2            | 4            | 11   | 7            | 9    | 9   | 9    | 30       | 3         | 2     | 1   |
|                                       | 1%    | 1%     | 1%     | 3%        | 2%    | 1%    | 1%   | 2%               | 1%           | 1%           | 1%   | 1%           | 1%   | 2%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                       |       | 48%    | 51%    | 22%       | 25%   | 23%   | 28%  | 8%               | 6%           | 11%          | 30%  | 19%          | 25%  | 24% | 24%  | 85%      | 8%        | 5%    | 3%  |
| Prefer not to say                     | 159   | 84     | 59     | 10        | 26    | 52    | 51   | 7                | 4            | 8            | 35   | 42           | 37   | 20  | 26   | 133      | 10        | 11    | 5   |
|                                       | 6%    | 7%     | 4%     | 4%        | 5%    | 6%    | 5%   | 4%               | 2%           | 3%           | 3%   | 6%           | 5%   | 4%  | 4%   | 6%       | 4%        | 8%    | 6%  |
|                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                       |       | 53%    | 37%    | 6%        | 16%   | 33%   | 32%  | 5%               | 3%           | 5%           | 22%  | 27%          | 23%  | 13% | 16%  | 84%      | 6%        | 7%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]            | 90    | 45     | 44     | -         | *     | 7     | 71   | 22               | 14           | 10           | 8    | 11           | 9    | 8   | 46   | 73       | 8         | 7     | 2   |
|                                       | 3%    | 4%     | 3%     | -%        | *%    | 1%    | 7%   | 13%              | 7%           | 3%           | 1%   | 1%           | 1%   | 2%  | 7%   | 3%       | 3%        | 5%    | 3%  |
|                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
|                                       |       | 50%    | 49%    | -%        | *%    | 8%    | 79%  | 25%              | 16%          | 11%          | 9%   | 12%          | 10%  | 9%  | 51%  | 81%      | 9%        | 8%    | 3%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



## QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4756  | 341             | 430        | 324        | 333       | 314       | 347         | 350           | 312        | 320        | 3636     | 1120  | 2699           | 1931        | 2446              | 2310         |
| Effective Weighted Sample | 3252  | 301             | 379        | 287        | 299       | 275       | 312         | 308           | 268        | 278        | 2755     | 500   | 1893           | 1290        | 1617              | 1638         |
| Total                     | 2697  | 325             | 395        | 228        | 203       | 242       | 191         | 207           | 121        | 318        | 2316     | 381   | 1619           | 995         | 1380              | 1316         |
|                           |       | 12%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 51%               | 49%          |
| I do                      | 1651  | 202             | 237        | 147        | 122       | 151       | 112         | 127           | 73         | 189        | 1424     | 227   | 1064           | 555         | 847               | 805          |
|                           | 61%   | 62%             | 60%        | 64%        | 60%       | 63%       | 59%         | 62%           | 61%        | 59%        | 61%      | 60%   | 66%            | 56%         | 61%               | 61%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             |                   |              |
|                           |       | 12%             | 14%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%      | 14%   | 64%            | 34%         | 51%               | 49%          |
| Husband/ male partner     | 639   | 67              | 101        | 56         | 53        | 60        | 53          | 51            | 29         | 68         | 554      | 85    | 414            | 217         | 371               | 268          |
|                           | 24%   | 21%             | 26%        | 24%        | 26%       | 25%       | 28%         | 25%           | 24%        | 21%        | 24%      | 22%   | 26%            | 22%         | 27%               | 20%          |
|                           |       |                 |            |            |           |           | a           |               |            |            |          |       | m              |             | o                 |              |
|                           |       | 10%             | 16%        | 9%         | 8%        | 9%        | 8%          | 8%            | 5%         | 11%        | 87%      | 13%   | 65%            | 34%         | 58%               | 42%          |
| Wife/ female partner      | 352   | 39              | 57         | 34         | 29        | 29        | 23          | 27            | 14         | 39         | 295      | 57    | 235            | 111         | 199               | 154          |
|                           | 13%   | 12%             | 15%        | 15%        | 14%       | 12%       | 12%         | 13%           | 11%        | 12%        | 13%      | 15%   | 15%            | 11%         | 14%               | 12%          |
|                           |       |                 |            |            |           |           |             |               |            |            |          |       | m              |             | o                 |              |
|                           |       | 11%             | 16%        | 10%        | 8%        | 8%        | 7%          | 8%            | 4%         | 11%        | 84%      | 16%   | 67%            | 31%         | 56%               | 44%          |
| Father                    | 95    | 14              | 11         | 6          | 10        | 12        | 2           | 5             | 2          | 12         | 83       | 12    | 51             | 42          | 45                | 50           |
|                           | 4%    | 4%              | 3%         | 3%         | 5%        | 5%        | 1%          | 3%            | 2%         | 4%         | 4%       | 3%    | 3%             | 4%          | 3%                | 4%           |
|                           |       | fh              |            |            | fh        | fh        |             |               |            | f          |          |       |                |             |                   |              |
|                           |       | 15%             | 12%        | 7%         | 10%       | 13%       | 2%          | 6%            | 2%         | 12%        | 87%      | 13%   | 54%            | 45%         | 47%               | 53%          |
| Mother                    | 77    | 11              | 8          | 3          | 7         | 8         | 4           | 5             | 3          | 9          | 71       | 5     | 37             | 39          | 22                | 55           |
|                           | 3%    | 3%              | 2%         | 1%         | 3%        | 3%        | 2%          | 2%            | 2%         | 3%         | 3%       | 1%    | 2%             | 4%          | 2%                | 4%           |
|                           |       |                 |            |            |           |           |             |               |            |            | k        |       | l              |             | n                 |              |
|                           |       | 14%             | 10%        | 4%         | 9%        | 10%       | 5%          | 7%            | 3%         | 12%        | 93%      | 7%    | 49%            | 51%         | 29%               | 71%          |
| Son                       | 39    | 5               | 4          | 1          | 4         | 8         | 1           | 3             | 1          | 7          | 34       | 5     | 18             | 20          | 11                | 28           |
|                           | 1%    | 1%              | 1%         | *%         | 2%        | 3%        | *%          | 2%            | 1%         | 2%         | 1%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                           |       |                 |            |            |           | bcf       |             |               |            |            |          |       | l              |             | n                 |              |
|                           |       | 12%             | 10%        | 3%         | 10%       | 21%       | 2%          | 8%            | 3%         | 17%        | 87%      | 13%   | 48%            | 52%         | 27%               | 73%          |
| Daughter                  | 22    | 3               | 1          | *          | 1         | 4         | 2           | 3             | 2          | 2          | 19       | 3     | 13             | 9           | 4                 | 18           |
|                           | 1%    | 1%              | *%         | *%         | *%        | 2%        | 1%          | 1%            | 2%         | 1%         | 1%       | 1%    | 1%             | 1%          | *%                | 1%           |
|                           |       |                 |            |            |           |           |             |               | c          |            |          |       |                |             | n                 |              |
|                           |       | 12%             | 6%         | 1%         | 4%        | 17%       | 10%         | 12%           | 9%         | 11%        | 86%      | 14%   | 60%            | 40%         | 17%               | 83%          |
| Male housemate            | 24    | 2               | 6          | -          | 2         | 1         | 1           | 5             | 2          | 1          | 22       | 2     | 10             | 12          | 8                 | 16           |
|                           | 1%    | 1%              | 1%         | -%         | 1%        | *%        | *%          | 2%            | 2%         | *%         | 1%       | *%    | 1%             | 1%          | 1%                | 1%           |
|                           |       |                 | c          |            |           |           |             | cfi           | c          |            |          |       |                |             | n                 |              |
|                           |       | 11%             | 24%        | -%         | 10%       | 5%        | 4%          | 20%           | 8%         | 5%         | 92%      | 8%    | 43%            | 50%         | 32%               | 68%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

|                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                      | 4756  | 341             | 430        | 324        | 333       | 314       | 347         | 350           | 312        | 320        | 3636     | 1120  | 2699           | 1931        | 2446              | 2310         |
| Effective Weighted Sample             | 3252  | 301             | 379        | 287        | 299       | 275       | 312         | 308           | 268        | 278        | 2755     | 500   | 1893           | 1290        | 1617              | 1638         |
| Total                                 | 2697  | 325             | 395        | 228        | 203       | 242       | 191         | 207           | 121        | 318        | 2316     | 381   | 1619           | 995         | 1380              | 1316         |
|                                       |       | 12%             | 15%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 60%            | 37%         | 51%               | 49%          |
| Female housemate                      | 24    | 2               | 5          | *          | 3         | 1         | 2           | 1             | 1          | 5          | 23       | 1     | 10             | 12          | 4                 | 20           |
|                                       | 1%    | 1%              | 1%         | *%         | 1%        | 1%        | 1%          | 1%            | 1%         | 2%         | 1%       | *%    | 1%             | 1%          | *%                | 1%           |
|                                       |       | 7%              | 19%        | 1%         | 12%       | 5%        | 6%          | 5%            | 6%         | 20%        | 97%      | 3%    | 42%            | 50%         | 17%               | 83%          |
| Someone else in the household         | 36    | 8               | 6          | -          | 2         | 3         | 3           | 3             | 2          | 2          | 33       | 2     | 13             | 20          | 10                | 26           |
|                                       | 1%    | 3%              | 1%         | -%         | 1%        | 1%        | 1%          | 2%            | 2%         | 1%         | 1%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                                       |       | c               | c          |            |           |           | c           | c             | c          |            |          |       |                | l           |                   | n            |
|                                       |       | 23%             | 16%        | -%         | 6%        | 8%        | 7%          | 10%           | 7%         | 6%         | 94%      | 6%    | 38%            | 56%         | 27%               | 73%          |
| Someone else outside of the household | 31    | 1               | 8          | 1          | 4         | 1         | 5           | 2             | 3          | 2          | 28       | 4     | 12             | 19          | 8                 | 24           |
|                                       | 1%    | *%              | 2%         | *%         | 2%        | *%        | 3%          | 1%            | 2%         | 1%         | 1%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                                       |       |                 | e          |            |           |           | ace         |               | ae         |            |          |       |                | l           |                   | n            |
|                                       |       | 3%              | 25%        | 4%         | 13%       | 2%        | 15%         | 7%            | 9%         | 7%         | 88%      | 12%   | 38%            | 61%         | 24%               | 76%          |
| Don't know                            | 36    | 5               | 5          | 1          | 4         | 6         | 4           | *             | 3          | 2          | 31       | 5     | 15             | 18          | 11                | 25           |
|                                       | 1%    | 1%              | 1%         | 1%         | 2%        | 3%        | 2%          | *%            | 2%         | 1%         | 1%       | 1%    | 1%             | 2%          | 1%                | 2%           |
|                                       |       |                 |            |            | g         | cg        | g           |               | g          |            |          |       |                | l           |                   | n            |
|                                       |       | 13%             | 13%        | 3%         | 13%       | 18%       | 10%         | 1%            | 7%         | 7%         | 87%      | 13%   | 42%            | 49%         | 30%               | 70%          |
| Prefer not to say                     | 159   | 30              | 22         | 17         | 11        | 7         | 11          | 12            | 5          | 17         | 139      | 20    | 87             | 43          | 86                | 73           |
|                                       | 6%    | 9%              | 6%         | 8%         | 6%        | 3%        | 6%          | 6%            | 4%         | 5%         | 6%       | 5%    | 5%             | 4%          | 6%                | 6%           |
|                                       |       | eh              |            | e          |           |           |             |               |            |            |          |       |                |             |                   |              |
|                                       |       | 19%             | 14%        | 11%        | 7%        | 5%        | 7%          | 7%            | 3%         | 11%        | 87%      | 13%   | 55%            | 27%         | 54%               | 46%          |
| NOT ANSWERED [POSTAL ONLY]            | 90    | 9               | 16         | 10         | 1         | 11        | 8           | 5             | 3          | 11         | 77       | 13    | 9              | 71          | 35                | 55           |
|                                       | 3%    | 3%              | 4%         | 4%         | 1%        | 4%        | 4%          | 2%            | 2%         | 4%         | 3%       | 4%    | 1%             | 7%          | 3%                | 4%           |
|                                       |       |                 | d          | d          |           | d         | d           |               | d          |            |          |       |                | l           |                   | n            |
|                                       |       | 10%             | 17%        | 11%        | 2%        | 12%       | 8%          | 5%            | 3%         | 13%        | 85%      | 15%   | 10%            | 79%         | 39%               | 61%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

**QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)**

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

|                           | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                    |                        |
| Unweighted total          | 4756  | 2314                 | 2064                 | 3735                  | 3723      | 2034               | 4626                   |
| Effective Weighted Sample | 3252  | 1568                 | 1403                 | 2599                  | 2578      | 1409               | 3173                   |
| Total                     | 2697  | 1303                 | 1184                 | 2094                  | 2091      | 1141               | 2609                   |
|                           |       | 48%                  | 44%                  | 78%                   | 78%       | 42%                | 97%                    |
| I do                      | 1651  | 805                  | 740                  | 1321                  | 1332      | 760                | 1616                   |
|                           | 61%   | 62%                  | 62%                  | 63%                   | 64%       | 67%                | 62%                    |
|                           |       |                      |                      |                       |           | abcf               |                        |
|                           |       | 49%                  | 45%                  | 80%                   | 81%       | 46%                | 98%                    |
| Husband/ male partner     | 639   | 346                  | 270                  | 534                   | 539       | 250                | 627                    |
|                           | 24%   | 27%                  | 23%                  | 26%                   | 26%       | 22%                | 24%                    |
|                           |       | be                   |                      | e                     | be        |                    |                        |
|                           |       | 54%                  | 42%                  | 84%                   | 84%       | 39%                | 98%                    |
| Wife/ female partner      | 352   | 186                  | 153                  | 299                   | 292       | 148                | 348                    |
|                           | 13%   | 14%                  | 13%                  | 14%                   | 14%       | 13%                | 13%                    |
|                           |       | 53%                  | 43%                  | 85%                   | 83%       | 42%                | 99%                    |
| Father                    | 95    | 48                   | 48                   | 78                    | 81        | 61                 | 93                     |
|                           | 4%    | 4%                   | 4%                   | 4%                    | 4%        | 5%                 | 4%                     |
|                           |       |                      |                      |                       |           | acdf               |                        |
|                           |       | 50%                  | 50%                  | 82%                   | 85%       | 65%                | 98%                    |
| Mother                    | 77    | 46                   | 28                   | 62                    | 68        | 47                 | 77                     |
|                           | 3%    | 4%                   | 2%                   | 3%                    | 3%        | 4%                 | 3%                     |
|                           |       |                      |                      |                       |           | bcf                |                        |
|                           |       | 60%                  | 37%                  | 80%                   | 88%       | 61%                | 100%                   |
| Son                       | 39    | 17                   | 18                   | 25                    | 27        | 18                 | 37                     |
|                           | 1%    | 1%                   | 2%                   | 1%                    | 1%        | 2%                 | 1%                     |
|                           |       | 45%                  | 48%                  | 66%                   | 69%       | 45%                | 97%                    |
| Daughter                  | 22    | 10                   | 8                    | 17                    | 17        | 8                  | 21                     |
|                           | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                           |       | 46%                  | 37%                  | 80%                   | 79%       | 37%                | 95%                    |
| Male housemate            | 24    | 6                    | 7                    | 15                    | 20        | 15                 | 24                     |
|                           | 1%    | *%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                           |       |                      |                      |                       |           | ab                 |                        |
|                           |       | 28%                  | 29%                  | 64%                   | 86%       | 64%                | 100%                   |
| Female housemate          | 24    | 7                    | 6                    | 18                    | 21        | 15                 | 23                     |
|                           | 1%    | 1%                   | *%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                           |       |                      |                      |                       |           | ab                 |                        |
|                           |       | 28%                  | 23%                  | 77%                   | 87%       | 62%                | 96%                    |

Columns Tested: a,b,c,d,e,f

**QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)**

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

|                                       | Total | TV SERVICES          |                      |                       |           | YOUTUBE            |                        |
|---------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|--------------------|------------------------|
|                                       |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%               |       |                      |                      |                       |           |                    |                        |
| Unweighted total                      | 4756  | 2314                 | 2064                 | 3735                  | 3723      | 2034               | 4626                   |
| Effective Weighted Sample             | 3252  | 1568                 | 1403                 | 2599                  | 2578      | 1409               | 3173                   |
| Total                                 | 2697  | 1303                 | 1184                 | 2094                  | 2091      | 1141               | 2609                   |
|                                       |       | 48%                  | 44%                  | 78%                   | 78%       | 42%                | 97%                    |
| Someone else in the household         | 36    | 15                   | 12                   | 25                    | 31        | 22                 | 36                     |
|                                       | 1%    | 1%                   | 1%                   | 1%                    | 2%        | 2%                 | 1%                     |
|                                       |       | 41%                  | 35%                  | 71%                   | 88%       | 62%                | 100%                   |
| Someone else outside of the household | 31    | 6                    | 12                   | 22                    | 28        | 18                 | 29                     |
|                                       | 1%    | *%                   | 1%                   | 1%                    | 1%        | 2%                 | 1%                     |
|                                       |       |                      |                      | a                     | a         | a                  | a                      |
|                                       |       | 19%                  | 39%                  | 71%                   | 91%       | 57%                | 93%                    |
| Don't know                            | 36    | 13                   | 10                   | 22                    | 23        | 12                 | 32                     |
|                                       | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 1%                 | 1%                     |
|                                       |       | 35%                  | 29%                  | 62%                   | 63%       | 35%                | 89%                    |
| Prefer not to say                     | 159   | 77                   | 52                   | 109                   | 99        | 50                 | 142                    |
|                                       | 6%    | 6%                   | 4%                   | 5%                    | 5%        | 4%                 | 5%                     |
|                                       |       | 48%                  | 33%                  | 68%                   | 62%       | 31%                | 90%                    |
| NOT ANSWERED [POSTAL ONLY]            | 90    | 11                   | 60                   | 20                    | 7         | 6                  | 74                     |
|                                       | 3%    | 1%                   | 5%                   | 1%                    | *%        | 1%                 | 3%                     |
|                                       |       | d                    | acdef                | d                     |           |                    | acde                   |
|                                       |       | 13%                  | 66%                  | 22%                   | 8%        | 7%                 | 82%                    |

Columns Tested: a,b,c,d,e,f

## QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 4374  | 2033   | 2286   | 506       | 861   | 1504  | 1449 | 257              | 323          | 564          | 2023 | 1214         | 1501 | 544 | 944 | 2824     | 468       | 530   | 552 |
| Effective Weighted Sample | 3001  | 1381   | 1583   | 348       | 630   | 1041  | 951  | 176              | 219          | 384          | 1419 | 868          | 1096 | 383 | 668 | 2336     | 271       | 363   | 459 |
| Total                     | 2465  | 1130   | 1307   | 262       | 527   | 824   | 817  | 126              | 189          | 300          | 1171 | 709          | 681  | 437 | 531 | 2040     | 225       | 127   | 73  |
|                           |       | 46%    | 53%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 47%  | 29%          | 28%  | 18% | 22% | 83%      | 9%        | 5%    | 3%  |
| I do                      | 1517  | 751    | 754    | 103       | 362   | 536   | 506  | 80               | 130          | 202          | 783  | 476          | 426  | 284 | 286 | 1249     | 151       | 76    | 41  |
|                           | 62%   | 66%    | 58%    | 39%       | 69%   | 65%   | 62%  | 64%              | 69%          | 67%          | 67%  | 67%          | 63%  | 65% | 54% | 61%      | 67%       | 60%   | 56% |
|                           |       | b      |        |           | cf    | c     | c    |                  |              |              |      | ln           | n    | n   |     |          | r         |       |     |
|                           |       | 50%    | 50%    | 7%        | 24%   | 35%   | 33%  | 5%               | 9%           | 13%          | 52%  | 31%          | 28%  | 19% | 19% | 82%      | 10%       | 5%    | 3%  |
| Husband/ male partner     | 577   | 63     | 511    | 28        | 138   | 223   | 184  | 13               | 25           | 62           | 348  | 179          | 155  | 100 | 128 | 487      | 46        | 32    | 12  |
|                           | 23%   | 6%     | 39%    | 11%       | 26%   | 27%   | 23%  | 10%              | 13%          | 21%          | 30%  | 25%          | 23%  | 23% | 24% | 24%      | 20%       | 25%   | 16% |
|                           |       |        | a      |           | c     | cf    | c    |                  |              | gh           | ghi  |              |      |     |     | r        |           | r     |     |
|                           |       | 11%    | 89%    | 5%        | 24%   | 39%   | 32%  | 2%               | 4%           | 11%          | 60%  | 31%          | 27%  | 17% | 22% | 84%      | 8%        | 5%    | 2%  |
| Wife/ female partner      | 360   | 327    | 30     | 13        | 68    | 142   | 135  | 15               | 21           | 53           | 203  | 117          | 93   | 79  | 64  | 302      | 28        | 23    | 7   |
|                           | 15%   | 29%    | 2%     | 5%        | 13%   | 17%   | 16%  | 12%              | 11%          | 18%          | 17%  | 17%          | 14%  | 18% | 12% | 15%      | 12%       | 18%   | 9%  |
|                           |       | b      |        |           | c     | cd    | cd   |                  |              | h            | h    | n            |      | ln  |     | r        |           | pr    |     |
|                           |       | 91%    | 8%     | 4%        | 19%   | 39%   | 37%  | 4%               | 6%           | 15%          | 56%  | 33%          | 26%  | 22% | 18% | 84%      | 8%        | 6%    | 2%  |
| Father                    | 79    | 36     | 43     | 55        | 15    | 7     | 2    | 4                | 3            | 3            | 34   | 20           | 27   | 18  | 11  | 62       | 9         | 3     | 5   |
|                           | 3%    | 3%     | 3%     | 21%       | 3%    | 1%    | *%   | 3%               | 2%           | 1%           | 3%   | 3%           | 4%   | 4%  | 2%  | 3%       | 4%        | 2%    | 7%  |
|                           |       |        |        | def       | ef    |       |      |                  |              |              | i    |              |      | n   |     |          |           |       | oq  |
|                           |       | 45%    | 55%    | 70%       | 19%   | 9%    | 2%   | 5%               | 4%           | 4%           | 43%  | 25%          | 34%  | 23% | 13% | 79%      | 12%       | 4%    | 6%  |
| Mother                    | 88    | 36     | 51     | 61        | 15    | 11    | 2    | 5                | 6            | 10           | 23   | 14           | 32   | 13  | 22  | 68       | 9         | 5     | 6   |
|                           | 4%    | 3%     | 4%     | 23%       | 3%    | 1%    | *%   | 4%               | 3%           | 3%           | 2%   | 2%           | 5%   | 3%  | 4%  | 3%       | 4%        | 4%    | 8%  |
|                           |       |        |        | def       | ef    | f     |      | j                |              |              |      |              | k    |     | k   |          |           |       | opq |
|                           |       | 41%    | 57%    | 69%       | 17%   | 12%   | 2%   | 6%               | 7%           | 11%          | 26%  | 16%          | 36%  | 15% | 25% | 77%      | 10%       | 6%    | 6%  |
| Son                       | 46    | 21     | 25     | 3         | 2     | 19    | 22   | 3                | 3            | 6            | 22   | 14           | 5    | 11  | 16  | 40       | 1         | 4     | 2   |
|                           | 2%    | 2%     | 2%     | 1%        | *%    | 2%    | 3%   | 2%               | 2%           | 2%           | 2%   | 2%           | 1%   | 2%  | 3%  | 2%       | *%        | 3%    | 2%  |
|                           |       |        |        |           |       | d     | d    |                  |              |              |      | l            |      | l   | l   |          |           | p     | p   |
|                           |       | 45%    | 55%    | 7%        | 4%    | 41%   | 47%  | 6%               | 6%           | 14%          | 48%  | 31%          | 11%  | 23% | 35% | 85%      | 2%        | 9%    | 3%  |
| Daughter                  | 40    | 18     | 22     | 2         | 4     | 18    | 17   | 1                | 3            | 4            | 18   | 10           | 9    | 9   | 10  | 35       | 2         | 2     | 2   |
|                           | 2%    | 2%     | 2%     | 1%        | 1%    | 2%    | 2%   | 1%               | 2%           | 1%           | 2%   | 1%           | 1%   | 2%  | 2%  | 2%       | 1%        | 2%    | 2%  |
|                           |       |        |        |           |       | d     | d    |                  |              |              |      |              |      |     |     |          |           |       |     |
|                           |       | 43%    | 55%    | 4%        | 9%    | 44%   | 43%  | 3%               | 8%           | 11%          | 44%  | 24%          | 23%  | 23% | 26% | 86%      | 5%        | 5%    | 4%  |
| Male housemate            | 23    | 9      | 11     | 13        | 5     | 4     | *    | 3                | 3            | 2            | 8    | 2            | 13   | 2   | 5   | 18       | 2         | 2     | 1   |
|                           | 1%    | 1%     | 1%     | 5%        | 1%    | 1%    | *%   | 2%               | 2%           | 1%           | 1%   | *%           | 2%   | 1%  | 1%  | 1%       | 1%        | 2%    | 1%  |
|                           |       |        |        | def       | f     | f     |      |                  |              |              |      |              | k    |     |     |          |           |       |     |
|                           |       | 41%    | 50%    | 56%       | 24%   | 19%   | 1%   | 11%              | 14%          | 10%          | 34%  | 8%           | 59%  | 11% | 20% | 78%      | 9%        | 9%    | 4%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

|                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                      | 4374  | 2033   | 2286   | 506       | 861   | 1504  | 1449 | 257              | 323          | 564          | 2023 | 1214         | 1501 | 544 | 944 | 2824     | 468       | 530   | 552 |
| Effective Weighted Sample             | 3001  | 1381   | 1583   | 348       | 630   | 1041  | 951  | 176              | 219          | 384          | 1419 | 868          | 1096 | 383 | 668 | 2336     | 271       | 363   | 459 |
| Total                                 | 2465  | 1130   | 1307   | 262       | 527   | 824   | 817  | 126              | 189          | 300          | 1171 | 709          | 681  | 437 | 531 | 2040     | 225       | 127   | 73  |
|                                       |       | 46%    | 53%    | 11%       | 21%   | 33%   | 33%  | 5%               | 8%           | 12%          | 47%  | 29%          | 28%  | 18% | 22% | 83%      | 9%        | 5%    | 3%  |
| Female housemate                      | 20    | 6      | 14     | 12        | 6     | 2     | *    | 2                | 3            | 2            | 8    | *            | 13   | 4   | 2   | 16       | 2         | 2     | *   |
|                                       | 1%    | 1%     | 1%     | 5%        | 1%    | 1%    | 1%   | 2%               | 1%           | 1%           | 1%   | 1%           | 2%   | 1%  | 1%  | 1%       | 1%        | 1%    | 1%  |
|                                       |       |        |        | def       | ef    |       |      |                  |              |              |      |              | kn   | k   |     |          |           | r     |     |
|                                       |       | 31%    | 69%    | 59%       | 31%   | 9%    | 1%   | 10%              | 14%          | 9%           | 42%  | 2%           | 67%  | 20% | 10% | 82%      | 9%        | 8%    | 1%  |
| Someone else in the household         | 36    | 13     | 21     | 11        | 13    | 8     | 2    | 2                | 3            | 4            | 7    | 8            | 10   | 5   | 10  | 28       | 5         | 2     | 1   |
|                                       | 1%    | 1%     | 2%     | 4%        | 2%    | 1%    | 1%   | 2%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 2%  | 1%       | 2%        | 2%    | 2%  |
|                                       |       |        |        | ef        | ef    | f     |      |                  |              |              |      |              |      |     |     |          |           |       |     |
|                                       |       | 38%    | 58%    | 32%       | 36%   | 22%   | 5%   | 6%               | 7%           | 12%          | 20%  | 22%          | 28%  | 13% | 28% | 77%      | 13%       | 7%    | 3%  |
| Someone else outside of the household | 22    | 9      | 13     | 12        | 5     | 2     | 4    | 2                | 3            | 2            | 5    | 1            | 9    | 3   | 9   | 16       | 3         | 3     | 1   |
|                                       | 1%    | 1%     | 1%     | 4%        | 1%    | 1%    | 1%   | 2%               | 2%           | 1%           | 1%   | 1%           | 1%   | 1%  | 2%  | 1%       | 1%        | 2%    | 1%  |
|                                       |       |        |        | def       |       |       |      | j                | j            |              |      |              | k    | k   |     |          |           | o     |     |
|                                       |       | 41%    | 57%    | 53%       | 21%   | 10%   | 16%  | 10%              | 14%          | 7%           | 24%  | 6%           | 40%  | 13% | 40% | 73%      | 12%       | 12%   | 4%  |
| Don't know                            | 103   | 46     | 56     | 23        | 23    | 16    | 38   | 8                | 6            | 11           | 35   | 20           | 33   | 14  | 28  | 83       | 12        | 5     | 2   |
|                                       | 4%    | 4%     | 4%     | 9%        | 4%    | 2%    | 5%   | 6%               | 3%           | 4%           | 3%   | 3%           | 5%   | 3%  | 5%  | 4%       | 5%        | 4%    | 3%  |
|                                       |       |        |        | def       | e     |       | e    | j                |              |              |      |              | k    | k   |     |          |           |       |     |
|                                       |       | 45%    | 55%    | 23%       | 23%   | 16%   | 37%  | 8%               | 6%           | 11%          | 34%  | 19%          | 33%  | 13% | 27% | 81%      | 12%       | 5%    | 2%  |
| Prefer not to say                     | 164   | 86     | 71     | 16        | 27    | 54    | 52   | 7                | 3            | 9            | 44   | 50           | 37   | 24  | 24  | 134      | 14        | 11    | 6   |
|                                       | 7%    | 8%     | 5%     | 6%        | 5%    | 7%    | 6%   | 6%               | 2%           | 3%           | 4%   | 7%           | 5%   | 6%  | 5%  | 7%       | 6%        | 9%    | 8%  |
|                                       |       | b      |        |           |       |       |      | h                |              |              |      | n            |      |     |     |          |           |       |     |
|                                       |       | 52%    | 43%    | 9%        | 17%   | 33%   | 32%  | 4%               | 2%           | 6%           | 27%  | 30%          | 23%  | 15% | 15% | 82%      | 8%        | 7%    | 3%  |
| NOT ANSWERED [POSTAL ONLY]            | 29    | 11     | 17     | *         | *     | 3     | 23   | 2                | 5            | 6            | 4    | 2            | 7    | 3   | 12  | 26       | 1         | 1     | 2   |
|                                       | 1%    | 1%     | 1%     | 1%        | 1%    | 1%    | 3%   | 1%               | 3%           | 2%           | 1%   | 1%           | 1%   | 1%  | 2%  | 1%       | 1%        | 1%    | 2%  |
|                                       |       |        |        |           |       |       | cde  |                  | j            | j            |      |              |      | kl  |     |          |           | p     |     |
|                                       |       | 39%    | 58%    | 1%        | 1%    | 10%   | 80%  | 5%               | 17%          | 22%          | 12%  | 8%           | 24%  | 11% | 42% | 88%      | 2%        | 4%    | 5%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

|                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total          | 4374  | 321             | 383        | 293        | 302       | 296       | 316         | 330           | 291        | 292        | 3362     | 1012  | 2643           | 1621        | 2207              | 2167         |
| Effective Weighted Sample | 3001  | 285             | 343        | 267        | 273       | 259       | 286         | 293           | 253        | 254        | 2554     | 452   | 1849           | 1097        | 1459              | 1547         |
| Total                     | 2465  | 310             | 348        | 204        | 182       | 224       | 175         | 193           | 112        | 292        | 2128     | 337   | 1592           | 809         | 1246              | 1219         |
|                           |       | 13%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%          |
| I do                      | 1517  | 187             | 213        | 131        | 114       | 140       | 104         | 116           | 68         | 176        | 1314     | 203   | 1050           | 440         | 760               | 757          |
|                           | 62%   | 60%             | 61%        | 64%        | 63%       | 62%       | 59%         | 60%           | 61%        | 60%        | 62%      | 60%   | 66%            | 54%         | 61%               | 62%          |
|                           |       | 12%             | 14%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 87%      | 13%   | 69%            | 29%         | 50%               | 50%          |
| Husband/ male partner     | 577   | 66              | 84         | 50         | 43        | 55        | 51          | 47            | 24         | 66         | 505      | 71    | 396            | 171         | 330               | 246          |
|                           | 23%   | 21%             | 24%        | 25%        | 24%       | 24%       | 29%         | 25%           | 22%        | 22%        | 24%      | 21%   | 25%            | 21%         | 26%               | 20%          |
|                           |       | 11%             | 15%        | 9%         | 7%        | 10%       | 9%          | 8%            | 4%         | 11%        | 88%      | 12%   | 69%            | 30%         | 57%               | 43%          |
| Wife/ female partner      | 360   | 43              | 56         | 37         | 31        | 30        | 23          | 32            | 13         | 38         | 305      | 55    | 259            | 94          | 196               | 164          |
|                           | 15%   | 14%             | 16%        | 18%        | 17%       | 13%       | 13%         | 16%           | 12%        | 13%        | 14%      | 16%   | 16%            | 12%         | 16%               | 13%          |
|                           |       | 12%             | 15%        | 10%        | 9%        | 8%        | 7%          | 9%            | 4%         | 10%        | 85%      | 15%   | 72%            | 26%         | 54%               | 46%          |
| Father                    | 79    | 13              | 9          | 6          | 10        | 8         | 2           | 6             | 3          | 4          | 69       | 10    | 43             | 34          | 37                | 42           |
|                           | 3%    | 4%              | 3%         | 3%         | 6%        | 4%        | 1%          | 3%            | 2%         | 2%         | 3%       | 3%    | 3%             | 4%          | 3%                | 3%           |
|                           |       | f               |            |            | fi        |           |             |               |            |            |          |       |                | l           |                   |              |
|                           |       | 17%             | 12%        | 7%         | 13%       | 10%       | 3%          | 8%            | 3%         | 6%         | 88%      | 12%   | 55%            | 43%         | 47%               | 53%          |
| Mother                    | 88    | 13              | 7          | 7          | 6         | 9         | 5           | 7             | 4          | 10         | 82       | 7     | 39             | 47          | 28                | 61           |
|                           | 4%    | 4%              | 2%         | 4%         | 3%        | 4%        | 3%          | 4%            | 3%         | 3%         | 4%       | 2%    | 2%             | 6%          | 2%                | 5%           |
|                           |       | 15%             | 8%         | 8%         | 7%        | 10%       | 6%          | 8%            | 4%         | 12%        | 92%      | 8%    | 44%            | 53%         | 31%               | 69%          |
| Son                       | 46    | 3               | 3          | 4          | 4         | 10        | 2           | 3             | 1          | 11         | 38       | 8     | 33             | 14          | 23                | 24           |
|                           | 2%    | 1%              | 1%         | 2%         | 2%        | 4%        | 1%          | 1%            | 1%         | 4%         | 2%       | 2%    | 2%             | 2%          | 2%                | 2%           |
|                           |       |                 |            |            |           | abfgh     |             |               |            | abfh       |          |       |                |             |                   |              |
|                           |       | 6%              | 6%         | 9%         | 9%        | 21%       | 4%          | 5%            | 2%         | 23%        | 83%      | 17%   | 71%            | 29%         | 49%               | 51%          |
| Daughter                  | 40    | 3               | 3          | 1          | 1         | 9         | 3           | 2             | 3          | 10         | 34       | 7     | 27             | 12          | 18                | 22           |
|                           | 2%    | 1%              | 1%         | *%         | 1%        | 4%        | 2%          | 1%            | 2%         | 4%         | 2%       | 2%    | 2%             | 1%          | 1%                | 2%           |
|                           |       |                 |            |            |           | abcdg     |             |               |            | abcd       |          |       |                |             |                   |              |
|                           |       | 7%              | 7%         | 2%         | 3%        | 22%       | 7%          | 6%            | 7%         | 26%        | 83%      | 17%   | 68%            | 29%         | 45%               | 55%          |
| Male housemate            | 23    | 3               | 3          | -          | 2         | 2         | 1           | 4             | 1          | 2          | 22       | 1     | 10             | 12          | 4                 | 18           |
|                           | 1%    | 1%              | 1%         | -%         | 1%        | 1%        | 1%          | 2%            | 1%         | 1%         | 1%       | *%    | 1%             | 1%          | *%                | 2%           |
|                           |       |                 |            |            |           | c         |             |               |            |            |          |       |                | l           |                   | n            |
|                           |       | 15%             | 13%        | -%         | 10%       | 8%        | 5%          | 16%           | 3%         | 8%         | 98%      | 2%    | 44%            | 53%         | 19%               | 81%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

|                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                      | 4374  | 321             | 383        | 293        | 302       | 296       | 316         | 330           | 291        | 292        | 3362     | 1012  | 2643           | 1621        | 2207              | 2167        |
| Effective Weighted Sample             | 3001  | 285             | 343        | 267        | 273       | 259       | 286         | 293           | 253        | 254        | 2554     | 452   | 1849           | 1097        | 1459              | 1547        |
| Total                                 | 2465  | 310             | 348        | 204        | 182       | 224       | 175         | 193           | 112        | 292        | 2128     | 337   | 1592           | 809         | 1246              | 1219        |
|                                       |       | 13%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 5%         | 12%        | 86%      | 14%   | 65%            | 33%         | 51%               | 49%         |
| Female housemate                      | 20    | -               | 3          | 1          | 3         | 1         | 3           | 2             | 1          | 3          | 18       | 2     | 12             | 8           | 4                 | 16          |
|                                       | 1%    | -%              | 1%         | *%         | 1%        | *%        | 2%          | 1%            | 1%         | 1%         | 1%       | 1%    | 1%             | 1%          | *%                | 1%          |
|                                       |       |                 |            |            | a         |           | a           |               |            |            |          |       |                |             |                   | n           |
|                                       |       | -%              | 17%        | 3%         | 13%       | 4%        | 15%         | 11%           | 4%         | 15%        | 91%      | 9%    | 59%            | 41%         | 20%               | 80%         |
| Someone else in the household         | 36    | 7               | 4          | 1          | 2         | 3         | 3           | 3             | 2          | 3          | 33       | 3     | 17             | 16          | 13                | 23          |
|                                       | 1%    | 2%              | 1%         | 1%         | 1%        | 1%        | 2%          | 2%            | 2%         | 1%         | 2%       | 1%    | 1%             | 2%          | 1%                | 2%          |
|                                       |       |                 |            |            |           |           |             |               |            |            |          |       | l              |             |                   |             |
|                                       |       | 19%             | 11%        | 3%         | 7%        | 8%        | 8%          | 9%            | 5%         | 7%         | 91%      | 9%    | 48%            | 44%         | 37%               | 63%         |
| Someone else outside of the household | 22    | 2               | 3          | 1          | 2         | -         | 2           | 2             | 2          | 1          | 20       | 2     | 10             | 12          | 7                 | 15          |
|                                       | 1%    | 1%              | 1%         | *%         | 1%        | -%        | 1%          | 1%            | 2%         | *%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%          |
|                                       |       |                 |            |            |           |           |             |               | e          |            |          |       | l              |             |                   |             |
|                                       |       | 11%             | 12%        | 4%         | 11%       | -%        | 9%          | 11%           | 8%         | 6%         | 90%      | 10%   | 46%            | 54%         | 33%               | 67%         |
| Don't know                            | 103   | 25              | 13         | 4          | 8         | 10        | 7           | 6             | 3          | 9          | 90       | 13    | 49             | 50          | 38                | 65          |
|                                       | 4%    | 8%              | 4%         | 2%         | 4%        | 4%        | 4%          | 3%            | 3%         | 3%         | 4%       | 4%    | 3%             | 6%          | 3%                | 5%          |
|                                       |       | bcghi           |            |            |           |           |             |               |            |            |          |       | l              |             |                   | n           |
|                                       |       | 24%             | 12%        | 4%         | 8%        | 10%       | 7%          | 6%            | 3%         | 8%         | 87%      | 13%   | 48%            | 49%         | 37%               | 63%         |
| Prefer not to say                     | 164   | 27              | 23         | 17         | 9         | 7         | 13          | 12            | 7          | 18         | 143      | 21    | 94             | 52          | 88                | 76          |
|                                       | 7%    | 9%              | 7%         | 8%         | 5%        | 3%        | 8%          | 6%            | 6%         | 6%         | 7%       | 6%    | 6%             | 6%          | 7%                | 6%          |
|                                       |       | e               |            | e          |           |           | e           |               |            |            |          |       |                |             |                   |             |
|                                       |       | 16%             | 14%        | 10%        | 6%        | 4%        | 8%          | 8%            | 4%         | 11%        | 87%      | 13%   | 57%            | 31%         | 54%               | 46%         |
| NOT ANSWERED [POSTAL ONLY]            | 29    | *               | 5          | 5          | 1         | 5         | 1           | 2             | 1          | 7          | 26       | 3     | 4              | 22          | 19                | 10          |
|                                       | 1%    | *%              | 1%         | 2%         | *%        | 2%        | *%          | 1%            | 1%         | 2%         | 1%       | 1%    | *%             | 3%          | 2%                | 1%          |
|                                       |       |                 |            | af         |           | af        |             |               |            | af         |          |       | l              |             |                   |             |
|                                       |       | 1%              | 17%        | 16%        | 3%        | 18%       | 2%          | 6%            | 2%         | 23%        | 90%      | 10%   | 13%            | 76%         | 66%               | 34%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



## QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

|                           | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                           |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%   |       |                      |                      |                       |           |                               |                        |
| Unweighted total          | 4374  | 2461                 | 1687                 | 3583                  | 3991      | 1990                          | 4374                   |
| Effective Weighted Sample | 3001  | 1661                 | 1153                 | 2479                  | 2752      | 1371                          | 3001                   |
| Total                     | 2465  | 1396                 | 957                  | 2020                  | 2243      | 1111                          | 2465                   |
|                           |       | 57%                  | 39%                  | 82%                   | 91%       | 45%                           | 100%                   |
| I do                      | 1517  | 852                  | 618                  | 1269                  | 1407      | 739                           | 1517                   |
|                           | 62%   | 61%                  | 65%                  | 63%                   | 63%       | 67%                           | 62%                    |
|                           |       |                      |                      |                       |           | acdf                          |                        |
|                           |       | 56%                  | 41%                  | 84%                   | 93%       | 49%                           | 100%                   |
| Husband/ male partner     | 577   | 357                  | 220                  | 495                   | 539       | 240                           | 577                    |
|                           | 23%   | 26%                  | 23%                  | 24%                   | 24%       | 22%                           | 23%                    |
|                           |       | e                    |                      | e                     |           |                               |                        |
|                           |       | 62%                  | 38%                  | 86%                   | 93%       | 42%                           | 100%                   |
| Wife/ female partner      | 360   | 212                  | 147                  | 304                   | 335       | 162                           | 360                    |
|                           | 15%   | 15%                  | 15%                  | 15%                   | 15%       | 15%                           | 15%                    |
|                           |       | 59%                  | 41%                  | 84%                   | 93%       | 45%                           | 100%                   |
| Father                    | 79    | 47                   | 34                   | 68                    | 78        | 56                            | 79                     |
|                           | 3%    | 3%                   | 4%                   | 3%                    | 3%        | 5%                            | 3%                     |
|                           |       |                      |                      |                       |           | acdf                          |                        |
|                           |       | 60%                  | 42%                  | 86%                   | 98%       | 71%                           | 100%                   |
| Mother                    | 88    | 51                   | 33                   | 73                    | 84        | 57                            | 88                     |
|                           | 4%    | 4%                   | 3%                   | 4%                    | 4%        | 5%                            | 4%                     |
|                           |       |                      |                      |                       |           | abcdf                         |                        |
|                           |       | 57%                  | 37%                  | 83%                   | 95%       | 65%                           | 100%                   |
| Son                       | 46    | 24                   | 25                   | 39                    | 46        | 25                            | 46                     |
|                           | 2%    | 2%                   | 3%                   | 2%                    | 2%        | 2%                            | 2%                     |
|                           |       | 52%                  | 55%                  | 84%                   | 100%      | 54%                           | 100%                   |
| Daughter                  | 40    | 20                   | 19                   | 36                    | 38        | 17                            | 40                     |
|                           | 2%    | 1%                   | 2%                   | 2%                    | 2%        | 2%                            | 2%                     |
|                           |       | 50%                  | 48%                  | 90%                   | 95%       | 42%                           | 100%                   |
| Male housemate            | 23    | 7                    | 3                    | 14                    | 21        | 15                            | 23                     |
|                           | 1%    | *%                   | *%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                           |       |                      |                      |                       | b         | ab                            |                        |
|                           |       | 30%                  | 14%                  | 64%                   | 95%       | 66%                           | 100%                   |
| Female housemate          | 20    | 5                    | 5                    | 17                    | 20        | 12                            | 20                     |
|                           | 1%    | *%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                           |       |                      |                      | a                     | a         |                               |                        |
|                           |       | 26%                  | 25%                  | 88%                   | 100%      | 62%                           | 100%                   |

Columns Tested: a,b,c,d,e,f

## QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

|                                       | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                       |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%               |       |                      |                      |                       |           |                               |                        |
| Unweighted total                      | 4374  | 2461                 | 1687                 | 3583                  | 3991      | 1990                          | 4374                   |
| Effective Weighted Sample             | 3001  | 1661                 | 1153                 | 2479                  | 2752      | 1371                          | 3001                   |
| Total                                 | 2465  | 1396                 | 957                  | 2020                  | 2243      | 1111                          | 2465                   |
|                                       |       | 57%                  | 39%                  | 82%                   | 91%       | 45%                           | 100%                   |
| Someone else in the household         | 36    | 18                   | 10                   | 27                    | 33        | 19                            | 36                     |
|                                       | 1%    | 1%                   | 1%                   | 1%                    | 1%        | 2%                            | 1%                     |
|                                       |       | 52%                  | 27%                  | 75%                   | 93%       | 53%                           | 100%                   |
| Someone else outside of the household | 22    | 3                    | 8                    | 16                    | 21        | 14                            | 22                     |
|                                       | 1%    | *%                   | 1%                   | 1%                    | 1%        | 1%                            | 1%                     |
|                                       |       |                      | a                    | a                     | a         | a                             | a                      |
|                                       |       | 14%                  | 36%                  | 75%                   | 97%       | 63%                           | 100%                   |
| Don't know                            | 103   | 39                   | 33                   | 67                    | 91        | 39                            | 103                    |
|                                       | 4%    | 3%                   | 3%                   | 3%                    | 4%        | 4%                            | 4%                     |
|                                       |       |                      |                      | a                     | a         | a                             | a                      |
|                                       |       | 38%                  | 32%                  | 65%                   | 89%       | 38%                           | 100%                   |
| Prefer not to say                     | 164   | 93                   | 54                   | 124                   | 128       | 54                            | 164                    |
|                                       | 7%    | 7%                   | 6%                   | 6%                    | 6%        | 5%                            | 7%                     |
|                                       |       | e                    |                      |                       |           |                               | e                      |
|                                       |       | 57%                  | 33%                  | 75%                   | 78%       | 33%                           | 100%                   |
| NOT ANSWERED [POSTAL ONLY]            | 29    | 20                   | 11                   | 17                    | 14        | 5                             | 29                     |
|                                       | 1%    | 1%                   | 1%                   | 1%                    | 1%        | *%                            | 1%                     |
|                                       |       | de                   |                      |                       |           |                               | de                     |
|                                       |       | 70%                  | 37%                  | 60%                   | 48%       | 17%                           | 100%                   |

Columns Tested: a,b,c,d,e,f

## FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

|                                    | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                    |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%            |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                   | 3648  | 1778   | 1844   | 276       | 721   | 1296  | 1338 | 369              | 412          | 669          | 2198 | 1059         | 1235 | 470 | 824 | 2347     | 387       | 447   | 467 |
| Effective Weighted Sample          | 2490  | 1204   | 1270   | 191       | 529   | 897   | 866  | 241              | 274          | 449          | 1528 | 765          | 903  | 322 | 564 | 1934     | 224       | 304   | 388 |
| Total                              | 2066  | 992    | 1064   | 151       | 437   | 712   | 756  | 193              | 247          | 357          | 1268 | 625          | 569  | 362 | 468 | 1711     | 184       | 109   | 62  |
|                                    |       | 48%    | 52%    | 7%        | 21%   | 34%   | 37%  | 9%               | 12%          | 17%          | 61%  | 30%          | 28%  | 18% | 23% | 83%      | 9%        | 5%    | 3%  |
| Most Financially Vulnerable        | 348   | 146    | 200    | 49        | 71    | 130   | 93   | 193              | 46           | 71           | 37   | 31           | 67   | 69  | 165 | 276      | 31        | 27    | 14  |
|                                    | 17%   | 15%    | 19%    | 33%       | 16%   | 18%   | 12%  | 100%             | 19%          | 20%          | 3%   | 5%           | 12%  | 19% | 35% | 16%      | 17%       | 25%   | 23% |
|                                    |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
|                                    |       | 42%    | 58%    | 14%       | 20%   | 37%   | 27%  | 56%              | 13%          | 20%          | 11%  | 9%           | 19%  | 20% | 47% | 79%      | 9%        | 8%    | 4%  |
| Potentially Financially Vulnerable | 897   | 421    | 470    | 66        | 154   | 254   | 420  | -                | 200          | 286          | 411  | 174          | 232  | 198 | 270 | 746      | 75        | 45    | 30  |
|                                    | 43%   | 42%    | 44%    | 44%       | 35%   | 36%   | 56%  | -%               | 81%          | 80%          | 32%  | 28%          | 41%  | 55% | 58% | 44%      | 41%       | 42%   | 49% |
|                                    |       |        |        | de        |       |       | cde  |                  | gj           | gj           | g    |              | k    | kl  | kl  |          |           |       |     |
|                                    |       | 47%    | 52%    | 7%        | 17%   | 28%   | 47%  | -%               | 22%          | 32%          | 46%  | 19%          | 26%  | 22% | 30% | 83%      | 8%        | 5%    | 3%  |
| Least Financially Vulnerable       | 820   | 425    | 393    | 36        | 213   | 327   | 242  | -                | -            | -            | 820  | 420          | 271  | 95  | 33  | 689      | 77        | 36    | 18  |
|                                    | 40%   | 43%    | 37%    | 24%       | 49%   | 46%   | 32%  | -%               | -%           | -%           | 65%  | 67%          | 48%  | 26% | 7%  | 40%      | 42%       | 33%   | 28% |
|                                    |       | b      | c      | d         | e     | f     | g    | h                | i            | j            | k    | l            | m    | n   | o   | p        | q         | r     | s   |
|                                    |       | 52%    | 48%    | 4%        | 26%   | 40%   | 30%  | -%               | -%           | -%           | 100% | 51%          | 33%  | 12% | 4%  | 84%      | 9%        | 4%    | 2%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

## FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

|                                    | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                    |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%            |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                   | 3648  | 241             | 333        | 266        | 250       | 229       | 250         | 301           | 237        | 240        | 2766     | 882   | 2299           | 1319        | 1848              | 1800        |
| Effective Weighted Sample          | 2490  | 215             | 294        | 239        | 225       | 200       | 229         | 264           | 203        | 208        | 2094     | 399   | 1603           | 873         | 1215              | 1278        |
| Total                              | 2066  | 231             | 309        | 187        | 154       | 176       | 139         | 177           | 93         | 244        | 1766     | 300   | 1371           | 680         | 1047              | 1018        |
|                                    |       | 11%             | 15%        | 9%         | 7%        | 9%        | 7%          | 9%            | 5%         | 12%        | 85%      | 15%   | 66%            | 33%         | 51%               | 49%         |
| Most Financially Vulnerable        | 348   | 35              | 47         | 29         | 24        | 39        | 19          | 25            | 23         | 37         | 313      | 36    | 154            | 186         | 111               | 237         |
|                                    | 17%   | 15%             | 15%        | 15%        | 16%       | 22%       | 14%         | 14%           | 24%        | 15%        | 18%      | 12%   | 11%            | 27%         | 11%               | 23%         |
|                                    |       |                 |            |            |           | bfg       |             |               | abcdfgi    |            | k        |       |                | l           |                   | n           |
|                                    |       | 10%             | 13%        | 8%         | 7%        | 11%       | 5%          | 7%            | 6%         | 11%        | 90%      | 10%   | 44%            | 53%         | 32%               | 68%         |
| Potentially Financially Vulnerable | 897   | 59              | 134        | 88         | 73        | 80        | 60          | 84            | 44         | 125        | 769      | 128   | 534            | 359         | 420               | 477         |
|                                    | 43%   | 26%             | 43%        | 47%        | 48%       | 45%       | 43%         | 47%           | 47%        | 51%        | 44%      | 43%   | 39%            | 53%         | 40%               | 47%         |
|                                    |       |                 | a          | a          | a         | a         | a           | a             | a          | a          |          |       |                | l           |                   | n           |
|                                    |       | 7%              | 15%        | 10%        | 8%        | 9%        | 7%          | 9%            | 5%         | 14%        | 86%      | 14%   | 59%            | 40%         | 47%               | 53%         |
| Least Financially Vulnerable       | 820   | 137             | 129        | 71         | 57        | 57        | 60          | 69            | 27         | 83         | 684      | 136   | 683            | 135         | 516               | 304         |
|                                    | 40%   | 59%             | 42%        | 38%        | 37%       | 33%       | 43%         | 39%           | 29%        | 34%        | 39%      | 45%   | 50%            | 20%         | 49%               | 30%         |
|                                    |       | bcdefghi        | eh         | h          |           |           | ehi         | h             |            |            | j        |       | m              |             | o                 |             |
|                                    |       | 17%             | 16%        | 9%         | 7%        | 7%        | 7%          | 8%            | 3%         | 10%        | 83%      | 17%   | 83%            | 17%         | 63%               | 37%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

## FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

|                                    | Total | TV SERVICES     |                 |                  |      | YOUTUBE       |                   |
|------------------------------------|-------|-----------------|-----------------|------------------|------|---------------|-------------------|
|                                    |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%            |       | a               | b               | c                | d    | e             | f                 |
| Unweighted total                   | 3648  | 1783            | 1591            | 2897             | 2933 | 1597          | 3560              |
| Effective Weighted Sample          | 2490  | 1216            | 1073            | 2032             | 2043 | 1111          | 2440              |
| Total                              | 2066  | 1008            | 909             | 1630             | 1652 | 904           | 2012              |
|                                    |       | 49%             | 44%             | 79%              | 80%  | 44%           | 97%               |
| Most Financially Vulnerable        | 348   | 148             | 130             | 218              | 249  | 148           | 324               |
|                                    | 17%   | 15%             | 14%             | 13%              | 15%  | 16%           | 16%               |
|                                    |       |                 |                 |                  |      | c             | c                 |
|                                    |       | 42%             | 37%             | 62%              | 71%  | 42%           | 93%               |
| Potentially Financially Vulnerable | 897   | 445             | 422             | 684              | 680  | 377           | 871               |
|                                    | 43%   | 44%             | 46%             | 42%              | 41%  | 42%           | 43%               |
|                                    |       |                 | cde             |                  |      |               |                   |
|                                    |       | 50%             | 47%             | 76%              | 76%  | 42%           | 97%               |
| Least Financially Vulnerable       | 820   | 415             | 357             | 729              | 724  | 379           | 817               |
|                                    | 40%   | 41%             | 39%             | 45%              | 44%  | 42%           | 41%               |
|                                    |       |                 |                 | abf              | bf   |               |                   |
|                                    |       | 51%             | 43%             | 89%              | 88%  | 46%           | 100%              |

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

|                                        | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|----------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                        |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                       | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample              | 3337  | 1570   | 1721   | 364       | 670   | 1147  | 1115 | 213              | 249          | 424          | 1503 | 952          | 1189 | 414 | 792  | 2595     | 311       | 390   | 505 |
| Total                                  | 3000  | 1400   | 1536   | 309       | 626   | 982   | 1022 | 179              | 237          | 358          | 1321 | 830          | 798  | 501 | 697  | 2486     | 273       | 152   | 89  |
|                                        |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Base for %                             | 2954  | 1381   | 1511   | 295       | 614   | 970   | 1016 | 176              | 236          | 357          | 1308 | 819          | 782  | 493 | 689  | 2445     | 271       | 151   | 88  |
|                                        |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 26%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| LANDLINE AND BROADBAND                 | 1078  | 523    | 541    | 82        | 221   | 398   | 368  | 45               | 84           | 129          | 544  | 341          | 295  | 180 | 227  | 890      | 97        | 55    | 36  |
|                                        | 36%   | 38%    | 36%    | 28%       | 36%   | 41%   | 36%  | 25%              | 36%          | 36%          | 42%  | 42%          | 38%  | 37% | 33%  | 36%      | 36%       | 36%   | 41% |
|                                        |       |        |        |           | c     | cd    | c    |                  | g            | g            | gi   | n            | n    |     |      |          |           |       | o   |
|                                        |       | 48%    | 50%    | 8%        | 20%   | 37%   | 34%  | 4%               | 8%           | 12%          | 50%  | 32%          | 27%  | 17% | 21%  | 83%      | 9%        | 5%    | 3%  |
| LANDLINE, BROADBAND AND PAY TV         | 686   | 315    | 367    | 34        | 128   | 255   | 264  | 31               | 47           | 87           | 349  | 220          | 165  | 129 | 154  | 549      | 83        | 36    | 19  |
|                                        | 23%   | 23%    | 24%    | 12%       | 21%   | 26%   | 26%  | 17%              | 20%          | 24%          | 27%  | 27%          | 21%  | 26% | 22%  | 22%      | 31%       | 24%   | 21% |
|                                        |       |        |        |           | c     | cd    | cd   |                  |              | g            | gh   | ln           |      | l   |      |          | or        |       |     |
|                                        |       | 46%    | 53%    | 5%        | 19%   | 37%   | 39%  | 4%               | 7%           | 13%          | 51%  | 32%          | 24%  | 19% | 22%  | 80%      | 12%       | 5%    | 3%  |
| LANDLINE, MOBILE AND BROADBAND         | 204   | 99     | 98     | 11        | 26    | 53    | 111  | 14               | 16           | 36           | 79   | 65           | 52   | 32  | 45   | 169      | 17        | 14    | 5   |
|                                        | 7%    | 7%     | 6%     | 4%        | 4%    | 5%    | 11%  | 8%               | 7%           | 10%          | 6%   | 8%           | 7%   | 6%  | 7%   | 7%       | 6%        | 9%    | 5%  |
|                                        |       |        |        |           |       |       | cde  |                  |              | j            |      |              |      |     |      |          |           | r     |     |
|                                        |       | 48%    | 48%    | 5%        | 13%   | 26%   | 54%  | 7%               | 8%           | 18%          | 39%  | 32%          | 25%  | 16% | 22%  | 83%      | 8%        | 7%    | 2%  |
| LANDLINE, BROADBAND, MOBILE AND PAY TV | 160   | 79     | 82     | 11        | 18    | 56    | 74   | 9                | 11           | 24           | 68   | 50           | 45   | 24  | 33   | 130      | 15        | 13    | 3   |
|                                        | 5%    | 6%     | 5%     | 4%        | 3%    | 6%    | 7%   | 5%               | 5%           | 7%           | 5%   | 6%           | 6%   | 5%  | 5%   | 5%       | 6%        | 8%    | 3%  |
|                                        |       |        |        |           |       | d     | cd   |                  |              |              |      |              |      |     |      | r        |           | or    |     |
|                                        |       | 49%    | 51%    | 7%        | 11%   | 35%   | 46%  | 6%               | 7%           | 15%          | 42%  | 31%          | 28%  | 15% | 21%  | 81%      | 9%        | 8%    | 2%  |
| BROADBAND AND PAY TV                   | 84    | 34     | 49     | 23        | 21    | 26    | 12   | 4                | 7            | 7            | 46   | 17           | 32   | 15  | 19   | 72       | 4         | 4     | 4   |
|                                        | 3%    | 2%     | 3%     | 8%        | 3%    | 3%    | 1%   | 2%               | 3%           | 2%           | 4%   | 2%           | 4%   | 3%  | 3%   | 3%       | 1%        | 3%    | 5%  |
|                                        |       |        |        | def       | f     | f     |      |                  |              |              |      |              | k    |     |      |          |           |       | op  |
|                                        |       | 40%    | 58%    | 28%       | 25%   | 31%   | 15%  | 4%               | 8%           | 9%           | 55%  | 20%          | 38%  | 18% | 23%  | 86%      | 5%        | 5%    | 5%  |
| MOBILE AND BROADBAND                   | 74    | 32     | 41     | 13        | 16    | 24    | 21   | 7                | 9            | 9            | 36   | 15           | 29   | 13  | 16   | 63       | 8         | 2     | 2   |
|                                        | 3%    | 2%     | 3%     | 4%        | 3%    | 2%    | 2%   | 4%               | 4%           | 2%           | 3%   | 2%           | 4%   | 3%  | 2%   | 3%       | 3%        | 2%    | 2%  |
|                                        |       |        |        | f         |       |       |      |                  |              |              |      |              | k    |     |      |          |           |       |     |
|                                        |       | 42%    | 55%    | 17%       | 22%   | 32%   | 28%  | 10%              | 12%          | 12%          | 48%  | 20%          | 38%  | 18% | 21%  | 84%      | 10%       | 3%    | 3%  |
| LANDLINE AND PAY TV                    | 46    | 19     | 27     | 5         | 6     | 15    | 18   | 4                | 4            | 5            | 11   | 11           | 6    | 9   | 14   | 40       | 3         | 1     | 2   |
|                                        | 2%    | 1%     | 2%     | 2%        | 1%    | 2%    | 2%   | 2%               | 2%           | 2%           | 1%   | 1%           | 1%   | 2%  | 2%   | 2%       | 1%        | *%    | 2%  |
|                                        |       |        |        |           |       |       |      | j                |              |              |      |              |      | l   | l    |          |           |       | q   |
|                                        |       | 41%    | 59%    | 11%       | 13%   | 33%   | 38%  | 9%               | 9%           | 12%          | 24%  | 24%          | 12%  | 20% | 31%  | 87%      | 7%        | 1%    | 4%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

|                              | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%      |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total             | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample    | 3337  | 1570   | 1721   | 364       | 670   | 1147  | 1115 | 213              | 249          | 424          | 1503 | 952          | 1189 | 414 | 792  | 2595     | 311       | 390   | 505 |
| Total                        | 3000  | 1400   | 1536   | 309       | 626   | 982   | 1022 | 179              | 237          | 358          | 1321 | 830          | 798  | 501 | 697  | 2486     | 273       | 152   | 89  |
|                              |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| MOBILE AND PAY TV            | 28    | 12     | 15     | 1         | 2     | 12    | 12   | *                | 1            | 3            | 11   | 8            | 5    | 5   | 8    | 21       | 4         | 1     | 1   |
|                              | 1%    | 1%     | 1%     | *%        | *%    | 1%    | 1%   | *%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 1%   | 1%       | 1%        | 1%    | 1%  |
|                              |       | 42%    | 55%    | 3%        | 9%    | 42%   | 44%  | 1%               | 5%           | 13%          | 41%  | 29%          | 18%  | 19% | 30%  | 77%      | 14%       | 5%    | 4%  |
| LANDLINE AND MOBILE          | 15    | 7      | 8      | 3         | 2     | 5     | 5    | 2                | 2            | 5            | *    | 1            | 3    | 4   | 5    | 12       | 1         | 2     | *   |
|                              | 1%    | 1%     | 1%     | 1%        | *%    | *%    | 1%   | 1%               | 1%           | 1%           | *%   | *%           | *%   | 1%  | 1%   | *%       | *%        | 1%    | *%  |
|                              |       |        |        |           |       |       |      | j                | j            | j            |      |              |      | k   | k    |          |           | o     |     |
|                              |       | 45%    | 54%    | 19%       | 16%   | 30%   | 35%  | 13%              | 11%          | 34%          | 3%   | 4%           | 21%  | 23% | 34%  | 76%      | 8%        | 13%   | 3%  |
| MOBILE, BROADBAND AND PAY TV | 12    | 5      | 8      | 1         | 2     | 4     | 5    | 1                | 1            | 2            | 3    | 6            | 4    | 1   | *    | 11       | 1         | 1     | 1   |
|                              | *%    | *%     | 1%     | *%        | *%    | *%    | *%   | *%               | *%           | *%           | *%   | 1%           | 1%   | *%  | *%   | *%       | *%        | *%    | 1%  |
|                              |       |        |        |           |       |       |      |                  |              |              |      | n            |      |     |      |          |           |       |     |
|                              |       | 39%    | 61%    | 10%       | 18%   | 31%   | 40%  | 4%               | 6%           | 13%          | 28%  | 45%          | 32%  | 10% | 3%   | 84%      | 4%        | 4%    | 7%  |
| LANDLINE, MOBILE AND PAY TV  | 7     | 1      | 6      | 1         | -     | 5     | 1    | 1                | 1            | -            | 2    | 1            | 1    | 2   | 3    | 6        | 1         | -     | -   |
|                              | *%    | *%     | *%     | *%        | -%    | 1%    | *%   | *%               | *%           | -%           | *%   | *%           | *%   | *%  | *%   | *%       | *%        | -%    | -%  |
|                              |       | 15%    | 85%    | 10%       | -%    | 74%   | 17%  | 9%               | 14%          | -%           | 26%  | 13%          | 11%  | 34% | 42%  | 82%      | 18%       | -%    | -%  |
| NO BUNDLE                    | 599   | 271    | 295    | 112       | 173   | 134   | 143  | 60               | 58           | 54           | 175  | 97           | 156  | 85  | 174  | 517      | 42        | 23    | 16  |
|                              | 20%   | 20%    | 20%    | 38%       | 28%   | 14%   | 14%  | 34%              | 24%          | 15%          | 13%  | 12%          | 20%  | 17% | 25%  | 21%      | 15%       | 16%   | 18% |
|                              |       |        |        | def       | ef    |       |      | hij              | ij           |              |      |              | k    | k   | klm  | pq       |           |       |     |
|                              |       | 45%    | 49%    | 19%       | 29%   | 22%   | 24%  | 10%              | 10%          | 9%           | 29%  | 16%          | 26%  | 14% | 29%  | 86%      | 7%        | 4%    | 3%  |
| DON'T KNOW FOR ANY PROVIDER  | 45    | 20     | 25     | 14        | 12    | 13    | 6    | 3                | 1            | 1            | 13   | 10           | 16   | 8   | 8    | 41       | 2         | 1     | 1   |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

|                                        | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                        |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                       | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample              | 3337  | 318             | 375        | 288        | 306       | 292       | 312         | 322           | 271        | 293        | 2832     | 513   | 1978           | 1288        | 1609              | 1730         |
| Total                                  | 3000  | 370             | 431        | 243        | 223       | 283       | 211         | 237           | 132        | 356        | 2591     | 408   | 1823           | 1061        | 1481              | 1518         |
|                                        |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 61%            | 35%         | 49%               | 51%          |
| Base for %                             | 2954  | 363             | 426        | 239        | 218       | 281       | 206         | 235           | 129        | 348        | 2550     | 404   | 1796           | 1042        | 1463              | 1491         |
|                                        |       | 12%             | 14%        | 8%         | 7%        | 10%       | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 61%            | 35%         | 50%               | 50%          |
| LANDLINE AND BROADBAND                 | 1078  | 123             | 155        | 107        | 89        | 86        | 69          | 94            | 43         | 122        | 887      | 190   | 688            | 363         | 579               | 499          |
|                                        | 36%   | 34%             | 36%        | 45%        | 41%       | 31%       | 34%         | 40%           | 34%        | 35%        | 35%      | 47%   | 38%            | 35%         | 40%               | 33%          |
|                                        |       |                 | abefhi     | e          | 8%        | 8%        | 6%          | e             | 9%         | 4%         | 11%      | j     | m              | o           | 54%               | 46%          |
|                                        |       | 11%             | 14%        | 10%        | 8%        | 8%        | 6%          | 9%            | 4%         | 11%        | 82%      | 18%   | 64%            | 34%         | 54%               | 46%          |
| LANDLINE, BROADBAND AND PAY TV         | 686   | 61              | 104        | 51         | 53        | 62        | 52          | 43            | 31         | 90         | 606      | 80    | 478            | 200         | 356               | 330          |
|                                        | 23%   | 17%             | 24%        | 22%        | 24%       | 22%       | 25%         | 18%           | 24%        | 26%        | 24%      | 20%   | 27%            | 19%         | 24%               | 22%          |
|                                        |       |                 | ag         | a          | 8%        | 9%        | 8%          | ag            | a          | ag         | 88%      | 12%   | 70%            | 29%         | 52%               | 48%          |
|                                        |       | 9%              | 15%        | 8%         | 8%        | 9%        | 8%          | 6%            | 5%         | 13%        | 88%      | 12%   | 70%            | 29%         | 52%               | 48%          |
| LANDLINE, MOBILE AND BROADBAND         | 204   | 33              | 26         | 16         | 15        | 15        | 15          | 13            | 9          | 25         | 164      | 40    | 118            | 79          | 128               | 76           |
|                                        | 7%    | 9%              | 6%         | 7%         | 7%        | 5%        | 8%          | 6%            | 7%         | 7%         | 6%       | 10%   | 7%             | 8%          | 9%                | 5%           |
|                                        |       |                 |            |            |           |           |             |               |            |            |          | j     |                |             | o                 |              |
|                                        |       | 16%             | 13%        | 8%         | 7%        | 7%        | 8%          | 7%            | 5%         | 12%        | 80%      | 20%   | 58%            | 39%         | 63%               | 37%          |
| LANDLINE, BROADBAND, MOBILE AND PAY TV | 160   | 20              | 20         | 15         | 7         | 15        | 13          | 13            | 7          | 20         | 146      | 14    | 98             | 57          | 98                | 62           |
|                                        | 5%    | 6%              | 5%         | 6%         | 3%        | 5%        | 6%          | 5%            | 5%         | 6%         | 6%       | 3%    | 5%             | 5%          | 7%                | 4%           |
|                                        |       |                 |            |            |           |           |             |               |            |            | k        |       |                |             | o                 |              |
|                                        |       | 12%             | 13%        | 10%        | 4%        | 9%        | 8%          | 8%            | 4%         | 13%        | 91%      | 9%    | 61%            | 36%         | 61%               | 39%          |
| BROADBAND AND PAY TV                   | 84    | 14              | 10         | 2          | 9         | 10        | 8           | 7             | 7          | 5          | 72       | 12    | 56             | 27          | 39                | 45           |
|                                        | 3%    | 4%              | 2%         | 1%         | 4%        | 3%        | 4%          | 3%            | 6%         | 2%         | 3%       | 3%    | 3%             | 3%          | 3%                | 3%           |
|                                        |       | c               |            |            | c         | c         | c           |               | bci        |            |          |       |                |             |                   |              |
|                                        |       | 17%             | 11%        | 2%         | 11%       | 12%       | 10%         | 8%            | 9%         | 6%         | 86%      | 14%   | 67%            | 32%         | 47%               | 53%          |
| MOBILE AND BROADBAND                   | 74    | 12              | 13         | 5          | 6         | 6         | 8           | 4             | 4          | 5          | 65       | 9     | 44             | 28          | 36                | 39           |
|                                        | 3%    | 3%              | 3%         | 2%         | 3%        | 2%        | 4%          | 2%            | 3%         | 1%         | 3%       | 2%    | 2%             | 3%          | 2%                | 3%           |
|                                        |       | 16%             | 18%        | 7%         | 8%        | 8%        | 11%         | 5%            | 6%         | 6%         | 87%      | 13%   | 59%            | 38%         | 48%               | 52%          |
| LANDLINE AND PAY TV                    | 46    | 8               | 10         | 3          | 1         | 7         | 2           | *             | 2          | 7          | 43       | 3     | 24             | 22          | 23                | 23           |
|                                        | 2%    | 2%              | 2%         | 1%         | 1%        | 2%        | 1%          | 1%            | 1%         | 2%         | 2%       | 1%    | 1%             | 2%          | 2%                | 2%           |
|                                        |       | g               | g          |            |           | g         |             |               |            | g          |          |       |                |             |                   |              |
|                                        |       | 17%             | 21%        | 6%         | 2%        | 15%       | 5%          | 1%            | 4%         | 16%        | 94%      | 6%    | 53%            | 47%         | 51%               | 49%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

|                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%      |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total             | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610         |
| Effective Weighted Sample    | 3337  | 318             | 375        | 288        | 306       | 292       | 312         | 322           | 271        | 293        | 2832     | 513   | 1978           | 1288        | 1609              | 1730         |
| Total                        | 3000  | 370             | 431        | 243        | 223       | 283       | 211         | 237           | 132        | 356        | 2591     | 408   | 1823           | 1061        | 1481              | 1518         |
|                              |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 61%            | 35%         | 49%               | 51%          |
| MOBILE AND PAY TV            | 28    | 1               | 5          | -          | 1         | 2         | 2           | 4             | 2          | 5          | 23       | 5     | 16             | 10          | 17                | 11           |
|                              | 1%    | *%              | 1%         | -%         | 1%        | 1%        | 1%          | 2%            | 2%         | 1%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%           |
|                              |       |                 |            |            |           |           |             | c             | c          | c          |          |       |                |             |                   |              |
|                              |       | 2%              | 18%        | -%         | 5%        | 7%        | 6%          | 14%           | 8%         | 17%        | 83%      | 17%   | 59%            | 38%         | 61%               | 39%          |
| LANDLINE AND MOBILE          | 15    | -               | 1          | -          | 1         | 5         | 1           | 3             | 1          | 1          | 15       | 1     | 4              | 11          | 12                | 3            |
|                              | 1%    | -%              | *%         | -%         | *%        | 2%        | 1%          | 1%            | *%         | *%         | 1%       | *%    | *%             | 1%          | 1%                | *%           |
|                              |       |                 |            |            |           | abc       |             |               |            |            |          |       |                | l           | o                 |              |
|                              |       | -%              | 5%         | -%         | 3%        | 30%       | 10%         | 18%           | 4%         | 6%         | 97%      | 3%    | 24%            | 72%         | 78%               | 22%          |
| MOBILE, BROADBAND AND PAY TV | 12    | 2               | 2          | -          | 1         | 1         | 2           | 1             | 1          | 1          | 11       | 2     | 6              | 6           | 7                 | 5            |
|                              | *%    | 1%              | 1%         | -%         | 1%        | *%        | 1%          | *%            | 1%         | *%         | *%       | *%    | *%             | 1%          | 1%                | *%           |
|                              |       | 19%             | 18%        | -%         | 9%        | 5%        | 12%         | 5%            | 10%        | 6%         | 87%      | 13%   | 49%            | 51%         | 59%               | 41%          |
| LANDLINE, MOBILE AND PAY TV  | 7     | 3               | 1          | 1          | *         | -         | *           | -             | -          | -          | 7        | *     | 2              | 4           | 1                 | 7            |
|                              | *%    | 1%              | *%         | *%         | *%        | -%        | *%          | -%            | -%         | -%         | *%       | *%    | *%             | *%          | *%                | *%           |
|                              |       |                 |            |            |           |           |             |               |            |            |          |       |                |             | n                 |              |
|                              |       | 47%             | 14%        | 9%         | 6%        | -%        | 6%          | -%            | -%         | -%         | 99%      | 1%    | 24%            | 60%         | 8%                | 92%          |
| NO BUNDLE                    | 599   | 85              | 87         | 38         | 35        | 79        | 36          | 59            | 25         | 73         | 545      | 54    | 282            | 254         | 198               | 400          |
|                              | 20%   | 24%             | 20%        | 16%        | 16%       | 28%       | 18%         | 25%           | 19%        | 21%        | 21%      | 13%   | 16%            | 24%         | 14%               | 27%          |
|                              |       | cd              |            |            |           | bcd fhi   |             | cdf           |            |            | k        |       |                | l           |                   | n            |
|                              |       | 14%             | 14%        | 6%         | 6%        | 13%       | 6%          | 10%           | 4%         | 12%        | 91%      | 9%    | 47%            | 42%         | 33%               | 67%          |
| DON'T KNOW FOR ANY PROVIDER  | 45    | 7               | 5          | 4          | 6         | 2         | 5           | 2             | 4          | 7          | 41       | 4     | 26             | 19          | 18                | 27           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

|                                        | Total | TV SERVICES  |              |               |      |                  |              |
|----------------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                                        |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%                |       | a            | b            | c             | d    | e                | f            |
| Unweighted total                       | 5233  | 2461         | 2214         | 3966          | 3991 | 2172             | 5004         |
| Effective Weighted Sample              | 3337  | 1579         | 1396         | 2630          | 2680 | 1472             | 3226         |
| Total                                  | 3000  | 1400         | 1243         | 2269          | 2330 | 1260             | 2836         |
|                                        |       | 47%          | 41%          | 76%           | 78%  | 42%              | 95%          |
| Base for %                             | 2954  | 1395         | 1225         | 2244          | 2295 | 1241             | 2792         |
|                                        |       | 47%          | 41%          | 76%           | 78%  | 42%              | 95%          |
| LANDLINE AND BROADBAND                 | 1078  | 269          | 591          | 854           | 867  | 489              | 1044         |
|                                        | 36%   | 19%          | 48%          | 38%           | 38%  | 39%              | 37%          |
|                                        |       |              | acdef        | a             | a    | a                | a            |
|                                        |       | 25%          | 55%          | 79%           | 80%  | 45%              | 97%          |
| LANDLINE, BROADBAND AND PAY TV         | 686   | 686          | 164          | 621           | 611  | 290              | 686          |
|                                        | 23%   | 49%          | 13%          | 28%           | 27%  | 23%              | 25%          |
|                                        |       | bcdef        |              | bef           | be   | b                | b            |
|                                        |       | 100%         | 24%          | 91%           | 89%  | 42%              | 100%         |
| LANDLINE, MOBILE AND BROADBAND         | 204   | 38           | 135          | 168           | 150  | 87               | 200          |
|                                        | 7%    | 3%           | 11%          | 7%            | 7%   | 7%               | 7%           |
|                                        |       |              | acdef        | a             | a    | a                | a            |
|                                        |       | 19%          | 66%          | 82%           | 73%  | 42%              | 98%          |
| LANDLINE, BROADBAND, MOBILE AND PAY TV | 160   | 160          | 33           | 152           | 142  | 73               | 160          |
|                                        | 5%    | 11%          | 3%           | 7%            | 6%   | 6%               | 6%           |
|                                        |       | bcdef        |              | b             | b    | b                | b            |
|                                        |       | 100%         | 21%          | 95%           | 89%  | 45%              | 100%         |
| BROADBAND AND PAY TV                   | 84    | 84           | 16           | 80            | 81   | 49               | 84           |
|                                        | 3%    | 6%           | 1%           | 4%            | 4%   | 4%               | 3%           |
|                                        |       | bcdef        |              | b             | b    | b                | b            |
|                                        |       | 100%         | 19%          | 95%           | 96%  | 58%              | 100%         |
| MOBILE AND BROADBAND                   | 74    | 19           | 30           | 55            | 58   | 31               | 70           |
|                                        | 3%    | 1%           | 2%           | 2%            | 3%   | 2%               | 2%           |
|                                        |       |              | a            | a             | a    | a                | a            |
|                                        |       | 26%          | 41%          | 73%           | 78%  | 42%              | 94%          |
| LANDLINE AND PAY TV                    | 46    | 46           | 6            | 37            | 32   | 13               | 46           |
|                                        | 2%    | 3%           | 1%           | 2%            | 1%   | 1%               | 2%           |
|                                        |       | bcdef        |              | b             | b    |                  | b            |
|                                        |       | 100%         | 13%          | 81%           | 71%  | 28%              | 100%         |

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

|                              | Total | TV SERVICES  |              |               |      |                  |              |
|------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                              |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%      |       | a            | b            | c             | d    | e                | f            |
| Unweighted total             | 5233  | 2461         | 2214         | 3966          | 3991 | 2172             | 5004         |
| Effective Weighted Sample    | 3337  | 1579         | 1396         | 2630          | 2680 | 1472             | 3226         |
| Total                        | 3000  | 1400         | 1243         | 2269          | 2330 | 1260             | 2836         |
|                              |       | 47%          | 41%          | 76%           | 78%  | 42%              | 95%          |
| MOBILE AND PAY TV            | 28    | 28           | 5            | 20            | 18   | 10               | 28           |
|                              | 1%    | 2%           | *%           | 1%            | 1%   | 1%               | 1%           |
|                              |       | bcdef        |              |               |      |                  |              |
|                              |       | 100%         | 19%          | 72%           | 66%  | 35%              | 100%         |
| LANDLINE AND MOBILE          | 15    | 4            | 10           | 6             | 6    | 1                | 14           |
|                              | 1%    | *%           | 1%           | *%            | *%   | *%               | 1%           |
|                              |       |              | cde          |               |      |                  | e            |
|                              |       | 28%          | 66%          | 38%           | 37%  | 8%               | 91%          |
| MOBILE, BROADBAND AND PAY TV | 12    | 12           | 4            | 11            | 9    | 6                | 12           |
|                              | *%    | 1%           | *%           | 1%            | *%   | *%               | *%           |
|                              |       | bd           |              |               |      |                  |              |
|                              |       | 100%         | 32%          | 92%           | 68%  | 46%              | 100%         |
| LANDLINE, MOBILE AND PAY TV  | 7     | 7            | 2            | 5             | 6    | 1                | 7            |
|                              | *%    | 1%           | *%           | *%            | *%   | *%               | *%           |
|                              |       | 100%         | 24%          | 76%           | 78%  | 20%              | 100%         |
| NO BUNDLE                    | 599   | 74           | 242          | 262           | 340  | 201              | 480          |
|                              | 20%   | 5%           | 20%          | 12%           | 15%  | 16%              | 17%          |
|                              |       |              | acdef        | a             | ac   | ac               | acd          |
|                              |       | 12%          | 40%          | 44%           | 57%  | 34%              | 80%          |
| DON'T KNOW FOR ANY PROVIDER  | 45    | 5            | 18           | 25            | 35   | 20               | 44           |
| Columns Tested: a,b,c,d,e,f  |       |              |              |               |      |                  |              |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : All respondents

|                             | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-----------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                             |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%     |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total            | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample   | 3337  | 1570   | 1721   | 364       | 670   | 1147  | 1115 | 213              | 249          | 424          | 1503 | 952          | 1189 | 414 | 792  | 2595     | 311       | 390   | 505 |
| Total                       | 3000  | 1400   | 1536   | 309       | 626   | 982   | 1022 | 179              | 237          | 358          | 1321 | 830          | 798  | 501 | 697  | 2486     | 273       | 152   | 89  |
|                             |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Base for %                  | 2954  | 1381   | 1511   | 295       | 614   | 970   | 1016 | 176              | 236          | 357          | 1308 | 819          | 782  | 493 | 689  | 2445     | 271       | 151   | 88  |
|                             |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 26%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| DOUBLE PLAY                 | 1296  | 614    | 664    | 126       | 268   | 466   | 423  | 61               | 106          | 158          | 632  | 382          | 361  | 222 | 284  | 1074     | 113       | 64    | 45  |
|                             | 44%   | 44%    | 44%    | 43%       | 44%   | 48%   | 42%  | 34%              | 45%          | 44%          | 48%  | 47%          | 46%  | 45% | 41%  | 44%      | 42%       | 43%   | 51% |
|                             |       |        |        |           |       | f     |      |                  |              |              |      |              |      |     |      |          |           |       | opq |
|                             |       |        |        |           |       | 36%   | 33%  | 5%               | 8%           | 12%          | 49%  | 30%          | 28%  | 17% | 22%  | 83%      | 9%        | 5%    | 3%  |
| TRIPLE PLAY                 | 910   | 420    | 478    | 47        | 155   | 317   | 381  | 46               | 64           | 124          | 433  | 291          | 221  | 165 | 203  | 734      | 101       | 51    | 24  |
|                             | 31%   | 30%    | 32%    | 16%       | 25%   | 33%   | 38%  | 26%              | 27%          | 35%          | 33%  | 36%          | 28%  | 33% | 29%  | 30%      | 37%       | 34%   | 27% |
|                             |       |        |        |           | c     | cd    | cde  |                  |              |              |      |              |      |     |      |          |           |       |     |
|                             |       |        |        |           |       | 35%   | 42%  | 5%               | 7%           | 14%          | 48%  | 32%          | 24%  | 18% | 22%  | 81%      | 11%       | 6%    | 3%  |
|                             |       |        |        |           |       | d     | cd   |                  |              |              |      |              |      |     |      |          |           |       |     |
| QUAD PLAY                   | 160   | 79     | 82     | 11        | 18    | 56    | 74   | 9                | 11           | 24           | 68   | 50           | 45   | 24  | 33   | 130      | 15        | 13    | 3   |
|                             | 5%    | 6%     | 5%     | 4%        | 3%    | 6%    | 7%   | 5%               | 5%           | 7%           | 5%   | 6%           | 6%   | 5%  | 5%   | 5%       | 6%        | 8%    | 3%  |
|                             |       |        |        |           |       | d     | cd   |                  |              |              |      |              |      |     |      |          |           |       |     |
|                             |       |        |        |           |       | 35%   | 46%  | 6%               | 7%           | 15%          | 42%  | 31%          | 28%  | 15% | 21%  | 81%      | 9%        | 8%    | 2%  |
| NO BUNDLE                   | 599   | 271    | 295    | 112       | 173   | 134   | 143  | 60               | 58           | 54           | 175  | 97           | 156  | 85  | 174  | 517      | 42        | 23    | 16  |
|                             | 20%   | 20%    | 20%    | 38%       | 28%   | 14%   | 14%  | 34%              | 24%          | 15%          | 13%  | 12%          | 20%  | 17% | 25%  | 21%      | 15%       | 16%   | 18% |
|                             |       |        |        | def       | ef    |       |      | hij              | ij           |              |      |              | k    | k   | klm  | pq       |           |       |     |
|                             |       |        |        | 19%       | 29%   | 22%   | 24%  | 10%              | 10%          | 9%           | 29%  | 16%          | 26%  | 14% | 29%  | 86%      | 7%        | 4%    | 3%  |
| DON'T KNOW FOR ANY PROVIDER | 45    | 20     | 25     | 14        | 12    | 13    | 6    | 3                | 1            | 1            | 13   | 10           | 16   | 8   | 8    | 41       | 2         | 1     | 1   |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : All respondents

|                             | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                             |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%     |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total            | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231  | 2898           | 2162        | 2623              | 2610        |
| Effective Weighted Sample   | 3337  | 318             | 375        | 288        | 306       | 292       | 312         | 322           | 271        | 293        | 2832     | 513   | 1978           | 1288        | 1609              | 1730        |
| Total                       | 3000  | 370             | 431        | 243        | 223       | 283       | 211         | 237           | 132        | 356        | 2591     | 408   | 1823           | 1061        | 1481              | 1518        |
|                             |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 61%            | 35%         | 49%               | 51%         |
| Base for %                  | 2954  | 363             | 426        | 239        | 218       | 281       | 206         | 235           | 129        | 348        | 2550     | 404   | 1796           | 1042        | 1463              | 1491        |
|                             |       | 12%             | 14%        | 8%         | 7%        | 10%       | 7%          | 8%            | 4%         | 12%        | 86%      | 14%   | 61%            | 35%         | 50%               | 50%         |
| DOUBLE PLAY                 | 1296  | 157             | 186        | 117        | 105       | 114       | 88          | 109           | 55         | 142        | 1080     | 215   | 816            | 449         | 684               | 612         |
|                             | 44%   | 43%             | 44%        | 49%        | 48%       | 41%       | 42%         | 46%           | 43%        | 41%        | 42%      | 53%   | 45%            | 43%         | 47%               | 41%         |
|                             |       |                 |            | ei         |           |           |             |               |            |            |          | j     |                |             | o                 |             |
|                             |       | 12%             | 14%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 83%      | 17%   | 63%            | 35%         | 53%               | 47%         |
| TRIPLE PLAY                 | 910   | 100             | 134        | 69         | 70        | 78        | 70          | 57            | 42         | 116        | 788      | 122   | 604            | 289         | 492               | 418         |
|                             | 31%   | 28%             | 31%        | 29%        | 32%       | 28%       | 34%         | 24%           | 33%        | 33%        | 31%      | 30%   | 34%            | 28%         | 34%               | 28%         |
|                             |       |                 | g          |            | g         |           | g           |               | g          | g          |          |       | m              |             | o                 |             |
|                             |       | 11%             | 15%        | 8%         | 8%        | 9%        | 8%          | 6%            | 5%         | 13%        | 87%      | 13%   | 66%            | 32%         | 54%               | 46%         |
| QUAD PLAY                   | 160   | 20              | 20         | 15         | 7         | 15        | 13          | 13            | 7          | 20         | 146      | 14    | 98             | 57          | 98                | 62          |
|                             | 5%    | 6%              | 5%         | 6%         | 3%        | 5%        | 6%          | 5%            | 5%         | 6%         | 6%       | 3%    | 5%             | 5%          | 7%                | 4%          |
|                             |       |                 |            |            |           |           |             |               |            |            | k        |       |                |             | o                 |             |
|                             |       | 12%             | 13%        | 10%        | 4%        | 9%        | 8%          | 8%            | 4%         | 13%        | 91%      | 9%    | 61%            | 36%         | 61%               | 39%         |
| NO BUNDLE                   | 599   | 85              | 87         | 38         | 35        | 79        | 36          | 59            | 25         | 73         | 545      | 54    | 282            | 254         | 198               | 400         |
|                             | 20%   | 24%             | 20%        | 16%        | 16%       | 28%       | 18%         | 25%           | 19%        | 21%        | 21%      | 13%   | 16%            | 24%         | 14%               | 27%         |
|                             |       | cd              |            |            |           | bcdghi    |             | cdf           |            |            | k        |       |                | l           |                   | n           |
|                             |       | 14%             | 14%        | 6%         | 6%        | 13%       | 6%          | 10%           | 4%         | 12%        | 91%      | 9%    | 47%            | 42%         | 33%               | 67%         |
| DON'T KNOW FOR ANY PROVIDER | 45    | 7               | 5          | 4          | 6         | 2         | 5           | 2             | 4          | 7          | 41       | 4     | 26             | 19          | 18                | 27          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : All respondents

|                             | Total | TV SERVICES  |              |               |      |                  |              |
|-----------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                             |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%     |       | a            | b            | c             | d    | e                | f            |
| Unweighted total            | 5233  | 2461         | 2214         | 3966          | 3991 | 2172             | 5004         |
| Effective Weighted Sample   | 3337  | 1579         | 1396         | 2630          | 2680 | 1472             | 3226         |
| Total                       | 3000  | 1400         | 1243         | 2269          | 2330 | 1260             | 2836         |
|                             |       | 47%          | 41%          | 76%           | 78%  | 42%              | 95%          |
| Base for %                  | 2954  | 1395         | 1225         | 2244          | 2295 | 1241             | 2792         |
|                             |       | 47%          | 41%          | 76%           | 78%  | 42%              | 95%          |
| DOUBLE PLAY                 | 1296  | 421          | 651          | 1027          | 1039 | 584              | 1256         |
|                             | 44%   | 30%          | 53%          | 46%           | 45%  | 47%              | 45%          |
|                             |       |              | acdef        | a             | a    | a                | a            |
|                             |       | 32%          | 50%          | 79%           | 80%  | 45%              | 97%          |
| TRIPLE PLAY                 | 910   | 744          | 305          | 806           | 775  | 384              | 906          |
|                             | 31%   | 53%          | 25%          | 36%           | 34%  | 31%              | 32%          |
|                             |       | bcdef        |              | bef           | b    | b                | b            |
|                             |       | 82%          | 34%          | 89%           | 85%  | 42%              | 100%         |
| QUAD PLAY                   | 160   | 160          | 33           | 152           | 142  | 73               | 160          |
|                             | 5%    | 11%          | 3%           | 7%            | 6%   | 6%               | 6%           |
|                             |       | bcdef        |              | b             | b    | b                | b            |
|                             |       | 100%         | 21%          | 95%           | 89%  | 45%              | 100%         |
| NO BUNDLE                   | 599   | 74           | 242          | 262           | 340  | 201              | 480          |
|                             | 20%   | 5%           | 20%          | 12%           | 15%  | 16%              | 17%          |
|                             |       |              | acdef        | a             | ac   | ac               | acd          |
|                             |       | 12%          | 40%          | 44%           | 57%  | 34%              | 80%          |
| DON'T KNOW FOR ANY PROVIDER | 45    | 5            | 18           | 25            | 35   | 20               | 44           |

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

|                                        | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|----------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                        |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                       | 4081  | 1949   | 2084   | 326       | 687   | 1432  | 1594 | 231              | 313          | 553          | 1880 | 1196         | 1313 | 507 | 918 | 2576     | 462       | 519   | 524 |
| Effective Weighted Sample              | 2714  | 1284   | 1398   | 213       | 499   | 986   | 992  | 149              | 202          | 363          | 1300 | 841          | 934  | 340 | 611 | 2085     | 259       | 347   | 424 |
| Total                                  | 2365  | 1112   | 1223   | 183       | 442   | 839   | 878  | 116              | 182          | 307          | 1132 | 722          | 627  | 411 | 520 | 1937     | 229       | 128   | 72  |
|                                        |       | 47%    | 52%    | 8%        | 19%   | 35%   | 37%  | 5%               | 8%           | 13%          | 48%  | 31%          | 27%  | 17% | 22% | 82%      | 10%       | 5%    | 3%  |
| Base for %                             | 2365  | 1112   | 1223   | 183       | 442   | 839   | 878  | 116              | 182          | 307          | 1132 | 722          | 627  | 411 | 520 | 1937     | 229       | 128   | 72  |
|                                        |       | 47%    | 52%    | 8%        | 19%   | 35%   | 37%  | 5%               | 8%           | 13%          | 48%  | 31%          | 27%  | 17% | 22% | 82%      | 10%       | 5%    | 3%  |
| LANDLINE AND BROADBAND                 | 1078  | 523    | 541    | 82        | 221   | 398   | 368  | 45               | 84           | 129          | 544  | 341          | 295  | 180 | 227 | 890      | 97        | 55    | 36  |
|                                        | 46%   | 47%    | 44%    | 45%       | 50%   | 47%   | 42%  | 39%              | 46%          | 42%          | 48%  | 47%          | 47%  | 44% | 44% | 46%      | 42%       | 43%   | 50% |
|                                        |       |        |        |           | f     | f     |      |                  |              |              | gi   |              |      |     |     |          |           |       | pq  |
|                                        |       | 48%    | 50%    | 8%        | 20%   | 37%   | 34%  | 4%               | 8%           | 12%          | 50%  | 32%          | 27%  | 17% | 21% | 83%      | 9%        | 5%    | 3%  |
| LANDLINE, BROADBAND AND PAY TV         | 686   | 315    | 367    | 34        | 128   | 255   | 264  | 31               | 47           | 87           | 349  | 220          | 165  | 129 | 154 | 549      | 83        | 36    | 19  |
|                                        | 29%   | 28%    | 30%    | 19%       | 29%   | 30%   | 30%  | 26%              | 26%          | 28%          | 31%  | 30%          | 26%  | 31% | 30% | 28%      | 36%       | 28%   | 26% |
|                                        |       |        |        |           | c     | c     | c    |                  |              |              |      |              |      |     |     |          | oqr       |       |     |
|                                        |       | 46%    | 53%    | 5%        | 19%   | 37%   | 39%  | 4%               | 7%           | 13%          | 51%  | 32%          | 24%  | 19% | 22% | 80%      | 12%       | 5%    | 3%  |
| LANDLINE, MOBILE AND BROADBAND         | 204   | 99     | 98     | 11        | 26    | 53    | 111  | 14               | 16           | 36           | 79   | 65           | 52   | 32  | 45  | 169      | 17        | 14    | 5   |
|                                        | 9%    | 9%     | 8%     | 6%        | 6%    | 6%    | 13%  | 12%              | 9%           | 12%          | 7%   | 9%           | 8%   | 8%  | 9%  | 9%       | 7%        | 11%   | 6%  |
|                                        |       |        |        |           |       |       | cde  | j                |              | j            |      |              |      |     |     |          |           | r     |     |
|                                        |       | 48%    | 48%    | 5%        | 13%   | 26%   | 54%  | 7%               | 8%           | 18%          | 39%  | 32%          | 25%  | 16% | 22% | 83%      | 8%        | 7%    | 2%  |
| LANDLINE, BROADBAND, MOBILE AND PAY TV | 160   | 79     | 82     | 11        | 18    | 56    | 74   | 9                | 11           | 24           | 68   | 50           | 45   | 24  | 33  | 130      | 15        | 13    | 3   |
|                                        | 7%    | 7%     | 7%     | 6%        | 4%    | 7%    | 8%   | 8%               | 6%           | 8%           | 6%   | 7%           | 7%   | 6%  | 6%  | 7%       | 7%        | 10%   | 4%  |
|                                        |       |        |        |           |       | d     | d    |                  |              |              |      |              |      |     |     | r        |           | or    |     |
|                                        |       | 49%    | 51%    | 7%        | 11%   | 35%   | 46%  | 6%               | 7%           | 15%          | 42%  | 31%          | 28%  | 15% | 21% | 81%      | 9%        | 8%    | 2%  |
| BROADBAND AND PAY TV                   | 84    | 34     | 49     | 23        | 21    | 26    | 12   | 4                | 7            | 7            | 46   | 17           | 32   | 15  | 19  | 72       | 4         | 4     | 4   |
|                                        | 4%    | 3%     | 4%     | 13%       | 5%    | 3%    | 1%   | 3%               | 4%           | 2%           | 4%   | 2%           | 5%   | 4%  | 4%  | 4%       | 2%        | 3%    | 6%  |
|                                        |       |        |        | def       | f     | f     |      |                  |              |              |      |              | k    |     |     |          |           |       | op  |
|                                        |       | 40%    | 58%    | 28%       | 25%   | 31%   | 15%  | 4%               | 8%           | 9%           | 55%  | 20%          | 38%  | 18% | 23% | 86%      | 5%        | 5%    | 5%  |
| MOBILE AND BROADBAND                   | 74    | 32     | 41     | 13        | 16    | 24    | 21   | 7                | 9            | 9            | 36   | 15           | 29   | 13  | 16  | 63       | 8         | 2     | 2   |
|                                        | 3%    | 3%     | 3%     | 7%        | 4%    | 3%    | 2%   | 6%               | 5%           | 3%           | 3%   | 2%           | 5%   | 3%  | 3%  | 3%       | 3%        | 2%    | 3%  |
|                                        |       |        |        | def       |       |       |      |                  |              |              |      |              | k    |     |     |          |           |       |     |
|                                        |       | 42%    | 55%    | 17%       | 22%   | 32%   | 28%  | 10%              | 12%          | 12%          | 48%  | 20%          | 38%  | 18% | 21% | 84%      | 10%       | 3%    | 3%  |
| LANDLINE AND PAY TV                    | 46    | 19     | 27     | 5         | 6     | 15    | 18   | 4                | 4            | 5            | 11   | 11           | 6    | 9   | 14  | 40       | 3         | 1     | 2   |
|                                        | 2%    | 2%     | 2%     | 3%        | 1%    | 2%    | 2%   | 4%               | 2%           | 2%           | 1%   | 2%           | 1%   | 2%  | 3%  | 2%       | 1%        | 1%    | 3%  |
|                                        |       |        |        |           |       |       |      | j                |              |              |      |              |      | l   |     | q        |           |       | q   |
|                                        |       | 41%    | 59%    | 11%       | 13%   | 33%   | 38%  | 9%               | 9%           | 12%          | 24%  | 24%          | 12%  | 20% | 31% | 87%      | 7%        | 1%    | 4%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

|                              | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                              |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%      |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total             | 4081  | 1949   | 2084   | 326       | 687   | 1432  | 1594 | 231              | 313          | 553          | 1880 | 1196         | 1313 | 507 | 918 | 2576     | 462       | 519   | 524 |
| Effective Weighted Sample    | 2714  | 1284   | 1398   | 213       | 499   | 986   | 992  | 149              | 202          | 363          | 1300 | 841          | 934  | 340 | 611 | 2085     | 259       | 347   | 424 |
| Total                        | 2365  | 1112   | 1223   | 183       | 442   | 839   | 878  | 116              | 182          | 307          | 1132 | 722          | 627  | 411 | 520 | 1937     | 229       | 128   | 72  |
|                              |       | 47%    | 52%    | 8%        | 19%   | 35%   | 37%  | 5%               | 8%           | 13%          | 48%  | 31%          | 27%  | 17% | 22% | 82%      | 10%       | 5%    | 3%  |
| MOBILE AND PAY TV            | 28    | 12     | 15     | 1         | 2     | 12    | 12   | *                | 1            | 3            | 11   | 8            | 5    | 5   | 8   | 21       | 4         | 1     | 1   |
|                              | 1%    | 1%     | 1%     | *%        | 1%    | 1%    | 1%   | *%               | 1%           | 1%           | 1%   | 1%           | 1%   | 1%  | 2%  | 1%       | 2%        | 1%    | 2%  |
|                              |       | 42%    | 55%    | 3%        | 9%    | 42%   | 44%  | 1%               | 5%           | 13%          | 41%  | 29%          | 18%  | 19% | 30% | 77%      | 14%       | 5%    | 4%  |
| LANDLINE AND MOBILE          | 15    | 7      | 8      | 3         | 2     | 5     | 5    | 2                | 2            | 5            | *    | 1            | 3    | 4   | 5   | 12       | 1         | 2     | *   |
|                              | 1%    | 1%     | 1%     | 2%        | 1%    | 1%    | 1%   | 2%               | 1%           | 2%           | *%   | *%           | 1%   | 1%  | 1%  | 1%       | 1%        | 2%    | 1%  |
|                              |       |        |        |           |       |       |      | j                | j            | j            |      |              |      | k   | k   |          |           | o     |     |
|                              |       | 45%    | 54%    | 19%       | 16%   | 30%   | 35%  | 13%              | 11%          | 34%          | 3%   | 4%           | 21%  | 23% | 34% | 76%      | 8%        | 13%   | 3%  |
| MOBILE, BROADBAND AND PAY TV | 12    | 5      | 8      | 1         | 2     | 4     | 5    | 1                | 1            | 2            | 3    | 6            | 4    | 1   | *   | 11       | 1         | 1     | 1   |
|                              | 1%    | *%     | 1%     | 1%        | 1%    | *%    | 1%   | *%               | *%           | 1%           | *%   | 1%           | 1%   | *%  | *%  | 1%       | *%        | *%    | 1%  |
|                              |       | 39%    | 61%    | 10%       | 18%   | 31%   | 40%  | 4%               | 6%           | 13%          | 28%  | 45%          | 32%  | 10% | 3%  | 84%      | 4%        | 4%    | 7%  |
| LANDLINE, MOBILE AND PAY TV  | 7     | 1      | 6      | 1         | -     | 5     | 1    | 1                | 1            | -            | 2    | 1            | 1    | 2   | 3   | 6        | 1         | -     | -   |
|                              | *%    | *%     | *%     | *%        | -%    | 1%    | *%   | 1%               | 1%           | -%           | *%   | *%           | *%   | 1%  | 1%  | *%       | 1%        | -%    | -%  |
|                              |       | 15%    | 85%    | 10%       | -%    | 74%   | 17%  | 9%               | 14%          | -%           | 26%  | 13%          | 11%  | 34% | 42% | 82%      | 18%       | -%    | -%  |
| NO BUNDLE                    | 10    | 3      | 7      | -         | *     | 4     | 4    | -                | 3            | 4            | -    | -            | 1    | 2   | 5   | 9        | *         | *     | -   |
|                              | *%    | *%     | 1%     | -%        | *%    | *%    | *%   | -%               | 2%           | 1%           | -%   | -%           | *%   | 1%  | 1%  | *%       | *%        | *%    | -%  |
|                              |       |        |        |           |       |       |      | j                | j            | j            |      |              |      | k   | kl  |          |           |       |     |
|                              |       | 27%    | 73%    | -%        | 1%    | 39%   | 44%  | -%               | 36%          | 40%          | -%   | -%           | 10%  | 24% | 47% | 97%      | 1%        | 2%    | -%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

|                                        | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |              |
|----------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|--------------|
|                                        |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/ HIGH |
| Significance Level: 95%                |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o            |
| Unweighted total                       | 4081  | 269             | 361        | 284        | 281       | 254       | 297         | 297           | 257        | 276        | 3071     | 1010  | 2408           | 1580        | 2199              | 1882         |
| Effective Weighted Sample              | 2714  | 235             | 316        | 248        | 251       | 218       | 260         | 253           | 218        | 234        | 2275     | 444   | 1665           | 1001        | 1422              | 1295         |
| Total                                  | 2365  | 277             | 340        | 201        | 182       | 207       | 170         | 178           | 104        | 278        | 2014     | 351   | 1517           | 795         | 1273              | 1092         |
|                                        |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 64%            | 34%         | 54%               | 46%          |
| Base for %                             | 2365  | 277             | 340        | 201        | 182       | 207       | 170         | 178           | 104        | 278        | 2014     | 351   | 1517           | 795         | 1273              | 1092         |
|                                        |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 64%            | 34%         | 54%               | 46%          |
| LANDLINE AND BROADBAND                 | 1078  | 123             | 155        | 107        | 89        | 86        | 69          | 94            | 43         | 122        | 887      | 190   | 688            | 363         | 579               | 499          |
|                                        | 46%   | 44%             | 46%        | 53%        | 49%       | 41%       | 41%         | 53%           | 42%        | 44%        | 44%      | 54%   | 45%            | 46%         | 45%               | 46%          |
|                                        |       |                 |            | aefhi      |           |           |             | efh           |            |            |          | j     |                |             |                   |              |
|                                        |       | 11%             | 14%        | 10%        | 8%        | 8%        | 6%          | 9%            | 4%         | 11%        | 82%      | 18%   | 64%            | 34%         | 54%               | 46%          |
| LANDLINE, BROADBAND AND PAY TV         | 686   | 61              | 104        | 51         | 53        | 62        | 52          | 43            | 31         | 90         | 606      | 80    | 478            | 200         | 356               | 330          |
|                                        | 29%   | 22%             | 31%        | 26%        | 29%       | 30%       | 31%         | 24%           | 30%        | 32%        | 30%      | 23%   | 32%            | 25%         | 28%               | 30%          |
|                                        |       |                 | a          |            |           | a         | a           |               | a          | ag         | k        |       | m              |             |                   |              |
|                                        |       | 9%              | 15%        | 8%         | 8%        | 9%        | 8%          | 6%            | 5%         | 13%        | 88%      | 12%   | 70%            | 29%         | 52%               | 48%          |
| LANDLINE, MOBILE AND BROADBAND         | 204   | 33              | 26         | 16         | 15        | 15        | 15          | 13            | 9          | 25         | 164      | 40    | 118            | 79          | 128               | 76           |
|                                        | 9%    | 12%             | 8%         | 8%         | 8%        | 7%        | 9%          | 8%            | 9%         | 9%         | 8%       | 11%   | 8%             | 10%         | 10%               | 7%           |
|                                        |       |                 |            |            |           |           |             |               |            |            |          | j     |                |             | o                 |              |
|                                        |       | 16%             | 13%        | 8%         | 7%        | 7%        | 8%          | 7%            | 5%         | 12%        | 80%      | 20%   | 58%            | 39%         | 63%               | 37%          |
| LANDLINE, BROADBAND, MOBILE AND PAY TV | 160   | 20              | 20         | 15         | 7         | 15        | 13          | 13            | 7          | 20         | 146      | 14    | 98             | 57          | 98                | 62           |
|                                        | 7%    | 7%              | 6%         | 8%         | 4%        | 7%        | 7%          | 7%            | 6%         | 7%         | 7%       | 4%    | 6%             | 7%          | 8%                | 6%           |
|                                        |       |                 |            |            |           |           |             |               |            |            | k        |       |                |             | o                 |              |
|                                        |       | 12%             | 13%        | 10%        | 4%        | 9%        | 8%          | 8%            | 4%         | 13%        | 91%      | 9%    | 61%            | 36%         | 61%               | 39%          |
| BROADBAND AND PAY TV                   | 84    | 14              | 10         | 2          | 9         | 10        | 8           | 7             | 7          | 5          | 72       | 12    | 56             | 27          | 39                | 45           |
|                                        | 4%    | 5%              | 3%         | 1%         | 5%        | 5%        | 5%          | 4%            | 7%         | 2%         | 4%       | 3%    | 4%             | 3%          | 3%                | 4%           |
|                                        |       | c               |            |            | c         | c         | c           | c             | bci        |            |          |       |                |             |                   |              |
|                                        |       | 17%             | 11%        | 2%         | 11%       | 12%       | 10%         | 8%            | 9%         | 6%         | 86%      | 14%   | 67%            | 32%         | 47%               | 53%          |
| MOBILE AND BROADBAND                   | 74    | 12              | 13         | 5          | 6         | 6         | 8           | 4             | 4          | 5          | 65       | 9     | 44             | 28          | 36                | 39           |
|                                        | 3%    | 4%              | 4%         | 3%         | 3%        | 3%        | 5%          | 2%            | 4%         | 2%         | 3%       | 3%    | 3%             | 4%          | 3%                | 4%           |
|                                        |       | 16%             | 18%        | 7%         | 8%        | 8%        | 11%         | 5%            | 6%         | 6%         | 87%      | 13%   | 59%            | 38%         | 48%               | 52%          |
| LANDLINE AND PAY TV                    | 46    | 8               | 10         | 3          | 1         | 7         | 2           | *             | 2          | 7          | 43       | 3     | 24             | 22          | 23                | 23           |
|                                        | 2%    | 3%              | 3%         | 1%         | 1%        | 3%        | 1%          | *%            | 2%         | 3%         | 2%       | 1%    | 2%             | 3%          | 2%                | 2%           |
|                                        |       | g               | dg         |            |           | dg        |             |               |            | g          | k        |       | l              |             |                   |              |
|                                        |       | 17%             | 21%        | 6%         | 2%        | 15%       | 5%          | 1%            | 4%         | 16%        | 94%      | 6%    | 53%            | 47%         | 51%               | 49%          |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

|                              | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                              |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%      |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total             | 4081  | 269             | 361        | 284        | 281       | 254       | 297         | 297           | 257        | 276        | 3071     | 1010  | 2408           | 1580        | 2199              | 1882        |
| Effective Weighted Sample    | 2714  | 235             | 316        | 248        | 251       | 218       | 260         | 253           | 218        | 234        | 2275     | 444   | 1665           | 1001        | 1422              | 1295        |
| Total                        | 2365  | 277             | 340        | 201        | 182       | 207       | 170         | 178           | 104        | 278        | 2014     | 351   | 1517           | 795         | 1273              | 1092        |
|                              |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 64%            | 34%         | 54%               | 46%         |
| MOBILE AND PAY TV            | 28    | 1               | 5          | -          | 1         | 2         | 2           | 4             | 2          | 5          | 23       | 5     | 16             | 10          | 17                | 11          |
|                              | 1%    | *%              | 1%         | -%         | 1%        | 1%        | 1%          | 2%            | 2%         | 2%         | 1%       | 1%    | 1%             | 1%          | 1%                | 1%          |
|                              |       |                 |            |            |           |           |             | c             | c          | c          |          |       |                |             |                   |             |
|                              |       | 2%              | 18%        | -%         | 5%        | 7%        | 6%          | 14%           | 8%         | 17%        | 83%      | 17%   | 59%            | 38%         | 61%               | 39%         |
| LANDLINE AND MOBILE          | 15    | -               | 1          | -          | 1         | 5         | 1           | 3             | 1          | 1          | 15       | 1     | 4              | 11          | 12                | 3           |
|                              | 1%    | -%              | *%         | -%         | *%        | 2%        | 1%          | 2%            | 1%         | *%         | 1%       | *%    | *%             | 1%          | 1%                | *%          |
|                              |       |                 |            |            |           | abc       |             | c             |            |            |          |       |                | l           | o                 |             |
|                              |       | -%              | 5%         | -%         | 3%        | 30%       | 10%         | 18%           | 4%         | 6%         | 97%      | 3%    | 24%            | 72%         | 78%               | 22%         |
| MOBILE, BROADBAND AND PAY TV | 12    | 2               | 2          | -          | 1         | 1         | 2           | 1             | 1          | 1          | 11       | 2     | 6              | 6           | 7                 | 5           |
|                              | 1%    | 1%              | 1%         | -%         | 1%        | *%        | 1%          | *%            | 1%         | *%         | 1%       | *%    | *%             | 1%          | 1%                | *%          |
|                              |       | 19%             | 18%        | -%         | 9%        | 5%        | 12%         | 5%            | 10%        | 6%         | 87%      | 13%   | 49%            | 51%         | 59%               | 41%         |
| LANDLINE, MOBILE AND PAY TV  | 7     | 3               | 1          | 1          | *         | -         | *           | -             | -          | -          | 7        | *     | 2              | 4           | 1                 | 7           |
|                              | *%    | 1%              | *%         | *%         | *%        | -%        | *%          | -%            | -%         | -%         | *%       | *%    | *%             | 1%          | *%                | 1%          |
|                              |       |                 |            |            |           |           |             |               |            |            |          |       |                | l           | n                 |             |
|                              |       | 47%             | 14%        | 9%         | 6%        | -%        | 6%          | -%            | -%         | -%         | 99%      | 1%    | 24%            | 60%         | 8%                | 92%         |
| NO BUNDLE                    | 10    | -               | -          | -          | -         | 5         | -           | 2             | -          | 2          | 9        | *     | 2              | 7           | 9                 | 1           |
|                              | *%    | -%              | -%         | -%         | -%        | 3%        | -%          | 1%            | -%         | 1%         | *%       | *%    | *%             | 1%          | 1%                | *%          |
|                              |       |                 |            |            |           | abcdfh    |             |               |            |            |          |       |                | l           | o                 |             |
|                              |       | -%              | -%         | -%         | -%        | 54%       | -%          | 18%           | -%         | 24%        | 97%      | 3%    | 24%            | 76%         | 90%               | 10%         |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

|                                        | Total | TV SERVICES  |              |               |      |                  |              |
|----------------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                                        |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%                |       | a            | b            | c             | d    | e                | f            |
| Unweighted total                       | 4081  | 2281         | 1683         | 3379          | 3319 | 1763             | 4009         |
| Effective Weighted Sample              | 2714  | 1493         | 1127         | 2288          | 2247 | 1208             | 2668         |
| Total                                  | 2365  | 1324         | 989          | 1985          | 1955 | 1040             | 2321         |
|                                        |       | 56%          | 42%          | 84%           | 83%  | 44%              | 98%          |
| Base for %                             | 2365  | 1324         | 989          | 1985          | 1955 | 1040             | 2321         |
|                                        |       | 56%          | 42%          | 84%           | 83%  | 44%              | 98%          |
| LANDLINE AND BROADBAND                 | 1078  | 269          | 591          | 854           | 867  | 489              | 1044         |
|                                        | 46%   | 20%          | 60%          | 43%           | 44%  | 47%              | 45%          |
|                                        |       |              | acdef        | a             | a    | ac               | a            |
|                                        |       | 25%          | 55%          | 79%           | 80%  | 45%              | 97%          |
| LANDLINE, BROADBAND AND PAY TV         | 686   | 686          | 164          | 621           | 611  | 290              | 686          |
|                                        | 29%   | 52%          | 17%          | 31%           | 31%  | 28%              | 30%          |
|                                        |       | bcdef        |              | be            | be   | b                | b            |
|                                        |       | 100%         | 24%          | 91%           | 89%  | 42%              | 100%         |
| LANDLINE, MOBILE AND BROADBAND         | 204   | 38           | 135          | 168           | 150  | 87               | 200          |
|                                        | 9%    | 3%           | 14%          | 8%            | 8%   | 8%               | 9%           |
|                                        |       |              | acdef        | a             | a    | a                | a            |
|                                        |       | 19%          | 66%          | 82%           | 73%  | 42%              | 98%          |
| LANDLINE, BROADBAND, MOBILE AND PAY TV | 160   | 160          | 33           | 152           | 142  | 73               | 160          |
|                                        | 7%    | 12%          | 3%           | 8%            | 7%   | 7%               | 7%           |
|                                        |       | bcdef        |              | b             | b    | b                | b            |
|                                        |       | 100%         | 21%          | 95%           | 89%  | 45%              | 100%         |
| BROADBAND AND PAY TV                   | 84    | 84           | 16           | 80            | 81   | 49               | 84           |
|                                        | 4%    | 6%           | 2%           | 4%            | 4%   | 5%               | 4%           |
|                                        |       | bcd          |              | b             | b    | b                | b            |
|                                        |       | 100%         | 19%          | 95%           | 96%  | 58%              | 100%         |
| MOBILE AND BROADBAND                   | 74    | 19           | 30           | 55            | 58   | 31               | 70           |
|                                        | 3%    | 1%           | 3%           | 3%            | 3%   | 3%               | 3%           |
|                                        |       |              | a            | a             | a    | a                | a            |
|                                        |       | 26%          | 41%          | 73%           | 78%  | 42%              | 94%          |
| LANDLINE AND PAY TV                    | 46    | 46           | 6            | 37            | 32   | 13               | 46           |
|                                        | 2%    | 3%           | 1%           | 2%            | 2%   | 1%               | 2%           |
|                                        |       | bcdef        |              | b             | b    |                  | b            |
|                                        |       | 100%         | 13%          | 81%           | 71%  | 28%              | 100%         |

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

|                              | Total | TV SERVICES  |              |               |      |                  |              |
|------------------------------|-------|--------------|--------------|---------------|------|------------------|--------------|
|                              |       | PAID TRAD TV | FREE TRAD TV | FREE CATCH-UP | SVOD | YOUTUBE SERVICES | ANY SERVICES |
| Significance Level: 95%      |       | a            | b            | c             | d    | e                | f            |
| Unweighted total             | 4081  | 2281         | 1683         | 3379          | 3319 | 1763             | 4009         |
| Effective Weighted Sample    | 2714  | 1493         | 1127         | 2288          | 2247 | 1208             | 2668         |
| Total                        | 2365  | 1324         | 989          | 1985          | 1955 | 1040             | 2321         |
|                              |       | 56%          | 42%          | 84%           | 83%  | 44%              | 98%          |
| MOBILE AND PAY TV            | 28    | 28           | 5            | 20            | 18   | 10               | 28           |
|                              | 1%    | 2%           | 1%           | 1%            | 1%   | 1%               | 1%           |
|                              |       | bcdef        |              |               |      |                  |              |
|                              |       | 100%         | 19%          | 72%           | 66%  | 35%              | 100%         |
| LANDLINE AND MOBILE          | 15    | 4            | 10           | 6             | 6    | 1                | 14           |
|                              | 1%    | *%           | 1%           | *%            | *%   | *%               | 1%           |
|                              |       |              | acde         |               |      |                  | e            |
|                              |       | 28%          | 66%          | 38%           | 37%  | 8%               | 91%          |
| MOBILE, BROADBAND AND PAY TV | 12    | 12           | 4            | 11            | 9    | 6                | 12           |
|                              | 1%    | 1%           | *%           | 1%            | *%   | 1%               | 1%           |
|                              |       | 100%         | 32%          | 92%           | 68%  | 46%              | 100%         |
| LANDLINE, MOBILE AND PAY TV  | 7     | 7            | 2            | 5             | 6    | 1                | 7            |
|                              | *%    | 1%           | *%           | *%            | *%   | *%               | *%           |
|                              |       | 100%         | 24%          | 76%           | 78%  | 20%              | 100%         |
| NO BUNDLE                    | 10    | 3            | 6            | 3             | *    | *                | 10           |
|                              | *%    | *%           | 1%           | *%            | *%   | *%               | *%           |
|                              |       | d            | cde          |               |      |                  | de           |
|                              |       | 32%          | 67%          | 30%           | 1%   | 1%               | 100%         |

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : Those using the same supplier for two or more services

|                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total          | 4081  | 1949   | 2084   | 326       | 687   | 1432  | 1594 | 231              | 313          | 553          | 1880 | 1196         | 1313 | 507 | 918 | 2576     | 462       | 519   | 524 |
| Effective Weighted Sample | 2714  | 1284   | 1398   | 213       | 499   | 986   | 992  | 149              | 202          | 363          | 1300 | 841          | 934  | 340 | 611 | 2085     | 259       | 347   | 424 |
| Total                     | 2365  | 1112   | 1223   | 183       | 442   | 839   | 878  | 116              | 182          | 307          | 1132 | 722          | 627  | 411 | 520 | 1937     | 229       | 128   | 72  |
|                           |       | 47%    | 52%    | 8%        | 19%   | 35%   | 37%  | 5%               | 8%           | 13%          | 48%  | 31%          | 27%  | 17% | 22% | 82%      | 10%       | 5%    | 3%  |
| Base for %                | 2365  | 1112   | 1223   | 183       | 442   | 839   | 878  | 116              | 182          | 307          | 1132 | 722          | 627  | 411 | 520 | 1937     | 229       | 128   | 72  |
|                           |       | 47%    | 52%    | 8%        | 19%   | 35%   | 37%  | 5%               | 8%           | 13%          | 48%  | 31%          | 27%  | 17% | 22% | 82%      | 10%       | 5%    | 3%  |
| DOUBLE PLAY               | 1296  | 614    | 664    | 126       | 268   | 466   | 423  | 61               | 106          | 158          | 632  | 382          | 361  | 222 | 284 | 1074     | 113       | 64    | 45  |
|                           | 55%   | 55%    | 54%    | 69%       | 61%   | 56%   | 48%  | 52%              | 58%          | 52%          | 56%  | 53%          | 58%  | 54% | 55% | 55%      | 49%       | 50%   | 62% |
|                           |       |        |        | def       | f     | f     |      |                  |              |              |      |              |      |     |     |          |           |       | opq |
|                           |       | 47%    | 51%    | 10%       | 21%   | 36%   | 33%  | 5%               | 8%           | 12%          | 49%  | 30%          | 28%  | 17% | 22% | 83%      | 9%        | 5%    | 3%  |
| TRIPLE PLAY               | 910   | 420    | 478    | 47        | 155   | 317   | 381  | 46               | 64           | 124          | 433  | 291          | 221  | 165 | 203 | 734      | 101       | 51    | 24  |
|                           | 38%   | 38%    | 39%    | 26%       | 35%   | 38%   | 43%  | 40%              | 35%          | 41%          | 38%  | 40%          | 35%  | 40% | 39% | 38%      | 44%       | 40%   | 34% |
|                           |       |        |        | c         | c     | c     | cde  |                  |              |              |      | l            |      |     |     |          | r         |       |     |
|                           |       | 46%    | 53%    | 5%        | 17%   | 35%   | 42%  | 5%               | 7%           | 14%          | 48%  | 32%          | 24%  | 18% | 22% | 81%      | 11%       | 6%    | 3%  |
| QUAD PLAY                 | 160   | 79     | 82     | 11        | 18    | 56    | 74   | 9                | 11           | 24           | 68   | 50           | 45   | 24  | 33  | 130      | 15        | 13    | 3   |
|                           | 7%    | 7%     | 7%     | 6%        | 4%    | 7%    | 8%   | 8%               | 6%           | 8%           | 6%   | 7%           | 7%   | 6%  | 6%  | 7%       | 7%        | 10%   | 4%  |
|                           |       |        |        | d         | d     | d     | d    |                  |              |              |      |              |      |     |     | r        |           | or    |     |
|                           |       | 49%    | 51%    | 7%        | 11%   | 35%   | 46%  | 6%               | 7%           | 15%          | 42%  | 31%          | 28%  | 15% | 21% | 81%      | 9%        | 8%    | 2%  |
| NO BUNDLE                 | 10    | 3      | 7      | -         | *     | 4     | 4    | -                | 3            | 4            | -    | -            | 1    | 2   | 5   | 9        | *         | *     | -   |
|                           | *%    | *%     | 1%     | -%        | *%    | *%    | *%   | -%               | 2%           | 1%           | -%   | -%           | *%   | 1%  | 1%  | *%       | *%        | *%    | -%  |
|                           |       |        |        |           |       |       |      | j                | j            | j            |      |              |      | k   | kl  |          |           |       |     |
|                           |       | 27%    | 73%    | -%        | 1%    | 39%   | 44%  | -%               | 36%          | 40%          | -%   | -%           | 10%  | 24% | 47% | 97%      | 1%        | 2%    | -%  |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# 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

|                           |      | ENGLAND REGIONS |        |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |
|---------------------------|------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|
|                           |      | Total           | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  |
| Significance Level: 95%   |      | a               | b      | c          | d          | e         | f         | g           | h             | i          | j          | k     | l              | m       | n                 | o    |
| Unweighted total          | 4081 | 269             | 361    | 284        | 281        | 254       | 297       | 297         | 257           | 276        | 3071       | 1010  | 2408           | 1580    | 2199              | 1882 |
| Effective Weighted Sample | 2714 | 235             | 316    | 248        | 251        | 218       | 260       | 253         | 218           | 234        | 2275       | 444   | 1665           | 1001    | 1422              | 1295 |
| Total                     | 2365 | 277             | 340    | 201        | 182        | 207       | 170       | 178         | 104           | 278        | 2014       | 351   | 1517           | 795     | 1273              | 1092 |
|                           |      | 12%             | 14%    | 8%         | 8%         | 9%        | 7%        | 8%          | 4%            | 12%        | 85%        | 15%   | 64%            | 34%     | 54%               | 46%  |
| Base for %                | 2365 | 277             | 340    | 201        | 182        | 207       | 170       | 178         | 104           | 278        | 2014       | 351   | 1517           | 795     | 1273              | 1092 |
|                           |      | 12%             | 14%    | 8%         | 8%         | 9%        | 7%        | 8%          | 4%            | 12%        | 85%        | 15%   | 64%            | 34%     | 54%               | 46%  |
| DOUBLE PLAY               | 1296 | 157             | 186    | 117        | 105        | 114       | 88        | 109         | 55            | 142        | 1080       | 215   | 816            | 449     | 684               | 612  |
|                           | 55%  | 57%             | 55%    | 58%        | 58%        | 55%       | 52%       | 61%         | 53%           | 51%        | 54%        | 61%   | 54%            | 56%     | 54%               | 56%  |
|                           |      | 12%             | 14%    | 9%         | 8%         | 9%        | 7%        | 8%          | 4%            | 11%        | 83%        | 17%   | 63%            | 35%     | 53%               | 47%  |
| TRIPLE PLAY               | 910  | 100             | 134    | 69         | 70         | 78        | 70        | 57          | 42            | 116        | 788        | 122   | 604            | 289     | 492               | 418  |
|                           | 38%  | 36%             | 39%    | 34%        | 38%        | 38%       | 41%       | 32%         | 40%           | 42%        | 39%        | 35%   | 40%            | 36%     | 39%               | 38%  |
|                           |      | 11%             | 15%    | 8%         | 8%         | 9%        | 8%        | 6%          | 5%            | 13%        | 87%        | 13%   | 66%            | 32%     | 54%               | 46%  |
| QUAD PLAY                 | 160  | 20              | 20     | 15         | 7          | 15        | 13        | 13          | 7             | 20         | 146        | 14    | 98             | 57      | 98                | 62   |
|                           | 7%   | 7%              | 6%     | 8%         | 4%         | 7%        | 7%        | 7%          | 6%            | 7%         | 7%         | 4%    | 6%             | 7%      | 8%                | 6%   |
|                           |      | 12%             | 13%    | 10%        | 4%         | 9%        | 8%        | 8%          | 4%            | 13%        | 91%        | 9%    | 61%            | 36%     | 61%               | 39%  |
| NO BUNDLE                 | 10   | -               | -      | -          | -          | 5         | -         | 2           | -             | 2          | 9          | *     | 2              | 7       | 9                 | 1    |
|                           | *%   | -%              | -%     | -%         | -%         | 3%        | -%        | 1%          | -%            | 1%         | *%         | *%    | *%             | 1%      | 1%                | *%   |
|                           |      | -%              | -%     | -%         | -%         | 54%       | -%        | 18%         | -%            | 24%        | 97%        | 3%    | 24%            | 76%     | 90%               | 10%  |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : Those using the same supplier for two or more services

|                           | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                           |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%   |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total          | 4081  | 2281            | 1683            | 3379             | 3319 | 1763                     | 4009              |
| Effective Weighted Sample | 2714  | 1493            | 1127            | 2288             | 2247 | 1208                     | 2668              |
| Total                     | 2365  | 1324            | 989             | 1985             | 1955 | 1040                     | 2321              |
|                           |       | 56%             | 42%             | 84%              | 83%  | 44%                      | 98%               |
| Base for %                | 2365  | 1324            | 989             | 1985             | 1955 | 1040                     | 2321              |
|                           |       | 56%             | 42%             | 84%              | 83%  | 44%                      | 98%               |
| DOUBLE PLAY               | 1296  | 421             | 651             | 1027             | 1039 | 584                      | 1256              |
|                           | 55%   | 32%             | 66%             | 52%              | 53%  | 56%                      | 54%               |
|                           |       |                 | acdef           | a                | a    | ac                       | a                 |
|                           |       | 32%             | 50%             | 79%              | 80%  | 45%                      | 97%               |
| TRIPLE PLAY               | 910   | 744             | 305             | 806              | 775  | 384                      | 906               |
|                           | 38%   | 56%             | 31%             | 41%              | 40%  | 37%                      | 39%               |
|                           |       | bcdef           |                 | be               | b    | b                        | b                 |
|                           |       | 82%             | 34%             | 89%              | 85%  | 42%                      | 100%              |
| QUAD PLAY                 | 160   | 160             | 33              | 152              | 142  | 73                       | 160               |
|                           | 7%    | 12%             | 3%              | 8%               | 7%   | 7%                       | 7%                |
|                           |       | bcdef           |                 | b                | b    | b                        | b                 |
|                           |       | 100%            | 21%             | 95%              | 89%  | 45%                      | 100%              |
| NO BUNDLE                 | 10    | 3               | 6               | 3                | *    | *                        | 10                |
|                           | *%    | *%              | 1%              | *%               | *%   | *%                       | *%                |
|                           |       | d               | cde             |                  |      |                          | de                |
|                           |       | 32%             | 67%             | 30%              | 1%   | 1%                       | 100%              |

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

|                                                                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |     | NATION   |           |       |     |
|---------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|-----|----------|-----------|-------|-----|
|                                                                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                                      | 4328  | 2069   | 2207   | 454       | 833   | 1499  | 1507 | 247              | 307          | 562          | 2042 | 1243         | 1511 | 514 | 914 | 2798     | 474       | 523   | 533 |
| Effective Weighted Sample                                                             | 3013  | 1430   | 1547   | 309       | 613   | 1046  | 1019 | 176              | 212          | 389          | 1445 | 900          | 1111 | 371 | 647 | 2344     | 279       | 362   | 446 |
| Total                                                                                 | 2597  | 1224   | 1341   | 250       | 551   | 882   | 889  | 132              | 186          | 319          | 1264 | 777          | 740  | 445 | 541 | 2143     | 247       | 133   | 74  |
|                                                                                       |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 5%               | 7%           | 12%          | 49%  | 30%          | 28%  | 17% | 21% | 83%      | 10%       | 5%    | 3%  |
| Base for %                                                                            | 2543  | 1200   | 1313   | 235       | 535   | 870   | 880  | 127              | 184          | 317          | 1248 | 763          | 719  | 438 | 534 | 2095     | 243       | 132   | 73  |
|                                                                                       |       | 47%    | 52%    | 9%        | 21%   | 34%   | 35%  | 5%               | 7%           | 12%          | 49%  | 30%          | 28%  | 17% | 21% | 82%      | 10%       | 5%    | 3%  |
| FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE | 292   | 136    | 154    | 68        | 112   | 70    | 39   | 20               | 15           | 28           | 146  | 62           | 115  | 50  | 50  | 254      | 24        | 9     | 5   |
|                                                                                       | 11%   | 11%    | 12%    | 29%       | 21%   | 8%    | 4%   | 16%              | 8%           | 9%           | 12%  | 8%           | 16%  | 11% | 9%  | 12%      | 10%       | 7%    | 7%  |
|                                                                                       |       |        |        | def       | ef    | f     |      | hi               |              |              |      | kmn          |      |     |     | qr       |           |       |     |
|                                                                                       |       | 46%    | 53%    | 23%       | 38%   | 24%   | 13%  | 7%               | 5%           | 10%          | 50%  | 21%          | 39%  | 17% | 17% | 87%      | 8%        | 3%    | 2%  |
| SAME PROVIDER FOR ANY OTHER SERVICE                                                   | 2251  | 1064   | 1159   | 167       | 423   | 799   | 841  | 106              | 169          | 288          | 1103 | 701          | 603  | 388 | 483 | 1841     | 219       | 123   | 68  |
|                                                                                       | 89%   | 89%    | 88%    | 71%       | 79%   | 92%   | 96%  | 84%              | 92%          | 91%          | 88%  | 92%          | 84%  | 89% | 91% | 88%      | 90%       | 93%   | 93% |
|                                                                                       |       |        |        | c         | cd    | cde   |      | g                | g            | g            |      | l            |      | l   | l   |          |           | o     | o   |
|                                                                                       |       | 47%    | 51%    | 7%        | 19%   | 36%   | 37%  | 5%               | 8%           | 13%          | 49%  | 31%          | 27%  | 17% | 21% | 82%      | 10%       | 5%    | 3%  |
| DON'T KNOW AT ANY SERVICE                                                             | 54    | 24     | 28     | 15        | 17    | 12    | 9    | 6                | 3            | 2            | 16   | 14           | 21   | 7   | 7   | 48       | 4         | 1     | 1   |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r                           |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |     |          |           |       |     |



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

|                                                                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |              |
|---------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|--------------|
|                                                                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/ HIGH |
| Significance Level: 95%                                                               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o            |
| Unweighted total                                                                      | 4328  | 322             | 389        | 289        | 313       | 281       | 317         | 315           | 289        | 283        | 3322  | 1006           | 2612    | 1620              | 2230 | 2098         |
| Effective Weighted Sample                                                             | 3013  | 284             | 353        | 262        | 283       | 247       | 288         | 284           | 250        | 255        | 2560  | 456            | 1850    | 1118              | 1505 | 1511         |
| Total                                                                                 | 2597  | 329             | 373        | 212        | 205       | 228       | 187         | 195           | 119        | 295        | 2232  | 365            | 1683    | 852               | 1334 | 1262         |
|                                                                                       |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%   | 14%            | 65%     | 33%               | 51%  | 49%          |
| Base for %                                                                            | 2543  | 322             | 367        | 207        | 199       | 223       | 182         | 191           | 115        | 287        | 2182  | 361            | 1650    | 832               | 1315 | 1228         |
|                                                                                       |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 5%         | 11%        | 86%   | 14%            | 65%     | 33%               | 52%  | 48%          |
| FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE | 292   | 63              | 39         | 18         | 24        | 34        | 16          | 21            | 13         | 24         | 270   | 22             | 188     | 94                | 94   | 199          |
|                                                                                       | 11%   | 20%             | 11%        | 9%         | 12%       | 15%       | 9%          | 11%           | 12%        | 8%         | 12%   | 6%             | 11%     | 11%               | 7%   | 16%          |
|                                                                                       |       | bcdgghi         |            |            |           | cfi       |             |               |            |            | k     |                |         |                   |      | n            |
|                                                                                       |       | 22%             | 13%        | 6%         | 8%        | 12%       | 6%          | 7%            | 5%         | 8%         | 92%   | 8%             | 64%     | 32%               | 32%  | 68%          |
| SAME PROVIDER FOR ANY OTHER SERVICE                                                   | 2251  | 259             | 329        | 189        | 175       | 189       | 165         | 170           | 102        | 264        | 1912  | 339            | 1462    | 738               | 1221 | 1030         |
|                                                                                       | 89%   | 80%             | 89%        | 91%        | 88%       | 85%       | 91%         | 89%           | 88%        | 92%        | 88%   | 94%            | 89%     | 89%               | 93%  | 84%          |
|                                                                                       |       |                 | a          | ae         | a         |           | ae          | a             | a          | ae         |       | j              |         |                   | o    |              |
|                                                                                       |       | 12%             | 15%        | 8%         | 8%        | 8%        | 7%          | 8%            | 5%         | 12%        | 85%   | 15%            | 65%     | 33%               | 54%  | 46%          |
| DON'T KNOW AT ANY SERVICE                                                             | 54    | 7               | 5          | 4          | 6         | 5         | 5           | 4             | 3          | 8          | 50    | 3              | 33      | 20                | 20   | 34           |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o                                   |       |                 |            |            |           |           |             |               |            |            |       |                |         |                   |      |              |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

|                                                                                             | Total | TV SERVICES          |                      |                       |           |                               |                        |
|---------------------------------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                                                                             |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                                     |       |                      |                      |                       |           |                               |                        |
| Unweighted total                                                                            | 4328  | 2145                 | 1833                 | 3521                  | 3592      | 1967                          | 4239                   |
| Effective Weighted Sample                                                                   | 3013  | 1481                 | 1274                 | 2473                  | 2503      | 1379                          | 2954                   |
| Total                                                                                       | 2597  | 1291                 | 1107                 | 2118                  | 2167      | 1181                          | 2543                   |
|                                                                                             |       | 50%                  | 43%                  | 82%                   | 83%       | 45%                           | 98%                    |
| Base for %                                                                                  | 2543  | 1278                 | 1090                 | 2085                  | 2125      | 1158                          | 2492                   |
|                                                                                             |       | 50%                  | 43%                  | 82%                   | 84%       | 46%                           | 98%                    |
| FIXED BROADBAND STANDALONE - DON'T USE<br>FIXED BROADBAND SUPPLIER FOR ANY OTHER<br>SERVICE | 292   | 34                   | 130                  | 181                   | 248       | 156                           | 281                    |
|                                                                                             | 11%   | 3%                   | 12%                  | 9%                    | 12%       | 13%                           | 11%                    |
|                                                                                             |       |                      | ac                   | a                     | ac        | acf                           | ac                     |
|                                                                                             |       | 12%                  | 45%                  | 62%                   | 85%       | 53%                           | 96%                    |
| SAME PROVIDER FOR ANY OTHER SERVICE                                                         | 2251  | 1244                 | 960                  | 1904                  | 1877      | 1001                          | 2210                   |
|                                                                                             | 89%   | 97%                  | 88%                  | 91%                   | 88%       | 87%                           | 89%                    |
|                                                                                             |       | bcdef                |                      | bdef                  |           |                               | e                      |
|                                                                                             |       | 55%                  | 43%                  | 85%                   | 83%       | 44%                           | 98%                    |
| DON'T KNOW AT ANY SERVICE                                                                   | 54    | 13                   | 17                   | 33                    | 42        | 23                            | 51                     |
| Columns Tested: a,b,c,d,e,f                                                                 |       |                      |                      |                       |           |                               |                        |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : All respondents

|                                                                                       | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                                       |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                               |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                                      | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                             | 3337  | 1570   | 1721   | 364       | 670   | 1147  | 1115 | 213              | 249          | 424          | 1503 | 952          | 1189 | 414 | 792  | 2595     | 311       | 390   | 505 |
| Total                                                                                 | 3000  | 1400   | 1536   | 309       | 626   | 982   | 1022 | 179              | 237          | 358          | 1321 | 830          | 798  | 501 | 697  | 2486     | 273       | 152   | 89  |
|                                                                                       |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Base for %                                                                            | 2946  | 1376   | 1508   | 294       | 610   | 971   | 1013 | 173              | 235          | 356          | 1305 | 816          | 777  | 494 | 690  | 2438     | 269       | 151   | 88  |
|                                                                                       |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 26%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE | 292   | 136    | 154    | 68        | 112   | 70    | 39   | 20               | 15           | 28           | 146  | 62           | 115  | 50  | 50   | 254      | 24        | 9     | 5   |
|                                                                                       | 10%   | 10%    | 10%    | 23%       | 18%   | 7%    | 4%   | 12%              | 6%           | 8%           | 11%  | 8%           | 15%  | 10% | 7%   | 10%      | 9%        | 6%    | 6%  |
|                                                                                       |       |        |        | ef        | ef    | f     |      | h                |              |              | h    |              | kmn  |     |      | qr       |           |       |     |
|                                                                                       |       | 46%    | 53%    | 23%       | 38%   | 24%   | 13%  | 7%               | 5%           | 10%          | 50%  | 21%          | 39%  | 17% | 17%  | 87%      | 8%        | 3%    | 2%  |
| SAME PROVIDER FOR ANY OTHER SERVICE                                                   | 2251  | 1064   | 1159   | 167       | 423   | 799   | 841  | 106              | 169          | 288          | 1103 | 701          | 603  | 388 | 483  | 1841     | 219       | 123   | 68  |
|                                                                                       | 76%   | 77%    | 77%    | 57%       | 69%   | 82%   | 83%  | 61%              | 72%          | 81%          | 84%  | 86%          | 78%  | 79% | 70%  | 75%      | 82%       | 81%   | 77% |
|                                                                                       |       |        |        | c         | c     | cd    | cd   |                  | g            | gh           | gh   | lmn          | n    | n   |      |          | o         | o     |     |
|                                                                                       |       | 47%    | 51%    | 7%        | 19%   | 36%   | 37%  | 5%               | 8%           | 13%          | 49%  | 31%          | 27%  | 17% | 21%  | 82%      | 10%       | 5%    | 3%  |
| DON'T KNOW AT ANY SERVICE                                                             | 54    | 24     | 28     | 15        | 17    | 12    | 9    | 6                | 3            | 2            | 16   | 14           | 21   | 7   | 7    | 48       | 4         | 1     | 1   |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : All respondents

|                                                                                       | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |              |
|---------------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|--------------|
|                                                                                       |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/ HIGH |
| Significance Level: 95%                                                               |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o            |
| Unweighted total                                                                      | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610         |
| Effective Weighted Sample                                                             | 3337  | 318             | 375        | 288        | 306       | 292       | 312         | 322           | 271        | 293        | 2832  | 513            | 1978    | 1288              | 1609 | 1730         |
| Total                                                                                 | 3000  | 370             | 431        | 243        | 223       | 283       | 211         | 237           | 132        | 356        | 2591  | 408            | 1823    | 1061              | 1481 | 1518         |
|                                                                                       |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 61%     | 35%               | 49%  | 51%          |
| Base for %                                                                            | 2946  | 363             | 426        | 238        | 217       | 278       | 206         | 233           | 129        | 347        | 2541  | 405            | 1790    | 1041              | 1462 | 1484         |
|                                                                                       |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 61%     | 35%               | 50%  | 50%          |
| FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE | 292   | 63              | 39         | 18         | 24        | 34        | 16          | 21            | 13         | 24         | 270   | 22             | 188     | 94                | 94   | 199          |
|                                                                                       | 10%   | 17%             | 9%         | 8%         | 11%       | 12%       | 8%          | 9%            | 10%        | 7%         | 11%   | 5%             | 10%     | 9%                | 6%   | 13%          |
|                                                                                       |       | bcd fghi        |            |            |           | i         |             |               |            |            | k     |                |         |                   | n    |              |
|                                                                                       |       | 22%             | 13%        | 6%         | 8%        | 12%       | 6%          | 7%            | 5%         | 8%         | 92%   | 8%             | 64%     | 32%               | 32%  | 68%          |
| SAME PROVIDER FOR ANY OTHER SERVICE                                                   | 2251  | 259             | 329        | 189        | 175       | 189       | 165         | 170           | 102        | 264        | 1912  | 339            | 1462    | 738               | 1221 | 1030         |
|                                                                                       | 76%   | 71%             | 77%        | 79%        | 81%       | 68%       | 80%         | 73%           | 79%        | 76%        | 75%   | 84%            | 82%     | 71%               | 84%  | 69%          |
|                                                                                       |       |                 | e          | ae         | aeg       |           | aeg         |               | ae         | e          |       | j              | m       |                   | o    |              |
|                                                                                       |       | 12%             | 15%        | 8%         | 8%        | 8%        | 7%          | 8%            | 5%         | 12%        | 85%   | 15%            | 65%     | 33%               | 54%  | 46%          |
| DON'T KNOW AT ANY SERVICE                                                             | 54    | 7               | 5          | 4          | 6         | 5         | 5           | 4             | 3          | 8          | 50    | 3              | 33      | 20                | 20   | 34           |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o                                   |       |                 |            |            |           |           |             |               |            |            |       |                |         |                   |      |              |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : All respondents

|                                                                                             | Total | TV SERVICES     |                 |                  |      |                          |                   |
|---------------------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                                             |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                                     |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                                                                            | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample                                                                   | 3337  | 1579            | 1396            | 2630             | 2680 | 1472                     | 3226              |
| Total                                                                                       | 3000  | 1400            | 1243            | 2269             | 2330 | 1260                     | 2836              |
|                                                                                             |       | 47%             | 41%             | 76%              | 78%  | 42%                      | 95%               |
| Base for %                                                                                  | 2946  | 1387            | 1226            | 2236             | 2288 | 1237                     | 2785              |
|                                                                                             |       | 47%             | 42%             | 76%              | 78%  | 42%                      | 95%               |
| FIXED BROADBAND STANDALONE - DON'T USE<br>FIXED BROADBAND SUPPLIER FOR ANY OTHER<br>SERVICE | 292   | 34              | 130             | 181              | 248  | 156                      | 281               |
|                                                                                             | 10%   | 2%              | 11%             | 8%               | 11%  | 13%                      | 10%               |
|                                                                                             |       |                 | ac              | a                | ac   | acf                      | ac                |
|                                                                                             |       | 12%             | 45%             | 62%              | 85%  | 53%                      | 96%               |
| SAME PROVIDER FOR ANY OTHER SERVICE                                                         | 2251  | 1244            | 960             | 1904             | 1877 | 1001                     | 2210              |
|                                                                                             | 76%   | 90%             | 78%             | 85%              | 82%  | 81%                      | 79%               |
|                                                                                             |       | bcdef           |                 | bdef             | bf   |                          |                   |
|                                                                                             |       | 55%             | 43%             | 85%              | 83%  | 44%                      | 98%               |
| DON'T KNOW AT ANY SERVICE                                                                   | 54    | 13              | 17              | 33               | 42   | 23                       | 51                |

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

|                                                                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                          | 4405  | 2108   | 2233   | 317       | 697   | 1481  | 1839 | 282              | 349          | 595          | 1911 | 1264         | 1349 | 537 | 1065 | 2789     | 490       | 556   | 570 |
| Effective Weighted Sample                                                 | 2795  | 1334   | 1425   | 210       | 506   | 998   | 1053 | 162              | 202          | 369          | 1300 | 873          | 928  | 349 | 652  | 2154     | 264       | 347   | 438 |
| Total                                                                     | 2477  | 1171   | 1267   | 178       | 447   | 854   | 960  | 136              | 192          | 317          | 1133 | 755          | 624  | 419 | 571  | 2038     | 231       | 134   | 74  |
|                                                                           |       | 47%    | 51%    | 7%        | 18%   | 34%   | 39%  | 5%               | 8%           | 13%          | 46%  | 30%          | 25%  | 17% | 23%  | 82%      | 9%        | 5%    | 3%  |
| Base for %                                                                | 2391  | 1131   | 1230   | 162       | 430   | 833   | 936  | 129              | 185          | 312          | 1121 | 737          | 604  | 406 | 549  | 1962     | 226       | 131   | 72  |
|                                                                           |       | 47%    | 51%    | 7%        | 18%   | 35%   | 39%  | 5%               | 8%           | 13%          | 47%  | 31%          | 25%  | 17% | 23%  | 82%      | 9%        | 5%    | 3%  |
| FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE | 123   | 64     | 58     | 13        | 11    | 33    | 67   | 8                | 16           | 17           | 42   | 36           | 20   | 18  | 43   | 106      | 6         | 6     | 5   |
|                                                                           | 5%    | 6%     | 5%     | 8%        | 2%    | 4%    | 7%   | 6%               | 8%           | 6%           | 4%   | 5%           | 3%   | 5%  | 8%   | 5%       | 3%        | 4%    | 7%  |
|                                                                           |       |        |        | de        |       |       | de   |                  | j            |              |      |              |      | klm |      |          |           | p     |     |
|                                                                           |       | 52%    | 47%    | 10%       | 9%    | 27%   | 54%  | 6%               | 13%          | 14%          | 34%  | 29%          | 16%  | 15% | 35%  | 86%      | 5%        | 5%    | 4%  |
| SAME PROVIDER FOR ANY OTHER SERVICE                                       | 2185  | 1037   | 1122   | 143       | 399   | 784   | 838  | 105              | 165          | 286          | 1052 | 685          | 565  | 380 | 479  | 1785     | 216       | 120   | 64  |
|                                                                           | 91%   | 92%    | 91%    | 88%       | 93%   | 94%   | 90%  | 81%              | 89%          | 92%          | 94%  | 93%          | 94%  | 94% | 87%  | 91%      | 96%       | 91%   | 90% |
|                                                                           |       | 47%    | 51%    | 7%        | 18%   | 36%   | 38%  | 5%               | 8%           | 13%          | 48%  | 31%          | 26%  | 17% | 22%  | 82%      | 10%       | 5%    | 3%  |
|                                                                           |       |        |        | cf        |       | cf    |      |                  | g            | g            | gh   | n            | n    | n   |      |          | oqr       |       |     |
| DON'T KNOW AT ANY SERVICE                                                 | 86    | 40     | 38     | 15        | 17    | 21    | 24   | 7                | 7            | 5            | 12   | 18           | 20   | 13  | 22   | 76       | 5         | 2     | 2   |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r               |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

|                                                                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            |            | URBANITY |       | WORKING STATUS |             | DEPRIVATION LEVEL |             |
|---------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------------|-------------|-------------------|-------------|
|                                                                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL | WORKING        | NOT WORKING | LOW               | MEDIUM/HIGH |
| Significance Level: 95%                                                   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k     | l              | m           | n                 | o           |
| Unweighted total                                                          | 4405  | 284             | 394        | 312        | 296       | 284       | 313         | 331           | 266        | 309        | 3293     | 1112  | 2457           | 1831        | 2369              | 2036        |
| Effective Weighted Sample                                                 | 2795  | 242             | 325        | 258        | 251       | 232       | 261         | 267           | 214        | 252        | 2337     | 463   | 1671           | 1065        | 1461              | 1335        |
| Total                                                                     | 2477  | 284             | 362        | 210        | 183       | 223       | 174         | 191           | 106        | 305        | 2109     | 368   | 1528           | 887         | 1320              | 1157        |
|                                                                           |       | 11%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 62%            | 36%         | 53%               | 47%         |
| Base for %                                                                | 2391  | 276             | 353        | 205        | 176       | 211       | 171         | 183           | 101        | 287        | 2035     | 357   | 1491           | 843         | 1283              | 1108        |
|                                                                           |       | 12%             | 15%        | 9%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 62%            | 35%         | 54%               | 46%         |
| FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE | 123   | 19              | 17         | 8          | 8         | 12        | 13          | 10            | 6          | 12         | 102      | 21    | 55             | 65          | 65                | 59          |
|                                                                           | 5%    | 7%              | 5%         | 4%         | 5%        | 6%        | 8%          | 5%            | 6%         | 4%         | 5%       | 6%    | 4%             | 8%          | 5%                | 5%          |
|                                                                           |       | 16%             | 14%        | 6%         | 7%        | 9%        | 10%         | 8%            | 5%         | 10%        | 83%      | 17%   | 45%            | 53%         | 52%               | 48%         |
| SAME PROVIDER FOR ANY OTHER SERVICE                                       | 2185  | 247             | 318        | 194        | 166       | 186       | 153         | 166           | 92         | 264        | 1858     | 328   | 1408           | 729         | 1192              | 993         |
|                                                                           | 91%   | 89%             | 90%        | 95%        | 94%       | 88%       | 90%         | 91%           | 92%        | 92%        | 91%      | 92%   | 94%            | 86%         | 93%               | 90%         |
|                                                                           |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%      | 15%   | 64%            | 33%         | 55%               | 45%         |
| DON'T KNOW AT ANY SERVICE                                                 | 86    | 8               | 9          | 6          | 6         | 13        | 3           | 8             | 5          | 17         | 75       | 11    | 37             | 44          | 37                | 49          |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o                       |       |                 |            |            |           |           |             |               |            |            |          |       |                |             |                   |             |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

|                                                                              | Total | TV SERVICES     |                 |                  |      |                          |                   |
|------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                              |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                      |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                                                             | 4405  | 2261            | 1922            | 3485             | 3394 | 1793                     | 4278              |
| Effective Weighted Sample                                                    | 2795  | 1446            | 1197            | 2294             | 2259 | 1209                     | 2725              |
| Total                                                                        | 2477  | 1289            | 1072            | 1984             | 1962 | 1039                     | 2399              |
|                                                                              |       | 52%             | 43%             | 80%              | 79%  | 42%                      | 97%               |
| Base for %                                                                   | 2391  | 1267            | 1042            | 1947             | 1918 | 1017                     | 2330              |
|                                                                              |       | 53%             | 44%             | 81%              | 80%  | 43%                      | 97%               |
| FIXED LINE STANDALONE - DON'T USE LANDLINE<br>SUPPLIER FOR ANY OTHER SERVICE | 123   | 43              | 63              | 79               | 74   | 48                       | 113               |
|                                                                              | 5%    | 3%              | 6%              | 4%               | 4%   | 5%                       | 5%                |
|                                                                              |       |                 | acd             |                  |      |                          | a                 |
|                                                                              |       | 35%             | 51%             | 64%              | 60%  | 39%                      | 92%               |
| SAME PROVIDER FOR ANY OTHER SERVICE                                          | 2185  | 1202            | 941             | 1833             | 1804 | 951                      | 2147              |
|                                                                              | 91%   | 95%             | 90%             | 94%              | 94%  | 93%                      | 92%               |
|                                                                              |       | bf              |                 | bf               | bf   | b                        |                   |
|                                                                              |       | 55%             | 43%             | 84%              | 83%  | 44%                      | 98%               |
| DON'T KNOW AT ANY SERVICE                                                    | 86    | 23              | 30              | 37               | 45   | 22                       | 69                |
| Columns Tested: a,b,c,d,e,f                                                  |       |                 |                 |                  |      |                          |                   |



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : All respondents

|                                                                           | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                           |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                   |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                          | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                 | 3337  | 1570   | 1721   | 364       | 670   | 1147  | 1115 | 213              | 249          | 424          | 1503 | 952          | 1189 | 414 | 792  | 2595     | 311       | 390   | 505 |
| Total                                                                     | 3000  | 1400   | 1536   | 309       | 626   | 982   | 1022 | 179              | 237          | 358          | 1321 | 830          | 798  | 501 | 697  | 2486     | 273       | 152   | 89  |
|                                                                           |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Base for %                                                                | 2914  | 1360   | 1498   | 294       | 609   | 962   | 998  | 172              | 230          | 353          | 1309 | 812          | 778  | 488 | 675  | 2410     | 267       | 150   | 87  |
|                                                                           |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE | 123   | 64     | 58     | 13        | 11    | 33    | 67   | 8                | 16           | 17           | 42   | 36           | 20   | 18  | 43   | 106      | 6         | 6     | 5   |
|                                                                           | 4%    | 5%     | 4%     | 4%        | 2%    | 3%    | 7%   | 5%               | 7%           | 5%           | 3%   | 4%           | 3%   | 4%  | 6%   | 4%       | 2%        | 4%    | 6%  |
|                                                                           |       |        |        | d         |       | d     | de   |                  | j            |              |      | l            |      | l   |      |          |           |       | p   |
|                                                                           |       | 52%    | 47%    | 10%       | 9%    | 27%   | 54%  | 6%               | 13%          | 14%          | 34%  | 29%          | 16%  | 15% | 35%  | 86%      | 5%        | 5%    | 4%  |
| SAME PROVIDER FOR ANY OTHER SERVICE                                       | 2185  | 1037   | 1122   | 143       | 399   | 784   | 838  | 105              | 165          | 286          | 1052 | 685          | 565  | 380 | 479  | 1785     | 216       | 120   | 64  |
|                                                                           | 75%   | 76%    | 75%    | 49%       | 66%   | 82%   | 84%  | 61%              | 71%          | 81%          | 80%  | 84%          | 73%  | 78% | 71%  | 74%      | 81%       | 80%   | 74% |
|                                                                           |       |        |        | c         |       | cd    | cd   |                  | g            | gh           | gh   | lmn          |      | ln  |      |          | or        | or    |     |
|                                                                           |       | 47%    | 51%    | 7%        | 18%   | 36%   | 38%  | 5%               | 8%           | 13%          | 48%  | 31%          | 26%  | 17% | 22%  | 82%      | 10%       | 5%    | 3%  |
| DON'T KNOW AT ANY SERVICE                                                 | 86    | 40     | 38     | 15        | 17    | 21    | 24   | 7                | 7            | 5            | 12   | 18           | 20   | 13  | 22   | 76       | 5         | 2     | 2   |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : All respondents

|                                                                           | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |              |
|---------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|--------------|
|                                                                           |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/ HIGH |
| Significance Level: 95%                                                   |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o            |
| Unweighted total                                                          | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610         |
| Effective Weighted Sample                                                 | 3337  | 318             | 375        | 288        | 306       | 292       | 312         | 322           | 271        | 293        | 2832  | 513            | 1978    | 1288              | 1609 | 1730         |
| Total                                                                     | 3000  | 370             | 431        | 243        | 223       | 283       | 211         | 237           | 132        | 356        | 2591  | 408            | 1823    | 1061              | 1481 | 1518         |
|                                                                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 61%     | 35%               | 49%  | 51%          |
| Base for %                                                                | 2914  | 362             | 422        | 237        | 217       | 270       | 208         | 229           | 127        | 338        | 2516  | 397            | 1786    | 1017              | 1444 | 1469         |
|                                                                           |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 61%     | 35%               | 50%  | 50%          |
| FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE | 123   | 19              | 17         | 8          | 8         | 12        | 13          | 10            | 6          | 12         | 102   | 21             | 55      | 65                | 65   | 59           |
|                                                                           | 4%    | 5%              | 4%         | 3%         | 4%        | 4%        | 6%          | 4%            | 5%         | 4%         | 4%    | 5%             | 3%      | 6%                | 4%   | 4%           |
|                                                                           |       | 16%             | 14%        | 6%         | 7%        | 9%        | 10%         | 8%            | 5%         | 10%        | 83%   | 17%            | 45%     | 53%               | 52%  | 48%          |
| SAME PROVIDER FOR ANY OTHER SERVICE                                       | 2185  | 247             | 318        | 194        | 166       | 186       | 153         | 166           | 92         | 264        | 1858  | 328            | 1408    | 729               | 1192 | 993          |
|                                                                           | 75%   | 68%             | 75%        | 82%        | 76%       | 69%       | 74%         | 73%           | 73%        | 78%        | 74%   | 83%            | 79%     | 72%               | 83%  | 68%          |
|                                                                           |       | a               | abefgh     | ae         |           |           |             |               |            | ae         | j     | m              |         |                   | o    |              |
|                                                                           |       | 11%             | 15%        | 9%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 85%   | 15%            | 64%     | 33%               | 55%  | 45%          |
| DON'T KNOW AT ANY SERVICE                                                 | 86    | 8               | 9          | 6          | 6         | 13        | 3           | 8             | 5          | 17         | 75    | 11             | 37      | 44                | 37   | 49           |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o                       |       |                 |            |            |           |           |             |               |            |            |       |                |         |                   |      |              |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : All respondents

|                                                                              | Total | TV SERVICES     |                 |                  |      |                          |                   |
|------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                              |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                      |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                                                             | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample                                                    | 3337  | 1579            | 1396            | 2630             | 2680 | 1472                     | 3226              |
| Total                                                                        | 3000  | 1400            | 1243            | 2269             | 2330 | 1260                     | 2836              |
|                                                                              |       | 47%             | 41%             | 76%              | 78%  | 42%                      | 95%               |
| Base for %                                                                   | 2914  | 1378            | 1213            | 2232             | 2285 | 1239                     | 2767              |
|                                                                              |       | 47%             | 42%             | 77%              | 78%  | 43%                      | 95%               |
| FIXED LINE STANDALONE - DON'T USE LANDLINE<br>SUPPLIER FOR ANY OTHER SERVICE | 123   | 43              | 63              | 79               | 74   | 48                       | 113               |
|                                                                              | 4%    | 3%              | 5%              | 4%               | 3%   | 4%                       | 4%                |
|                                                                              |       |                 | acd             |                  |      |                          |                   |
|                                                                              |       | 35%             | 51%             | 64%              | 60%  | 39%                      | 92%               |
| SAME PROVIDER FOR ANY OTHER SERVICE                                          | 2185  | 1202            | 941             | 1833             | 1804 | 951                      | 2147              |
|                                                                              | 75%   | 87%             | 78%             | 82%              | 79%  | 77%                      | 78%               |
|                                                                              |       | bcdef           |                 | bdef             |      |                          |                   |
|                                                                              |       | 55%             | 43%             | 84%              | 83%  | 44%                      | 98%               |
| DON'T KNOW AT ANY SERVICE                                                    | 86    | 23              | 30              | 37               | 45   | 22                       | 69                |

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : Those who personally use a mobile phone

|                                                                               | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                              | 5075  | 2401   | 2604   | 534       | 927   | 1673  | 1865 | 350              | 403          | 661          | 2186 | 1363         | 1664 | 626 | 1205 | 3278     | 555       | 603   | 639 |
| Effective Weighted Sample                                                     | 3286  | 1553   | 1690   | 361       | 678   | 1132  | 1082 | 204              | 245          | 417          | 1499 | 943          | 1174 | 411 | 764  | 2554     | 306       | 388   | 494 |
| Total                                                                         | 2893  | 1359   | 1493   | 299       | 612   | 968   | 972  | 164              | 224          | 353          | 1318 | 822          | 787  | 494 | 656  | 2391     | 269       | 148   | 85  |
|                                                                               |       | 47%    | 52%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 46%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Base for %                                                                    | 2796  | 1315   | 1445   | 276       | 588   | 943   | 954  | 155              | 215          | 348          | 1300 | 801          | 758  | 481 | 633  | 2305     | 264       | 146   | 83  |
|                                                                               |       | 47%    | 52%    | 10%       | 21%   | 34%   | 34%  | 6%               | 8%           | 12%          | 46%  | 29%          | 27%  | 17% | 23%  | 82%      | 9%        | 5%    | 3%  |
| MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE | 2301  | 1085   | 1189   | 236       | 522   | 786   | 728  | 121              | 175          | 268          | 1100 | 659          | 621  | 399 | 524  | 1900     | 217       | 113   | 71  |
|                                                                               | 82%   | 83%    | 82%    | 85%       | 89%   | 83%   | 76%  | 78%              | 81%          | 77%          | 85%  | 82%          | 82%  | 83% | 83%  | 82%      | 82%       | 77%   | 86% |
|                                                                               |       |        |        | f         | ef    | f     |      |                  |              |              | gi   |              |      |     |      | q        |           |       | q   |
|                                                                               |       | 47%    | 52%    | 10%       | 23%   | 34%   | 32%  | 5%               | 8%           | 12%          | 48%  | 29%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| SAME PROVIDER FOR ANY OTHER SERVICE                                           | 496   | 230    | 256    | 40        | 66    | 157   | 226  | 34               | 40           | 80           | 200  | 142          | 137  | 82  | 109  | 405      | 46        | 33    | 12  |
|                                                                               | 18%   | 17%    | 18%    | 15%       | 11%   | 17%   | 24%  | 22%              | 19%          | 23%          | 15%  | 18%          | 18%  | 17% | 17%  | 18%      | 18%       | 23%   | 14% |
|                                                                               |       |        |        |           |       | d     | cde  | j                |              | j            |      |              |      |     |      |          |           | or    |     |
|                                                                               |       | 46%    | 52%    | 8%        | 13%   | 32%   | 46%  | 7%               | 8%           | 16%          | 40%  | 29%          | 28%  | 17% | 22%  | 82%      | 9%        | 7%    | 2%  |
| DON'T KNOW AT ANY SERVICE                                                     | 96    | 44     | 48     | 24        | 24    | 25    | 18   | 8                | 8            | 5            | 18   | 21           | 29   | 13  | 23   | 87       | 5         | 2     | 2   |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

|                                                                               |       | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |              |
|-------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|--------------|
|                                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/ HIGH |
| Significance Level: 95%                                                       | Total | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o            |
| Unweighted total                                                              | 5075  | 367             | 447        | 340        | 356       | 350       | 353         | 389           | 332        | 344        | 3881  | 1194           | 2878    | 2057              | 2562 | 2513         |
| Effective Weighted Sample                                                     | 3286  | 311             | 375        | 284        | 303       | 285       | 300         | 314           | 270        | 285        | 2789  | 502            | 1970    | 1247              | 1597 | 1691         |
| Total                                                                         | 2893  | 364             | 408        | 230        | 221       | 273       | 199         | 231           | 129        | 335        | 2493  | 400            | 1807    | 998               | 1445 | 1448         |
|                                                                               |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 62%     | 34%               | 50%  | 50%          |
| Base for %                                                                    | 2796  | 351             | 401        | 224        | 212       | 259       | 193         | 221           | 123        | 321        | 2405  | 391            | 1757    | 955               | 1404 | 1393         |
|                                                                               |       | 13%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 11%        | 86%   | 14%            | 63%     | 34%               | 50%  | 50%          |
| MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE | 2301  | 280             | 333        | 186        | 180       | 217       | 152         | 184           | 99         | 267        | 1979  | 321            | 1471    | 761               | 1108 | 1193         |
|                                                                               | 82%   | 80%             | 83%        | 83%        | 85%       | 84%       | 79%         | 83%           | 81%        | 83%        | 82%   | 82%            | 84%     | 80%               | 79%  | 86%          |
|                                                                               |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 64%     | 33%               | 48%  | 52%          |
| SAME PROVIDER FOR ANY OTHER SERVICE                                           | 496   | 71              | 68         | 38         | 31        | 41        | 41          | 37            | 24         | 54         | 426   | 70             | 286     | 194               | 296  | 200          |
|                                                                               | 18%   | 20%             | 17%        | 17%        | 15%       | 16%       | 21%         | 17%           | 19%        | 17%        | 18%   | 18%            | 16%     | 20%               | 21%  | 14%          |
|                                                                               |       | 14%             | 14%        | 8%         | 6%        | 8%        | 8%          | 7%            | 5%         | 11%        | 86%   | 14%            | 58%     | 39%               | 60%  | 40%          |
| DON'T KNOW AT ANY SERVICE                                                     | 96    | 13              | 8          | 6          | 9         | 15        | 6           | 10            | 6          | 15         | 88    | 9              | 50      | 42                | 41   | 55           |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o                           |       |                 |            |            |           |           |             |               |            |            |       |                |         |                   |      |              |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : Those who personally use a mobile phone

|                                                                                  | Total | TV SERVICES          |                      |                       |           |                               |                        |
|----------------------------------------------------------------------------------|-------|----------------------|----------------------|-----------------------|-----------|-------------------------------|------------------------|
|                                                                                  |       | PAID TRAD<br>TV<br>a | FREE TRAD<br>TV<br>b | FREE<br>CATCH-UP<br>c | SVOD<br>d | YOUTUBE<br>SERV-<br>ICES<br>e | ANY SER-<br>VICES<br>f |
| Significance Level: 95%                                                          |       |                      |                      |                       |           |                               |                        |
| Unweighted total                                                                 | 5075  | 2427                 | 2152                 | 3917                  | 3952      | 2153                          | 4901                   |
| Effective Weighted Sample                                                        | 3286  | 1563                 | 1371                 | 2606                  | 2655      | 1464                          | 3182                   |
| Total                                                                            | 2893  | 1384                 | 1211                 | 2247                  | 2311      | 1254                          | 2785                   |
|                                                                                  |       | 48%                  | 42%                  | 78%                   | 80%       | 43%                           | 96%                    |
| Base for %                                                                       | 2796  | 1359                 | 1183                 | 2198                  | 2250      | 1223                          | 2700                   |
|                                                                                  |       | 49%                  | 42%                  | 79%                   | 80%       | 44%                           | 97%                    |
| MOBILE (PERSONAL) STANDALONE - DON'T USE<br>MOBILE NETWORK FOR ANY OTHER SERVICE | 2301  | 1094                 | 963                  | 1782                  | 1863      | 1015                          | 2213                   |
|                                                                                  | 82%   | 80%                  | 81%                  | 81%                   | 83%       | 83%                           | 82%                    |
|                                                                                  |       | 48%                  | 42%                  | 77%                   | 81%       | 44%                           | 96%                    |
| SAME PROVIDER FOR ANY OTHER SERVICE                                              | 496   | 265                  | 220                  | 417                   | 387       | 208                           | 487                    |
|                                                                                  | 18%   | 20%                  | 19%                  | 19%                   | 17%       | 17%                           | 18%                    |
|                                                                                  |       | 53%                  | 44%                  | 84%                   | 78%       | 42%                           | 98%                    |
| DON'T KNOW AT ANY SERVICE                                                        | 96    | 25                   | 28                   | 49                    | 61        | 32                            | 85                     |
| Columns Tested: a,b,c,d,e,f                                                      |       |                      |                      |                       |           |                               |                        |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : All respondents

|                                                                               | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|-------------------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                               |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                                       |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                              | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                                     | 3337  | 1570   | 1721   | 364       | 670   | 1147  | 1115 | 213              | 249          | 424          | 1503 | 952          | 1189 | 414 | 792  | 2595     | 311       | 390   | 505 |
| Total                                                                         | 3000  | 1400   | 1536   | 309       | 626   | 982   | 1022 | 179              | 237          | 358          | 1321 | 830          | 798  | 501 | 697  | 2486     | 273       | 152   | 89  |
|                                                                               |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Base for %                                                                    | 2903  | 1356   | 1488   | 285       | 603   | 957   | 1004 | 171              | 229          | 353          | 1303 | 809          | 770  | 488 | 674  | 2399     | 267       | 150   | 87  |
|                                                                               |       | 47%    | 51%    | 10%       | 21%   | 33%   | 35%  | 6%               | 8%           | 12%          | 45%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE | 2301  | 1085   | 1189   | 236       | 522   | 786   | 728  | 121              | 175          | 268          | 1100 | 659          | 621  | 399 | 524  | 1900     | 217       | 113   | 71  |
|                                                                               | 79%   | 80%    | 80%    | 83%       | 87%   | 82%   | 73%  | 71%              | 76%          | 76%          | 84%  | 81%          | 81%  | 82% | 78%  | 79%      | 81%       | 75%   | 82% |
|                                                                               |       |        |        | f         | ef    | f     |      |                  |              |              | ghi  |              |      |     |      |          |           |       | q   |
|                                                                               |       | 47%    | 52%    | 10%       | 23%   | 34%   | 32%  | 5%               | 8%           | 12%          | 48%  | 29%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| SAME PROVIDER FOR ANY OTHER SERVICE                                           | 496   | 230    | 256    | 40        | 66    | 157   | 226  | 34               | 40           | 80           | 200  | 142          | 137  | 82  | 109  | 405      | 46        | 33    | 12  |
|                                                                               | 17%   | 17%    | 17%    | 14%       | 11%   | 16%   | 23%  | 20%              | 18%          | 23%          | 15%  | 18%          | 18%  | 17% | 16%  | 17%      | 17%       | 22%   | 14% |
|                                                                               |       |        |        |           |       | d     | cde  |                  |              | j            |      |              |      |     |      |          |           | or    |     |
|                                                                               |       | 46%    | 52%    | 8%        | 13%   | 32%   | 46%  | 7%               | 8%           | 16%          | 40%  | 29%          | 28%  | 17% | 22%  | 82%      | 9%        | 7%    | 2%  |
| DON'T KNOW AT ANY SERVICE                                                     | 96    | 44     | 48     | 24        | 24    | 25    | 18   | 8                | 8            | 5            | 18   | 21           | 29   | 13  | 23   | 87       | 5         | 2     | 2   |

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : All respondents

|                                                                               | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |              |
|-------------------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|--------------|
|                                                                               |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/ HIGH |
| Significance Level: 95%                                                       |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o            |
| Unweighted total                                                              | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002  | 1231           | 2898    | 2162              | 2623 | 2610         |
| Effective Weighted Sample                                                     | 3337  | 318             | 375        | 288        | 306       | 292       | 312         | 322           | 271        | 293        | 2832  | 513            | 1978    | 1288              | 1609 | 1730         |
| Total                                                                         | 3000  | 370             | 431        | 243        | 223       | 283       | 211         | 237           | 132        | 356        | 2591  | 408            | 1823    | 1061              | 1481 | 1518         |
|                                                                               |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 61%     | 35%               | 49%  | 51%          |
| Base for %                                                                    | 2903  | 357             | 423        | 236        | 214       | 268       | 205         | 228           | 127        | 341        | 2503  | 400            | 1773    | 1019              | 1440 | 1463         |
|                                                                               |       | 12%             | 15%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 61%     | 35%               | 50%  | 50%          |
| MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE | 2301  | 280             | 333        | 186        | 180       | 217       | 152         | 184           | 99         | 267        | 1979  | 321            | 1471    | 761               | 1108 | 1193         |
|                                                                               | 79%   | 78%             | 79%        | 79%        | 84%       | 81%       | 74%         | 81%           | 79%        | 78%        | 79%   | 80%            | 83%     | 75%               | 77%  | 82%          |
|                                                                               |       | 12%             | 14%        | 8%         | 8%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%   | 14%            | 64%     | 33%               | 48%  | 52%          |
| SAME PROVIDER FOR ANY OTHER SERVICE                                           | 496   | 71              | 68         | 38         | 31        | 41        | 41          | 37            | 24         | 54         | 426   | 70             | 286     | 194               | 296  | 200          |
|                                                                               | 17%   | 20%             | 16%        | 16%        | 15%       | 15%       | 20%         | 16%           | 19%        | 16%        | 17%   | 18%            | 16%     | 19%               | 21%  | 14%          |
|                                                                               |       | 14%             | 14%        | 8%         | 6%        | 8%        | 8%          | 7%            | 5%         | 11%        | 86%   | 14%            | 58%     | 39%               | 60%  | 40%          |
| DON'T KNOW AT ANY SERVICE                                                     | 96    | 13              | 8          | 6          | 9         | 15        | 6           | 10            | 6          | 15         | 88    | 9              | 50      | 42                | 41   | 55           |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o                           |       |                 |            |            |           |           |             |               |            |            |       |                |         |                   |      |              |



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : All respondents

|                                                                                  | Total | TV SERVICES     |                 |                  |      |                          |                   |
|----------------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                                  |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                          |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                                                                 | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample                                                        | 3337  | 1579            | 1396            | 2630             | 2680 | 1472                     | 3226              |
| Total                                                                            | 3000  | 1400            | 1243            | 2269             | 2330 | 1260                     | 2836              |
|                                                                                  |       | 47%             | 41%             | 76%              | 78%  | 42%                      | 95%               |
| Base for %                                                                       | 2903  | 1375            | 1215            | 2220             | 2268 | 1229                     | 2751              |
|                                                                                  |       | 47%             | 42%             | 76%              | 78%  | 42%                      | 95%               |
| MOBILE (PERSONAL) STANDALONE - DON'T USE<br>MOBILE NETWORK FOR ANY OTHER SERVICE | 2301  | 1094            | 963             | 1782             | 1863 | 1015                     | 2213              |
|                                                                                  | 79%   | 80%             | 79%             | 80%              | 82%  | 83%                      | 80%               |
|                                                                                  |       | 48%             | 42%             | 77%              | 81%  | 44%                      | 96%               |
| SAME PROVIDER FOR ANY OTHER SERVICE                                              | 496   | 265             | 220             | 417              | 387  | 208                      | 487               |
|                                                                                  | 17%   | 19%             | 18%             | 19%              | 17%  | 17%                      | 18%               |
|                                                                                  |       | 53%             | 44%             | 84%              | 78%  | 42%                      | 98%               |
| DON'T KNOW AT ANY SERVICE                                                        | 96    | 25              | 28              | 49               | 61   | 32                       | 85                |
| Columns Tested: a,b,c,d,e,f                                                      |       |                 |                 |                  |      |                          |                   |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : Those with a Pay TV service

|                                                                     | Total | GENDER |        | AGE GROUP |       |       |     | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |     |     |     | NATION   |           |       |     |
|---------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|--------------|--------------|------|--------------|-----|-----|-----|----------|-----------|-------|-----|
|                                                                     |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+ | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1  | C2  | DE  | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                             |       | a      | b      | c         | d     | e     | f   | g                | h            | i            | j    | k            | l   | m   | n   | o        | p         | q     | r   |
| Unweighted total                                                    | 2461  | 1146   | 1298   | 206       | 375   | 888   | 966 | 119              | 190          | 335          | 1144 | 705          | 765 | 331 | 569 | 1547     | 289       | 320   | 305 |
| Effective Weighted Sample                                           | 1579  | 728    | 840    | 132       | 267   | 606   | 564 | 77               | 113          | 211          | 774  | 492          | 523 | 211 | 365 | 1202     | 158       | 212   | 233 |
| Total                                                               | 1400  | 650    | 741    | 115       | 243   | 510   | 518 | 64               | 106          | 174          | 677  | 428          | 346 | 254 | 317 | 1135     | 145       | 80    | 40  |
|                                                                     |       | 46%    | 53%    | 8%        | 17%   | 36%   | 37% | 5%               | 8%           | 12%          | 48%  | 31%          | 25% | 18% | 23% | 81%      | 10%       | 6%    | 3%  |
| Base for %                                                          | 1375  | 637    | 729    | 108       | 240   | 502   | 510 | 62               | 102          | 172          | 674  | 422          | 341 | 251 | 311 | 1112     | 143       | 80    | 40  |
|                                                                     |       | 46%    | 53%    | 8%        | 17%   | 37%   | 37% | 5%               | 7%           | 13%          | 49%  | 31%          | 25% | 18% | 23% | 81%      | 10%       | 6%    | 3%  |
| PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE | 366   | 181    | 182    | 36        | 64    | 133   | 129 | 14               | 30           | 44           | 185  | 114          | 85  | 66  | 82  | 296      | 35        | 25    | 10  |
|                                                                     | 27%   | 28%    | 25%    | 34%       | 26%   | 26%   | 25% | 22%              | 30%          | 26%          | 27%  | 27%          | 25% | 26% | 27% | 27%      | 24%       | 31%   | 26% |
|                                                                     |       | 49%    | 50%    | 10%       | 17%   | 36%   | 35% | 4%               | 8%           | 12%          | 51%  | 31%          | 23% | 18% | 23% | 81%      | 9%        | 7%    | 3%  |
| SAME PROVIDER FOR ANY OTHER SERVICE                                 | 1008  | 456    | 547    | 72        | 177   | 369   | 381 | 48               | 71           | 128          | 489  | 308          | 255 | 185 | 229 | 815      | 109       | 55    | 30  |
|                                                                     | 73%   | 72%    | 75%    | 66%       | 74%   | 74%   | 75% | 78%              | 70%          | 74%          | 73%  | 73%          | 75% | 74% | 73% | 73%      | 76%       | 69%   | 74% |
|                                                                     |       | 45%    | 54%    | 7%        | 18%   | 37%   | 38% | 5%               | 7%           | 13%          | 48%  | 31%          | 25% | 18% | 23% | 81%      | 11%       | 5%    | 3%  |
| DON'T KNOW AT ANY SERVICE                                           | 25    | 13     | 12     | 7         | 3     | 7     | 8   | 2                | 4            | 2            | 3    | 6            | 5   | 4   | 6   | 23       | 2         | *     | *   |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r         |       |        |        |           |       |       |     |                  |              |              |      |              |     |     |     |          |           |       |     |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

# **PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : Those with a Pay TV service

|                                                                     | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |       | WORKING STATUS |         | DEPRIVATION LEVEL |      |              |
|---------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------------|---------|-------------------|------|--------------|
|                                                                     |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL          | WORKING | NOT WORKING       | LOW  | MEDIUM/ HIGH |
| Significance Level: 95%                                             |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j     | k              | l       | m                 | n    | o            |
| Unweighted total                                                    | 2461  | 140             | 216        | 153        | 170       | 173       | 185         | 167           | 175        | 168        | 1874  | 587            | 1475    | 928               | 1312 | 1149         |
| Effective Weighted Sample                                           | 1579  | 122             | 182        | 127        | 149       | 143       | 158         | 135           | 146        | 135        | 1339  | 242            | 997     | 558               | 825  | 756          |
| Total                                                               | 1400  | 145             | 207        | 106        | 106       | 135       | 103         | 97            | 70         | 164        | 1202  | 198            | 926     | 445               | 759  | 641          |
|                                                                     |       | 10%             | 15%        | 8%         | 8%        | 10%       | 7%          | 7%            | 5%         | 12%        | 86%   | 14%            | 66%     | 32%               | 54%  | 46%          |
| Base for %                                                          | 1375  | 142             | 205        | 103        | 104       | 129       | 103         | 95            | 70         | 160        | 1181  | 194            | 916     | 431               | 747  | 628          |
|                                                                     |       | 10%             | 15%        | 8%         | 8%        | 9%        | 8%          | 7%            | 5%         | 12%        | 86%   | 14%            | 67%     | 31%               | 54%  | 46%          |
| PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE | 366   | 35              | 54         | 32         | 31        | 37        | 24          | 28            | 20         | 35         | 287   | 79             | 240     | 114               | 213  | 153          |
|                                                                     | 27%   | 25%             | 26%        | 31%        | 30%       | 29%       | 24%         | 30%           | 29%        | 22%        | 24%   | j              | 26%     | 27%               | 28%  | 24%          |
|                                                                     |       | 10%             | 15%        | 9%         | 8%        | 10%       | 7%          | 8%            | 6%         | 10%        | 78%   | 22%            | 66%     | 31%               | 58%  | 42%          |
| SAME PROVIDER FOR ANY OTHER SERVICE                                 | 1008  | 107             | 152        | 71         | 73        | 92        | 79          | 67            | 50         | 125        | 894   | 115            | 675     | 317               | 534  | 474          |
|                                                                     | 73%   | 75%             | 74%        | 69%        | 70%       | 71%       | 76%         | 70%           | 71%        | 78%        | 76%   | 59%            | 74%     | 73%               | 72%  | 76%          |
|                                                                     |       | 11%             | 15%        | 7%         | 7%        | 9%        | 8%          | 7%            | 5%         | 12%        | k     | 11%            | 67%     | 31%               | 53%  | 47%          |
| DON'T KNOW AT ANY SERVICE                                           | 25    | 3               | 2          | 3          | 2         | 6         | -           | 3             | -          | 4          | 22    | 4              | 11      | 14                | 12   | 13           |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o                 |       |                 |            |            |           |           |             |               |            |            |       |                |         |                   |      |              |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : Those with a Pay TV service

|                                                                        | Total | TV SERVICES     |                 |                  |      |                          |                   |
|------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                        |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                                                       | 2461  | 2461            | 553             | 2142             | 2078 | 1015                     | 2461              |
| Effective Weighted Sample                                              | 1579  | 1579            | 355             | 1404             | 1378 | 684                      | 1579              |
| Total                                                                  | 1400  | 1400            | 325             | 1237             | 1214 | 604                      | 1400              |
|                                                                        |       | 100%            | 23%             | 88%              | 87%  | 43%                      | 100%              |
| Base for %                                                             | 1375  | 1375            | 323             | 1218             | 1196 | 597                      | 1375              |
|                                                                        |       | 100%            | 23%             | 89%              | 87%  | 43%                      | 100%              |
| PAY TV STANDALONE - DON'T USE PAY TV<br>SUPPLIER FOR ANY OTHER SERVICE | 366   | 366             | 93              | 303              | 309  | 159                      | 366               |
|                                                                        | 27%   | 27%             | 29%             | 25%              | 26%  | 27%                      | 27%               |
|                                                                        |       | 100%            | 25%             | 83%              | 84%  | 43%                      | 100%              |
| SAME PROVIDER FOR ANY OTHER SERVICE                                    | 1008  | 1008            | 229             | 915              | 887  | 437                      | 1008              |
|                                                                        | 73%   | 73%             | 71%             | 75%              | 74%  | 73%                      | 73%               |
|                                                                        |       | 100%            | 23%             | 91%              | 88%  | 43%                      | 100%              |
| DON'T KNOW AT ANY SERVICE                                              | 25    | 25              | 2               | 19               | 18   | 7                        | 25                |
| Columns Tested: a,b,c,d,e,f                                            |       |                 |                 |                  |      |                          |                   |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : All respondents

|                                                                     | Total | GENDER |        | AGE GROUP |       |       |      | HOUSEHOLD INCOME |              |              |      | SOCIAL GROUP |      |     |      | NATION   |           |       |     |
|---------------------------------------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|--------------|--------------|------|--------------|------|-----|------|----------|-----------|-------|-----|
|                                                                     |       | MALE   | FEMALE | 16-24     | 25-34 | 35-54 | 55+  | UNDER 10.4K      | 10.4K-15.59K | 15.6K-25.99K | 26K+ | AB           | C1   | C2  | DE   | ENG LAND | SCOT LAND | WALES | NI  |
| Significance Level: 95%                                             |       | a      | b      | c         | d     | e     | f    | g                | h            | i            | j    | k            | l    | m   | n    | o        | p         | q     | r   |
| Unweighted total                                                    | 5233  | 2473   | 2668   | 545       | 939   | 1699  | 1951 | 369              | 417          | 678          | 2198 | 1379         | 1694 | 634 | 1268 | 3385     | 564       | 623   | 661 |
| Effective Weighted Sample                                           | 3337  | 1570   | 1721   | 364       | 670   | 1147  | 1115 | 213              | 249          | 424          | 1503 | 952          | 1189 | 414 | 792  | 2595     | 311       | 390   | 505 |
| Total                                                               | 3000  | 1400   | 1536   | 309       | 626   | 982   | 1022 | 179              | 237          | 358          | 1321 | 830          | 798  | 501 | 697  | 2486     | 273       | 152   | 89  |
|                                                                     |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| Base for %                                                          | 2974  | 1387   | 1524   | 302       | 624   | 975   | 1014 | 177              | 233          | 356          | 1317 | 824          | 793  | 498 | 691  | 2463     | 271       | 152   | 89  |
|                                                                     |       | 47%    | 51%    | 10%       | 21%   | 33%   | 34%  | 6%               | 8%           | 12%          | 44%  | 28%          | 27%  | 17% | 23%  | 83%      | 9%        | 5%    | 3%  |
| PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE | 366   | 181    | 182    | 36        | 64    | 133   | 129  | 14               | 30           | 44           | 185  | 114          | 85   | 66  | 82   | 296      | 35        | 25    | 10  |
|                                                                     | 12%   | 13%    | 12%    | 12%       | 10%   | 14%   | 13%  | 8%               | 13%          | 12%          | 14%  | 14%          | 11%  | 13% | 12%  | 12%      | 13%       | 16%   | 12% |
|                                                                     |       | 49%    | 50%    | 10%       | 17%   | 36%   | 35%  | 4%               | 8%           | 12%          | 51%  | 31%          | 23%  | 18% | 23%  | 81%      | 9%        | 7%    | 3%  |
| SAME PROVIDER FOR ANY OTHER SERVICE                                 | 1008  | 456    | 547    | 72        | 177   | 369   | 381  | 48               | 71           | 128          | 489  | 308          | 255  | 185 | 229  | 815      | 109       | 55    | 30  |
|                                                                     | 34%   | 33%    | 36%    | 24%       | 28%   | 38%   | 38%  | 27%              | 31%          | 36%          | 37%  | 37%          | 32%  | 37% | 33%  | 33%      | 40%       | 36%   | 34% |
|                                                                     |       | 45%    | 54%    | 7%        | 18%   | 37%   | 38%  | 5%               | 7%           | 13%          | 48%  | 31%          | 25%  | 18% | 23%  | 81%      | 11%       | 5%    | 3%  |
| DON'T KNOW AT ANY SERVICE                                           | 25    | 13     | 12     | 7         | 3     | 7     | 8    | 2                | 4            | 2            | 3    | 6            | 5    | 4   | 6    | 23       | 2         | *     | *   |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r         |       |        |        |           |       |       |      |                  |              |              |      |              |      |     |      |          |           |       |     |

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : All respondents

|                                                                     | Total | ENGLAND REGIONS |            |            |           |           |             |               |            | URBANITY   |          | WORKING STATUS |          | DEPRIVATION LEVEL |          |              |
|---------------------------------------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|----------------|----------|-------------------|----------|--------------|
|                                                                     |       | LONDON          | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN    | RURAL          | WORKING  | NOT WORKING       | LOW      | MEDIUM/ HIGH |
| Significance Level: 95%                                             |       | a               | b          | c          | d         | e         | f           | g             | h          | i          | j        | k              | l        | m                 | n        | o            |
| Unweighted total                                                    | 5233  | 375             | 465        | 354        | 361       | 360       | 376         | 400           | 337        | 357        | 4002     | 1231           | 2898     | 2162              | 2623     | 2610         |
| Effective Weighted Sample                                           | 3337  | 318             | 375        | 288        | 306       | 292       | 312         | 322           | 271        | 293        | 2832     | 513            | 1978     | 1288              | 1609     | 1730         |
| Total                                                               | 3000  | 370             | 431        | 243        | 223       | 283       | 211         | 237           | 132        | 356        | 2591     | 408            | 1823     | 1061              | 1481     | 1518         |
|                                                                     |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%            | 61%      | 35%               | 49%      | 51%          |
| Base for %                                                          | 2974  | 367             | 430        | 240        | 221       | 277       | 211         | 234           | 132        | 351        | 2570     | 404            | 1812     | 1047              | 1469     | 1505         |
|                                                                     |       | 12%             | 14%        | 8%         | 7%        | 9%        | 7%          | 8%            | 4%         | 12%        | 86%      | 14%            | 61%      | 35%               | 49%      | 51%          |
| PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE | 366   | 35              | 54         | 32         | 31        | 37        | 24          | 28            | 20         | 35         | 287      | 79             | 240      | 114               | 213      | 153          |
|                                                                     | 12%   | 10%             | 13%        | 13%        | 14%       | 13%       | 12%         | 12%           | 15%        | 10%        | 11%      | 20%            | 13%      | 11%               | 14%      | 10%          |
|                                                                     |       | 10%             | 15%        | 9%         | 8%        | 10%       | 7%          | 8%            | a<br>6%    | 10%        | 78%      | j<br>22%       | m<br>66% | 31%               | o<br>58% | 42%          |
| SAME PROVIDER FOR ANY OTHER SERVICE                                 | 1008  | 107             | 152        | 71         | 73        | 92        | 79          | 67            | 50         | 125        | 894      | 115            | 675      | 317               | 534      | 474          |
|                                                                     | 34%   | 29%             | 35%        | 30%        | 33%       | 33%       | 37%         | 28%           | acg<br>38% | 35%        | 35%      | 28%            | m<br>37% | 30%               | o<br>36% | 32%          |
|                                                                     |       | 11%             | 15%        | 7%         | 7%        | 9%        | acg<br>8%   | 7%            | acg<br>5%  | 12%        | k<br>89% | 11%            | m<br>67% | 31%               | o<br>53% | 47%          |
| DON'T KNOW AT ANY SERVICE                                           | 25    | 3               | 2          | 3          | 2         | 6         | -           | 3             | -          | 4          | 22       | 4              | 11       | 14                | 12       | 13           |

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : All respondents

|                                                                        | Total | TV SERVICES     |                 |                  |      |                          |                   |
|------------------------------------------------------------------------|-------|-----------------|-----------------|------------------|------|--------------------------|-------------------|
|                                                                        |       | PAID TRAD<br>TV | FREE TRAD<br>TV | FREE<br>CATCH-UP | SVOD | YOUTUBE<br>SERV-<br>ICES | ANY SER-<br>VICES |
| Significance Level: 95%                                                |       | a               | b               | c                | d    | e                        | f                 |
| Unweighted total                                                       | 5233  | 2461            | 2214            | 3966             | 3991 | 2172                     | 5004              |
| Effective Weighted Sample                                              | 3337  | 1579            | 1396            | 2630             | 2680 | 1472                     | 3226              |
| Total                                                                  | 3000  | 1400            | 1243            | 2269             | 2330 | 1260                     | 2836              |
|                                                                        |       | 47%             | 41%             | 76%              | 78%  | 42%                      | 95%               |
| Base for %                                                             | 2974  | 1375            | 1241            | 2250             | 2312 | 1253                     | 2811              |
|                                                                        |       | 46%             | 42%             | 76%              | 78%  | 42%                      | 95%               |
| PAY TV STANDALONE - DON'T USE PAY TV<br>SUPPLIER FOR ANY OTHER SERVICE | 366   | 366             | 93              | 303              | 309  | 159                      | 366               |
|                                                                        | 12%   | 27%             | 8%              | 13%              | 13%  | 13%                      | 13%               |
|                                                                        |       | bcdef           |                 | b                | b    | b                        | b                 |
|                                                                        |       | 100%            | 25%             | 83%              | 84%  | 43%                      | 100%              |
| SAME PROVIDER FOR ANY OTHER SERVICE                                    | 1008  | 1008            | 229             | 915              | 887  | 437                      | 1008              |
|                                                                        | 34%   | 73%             | 18%             | 41%              | 38%  | 35%                      | 36%               |
|                                                                        |       | bcdef           |                 | bef              | bef  | b                        | b                 |
|                                                                        |       | 100%            | 23%             | 91%              | 88%  | 43%                      | 100%              |
| DON'T KNOW AT ANY SERVICE                                              | 25    | 25              | 2               | 19               | 18   | 7                        | 25                |

Columns Tested: a,b,c,d,e,f